

FUNDRAISING ROLES

The fundraising roles within the organization should be defined by the unique qualities that each group brings to the activity. Sometimes these assets are defined by the nature of their *functional role*, sometimes by *individual strengths*.

Board Role – Board members often bring the key strengths of leadership, long-term vision, peer credibility and organizational accountability. Therefore, their role is often associated with the responsibility for defining the direction and approach to fundraising, building strategic relationships, asking for significant contributions, and ensuring follow-through and results.

Example activities for Board Members:

- ◆ Making a contribution to the organization at some level based on ability to contribute, including consideration of a “leadership” contribution that helps “set the pace” of other supporters.
- ◆ Developing and monitoring long-range fundraising goals
- ◆ Approving fundraising policies
- ◆ Cultivating relationships to key supporters
- ◆ Making fundraising calls and asking for contributions

Committee Role – Committee members often bring the key strengths of detailed strategic thinking and focused attention. Therefore, their role is often associated with developing fundraising plans, engaging other board members in fundraising programs and ensuring follow-through of board participation.

Examples activities for Committee Members:

- ◆ Developing three-year fundraising plan
- ◆ Leading board fundraising campaigns
- ◆ Encouraging and motivating board member participation, including participation in recruiting committed fundraisers to the board
- ◆ Identifying training and development needs for the organization
- ◆ Recommending fundraising policies
- ◆ Evaluating and modifying fundraising programs

FUNDRAISING ROLES (CONTINUED)

Staff Role – Staff members often bring strengths of detailed understanding of the organization’s programs and accomplishments, understanding the mechanics of fundraising, ability to manage details, building partnership relationships, and sustained focus. Therefore, their role is often associated with providing support to fundraising volunteers, developing implementation plans, managing fundraising systems and implementation of fundraising mechanics.

Example activities for Staff Members:

- ◆ Developing fundraising implementation plans
- ◆ Organizing board contact with donors and key supporters
- ◆ Participating in fundraising visits
- ◆ Providing some training and development of fundraising volunteers
- ◆ Managing the database and donor files
- ◆ Aligning programs to funding opportunities
- ◆ Developing grant proposals
- ◆ Implementing direct mail and membership renewal programs
- ◆ Coordinating volunteer involvement in special events