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**NONPROFIT  
SEARCH GROUP**

Board and Leadership Institute

# How to Re-Engage Your Board in Fundraising and Development

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**The Nonprofit Search Group** is a partnership between Dennis C. Miller and The Angeletti Group Executive Search Division (TAG). We specialize in executive search projects representing a wide variety of industries for national, regional or local nonprofit organizations, including independent and higher education, healthcare, and community building and social impact organizations.

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**The Board and Leadership Institute** is a program of The Nonprofit Search Group, created to provide enhanced performance educational tools and coaching for Boards and Leaders through a series of board and organizational assessments, workshops, retreats, blogs, webinars and books. Today, more than ever before, nonprofit boards and leaders have to be performance and results driven. Performance coaching can be very beneficial to those who would like to improve their leadership results.

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As a Nonprofit Leadership Coach, Dennis has advised hundreds of nonprofit organizations across the country on how to unlock their true potential by working with them to improve the integration of board governance, leadership development, strategic planning and philanthropy. He is a sought after motivational speaker, retreat facilitator, leadership coach, and executive search consultant.



## Topics of Discussion

- The CEO, CDO and Board tri-partnership for success
- Three questions every board member needs to answer
- A day in the life of a development committee
- I'd rather stick pins in my eyes than raise money
- Why people give money
- The tin cup vs. the investment theory of giving
- Characteristics of successful fundraising board

## **A Day in the Life of a Development Committee**

- Who are we going to honor at this year's gala?
- Who is going to chair the golf outing?
- How much will the wine tasting raise?
- Let's discuss our list of major prospects
- Let's put it on the agenda for next month's meeting

## **I'd Rather Stick Pins In My Eyes Than Raise Money**

- Do you know any 11-year-old who can hit major league pitching?
- Why building self-confidence matters

## Why Do People Give Money?

- They have been **asked**
- They **want** to give
- They give to someone they **trust and respect**
- They give to **success** not distress
- They give to make a **difference**
- They give to the needs of those **you serve**, not your needs



## **The Tin Cup Theory of Fundraising**

- Port Authority Bus Terminal
- Radio City Christmas Show
- Begging and selling pencils
- I need, I need

## The Investment Theory of Fundraising

- Tell me your top two achievements this year
- Results and outcomes
- Giving to success
- Donor values

## **Characteristics of Successful Fundraising Boards**

- Integrity
- Passion
- Quest for excellence
- Inspiring vision
- Strategic thinkers
- Effective governance
- Positive attitudes – yes we can!
- Cultivate and solicit
- Create an organization worthy of a gift

# **The CEO, CDO and Board Tri-Partnership for Success**

## *The Role of the CEO*

Chief sales officer

Chief relationship officer

Chief brand builder

Chief communicator

# **The CEO, CDO and Board Tri-Partnership for Success**

## *The Role of the Chief Development Officer (CDO)*

Comprehensive and diversified plan

Case for support

Quarterback

Prospect relations

Educator

Solicitor

Acknowledge

# **The CEO, CDO and Board Tri-Partnership for Success**

## *The Role of the Board*

Ambassador

Cultivator

Participator

Wealth identifier

Giver

Stewardship

## **The Three Questions Every Board Member Needs to Answer**

What is the value we provide to our community?

What are your top achievements?

Why are you worthy of a gift?

## Comprehensive Plan of Action

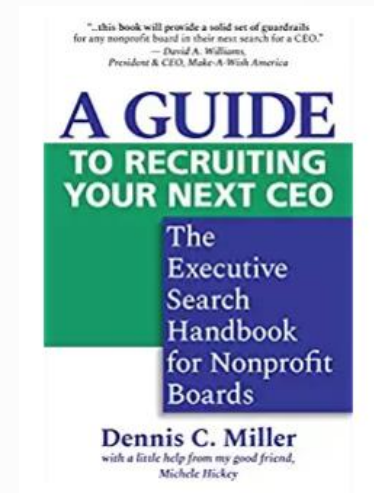
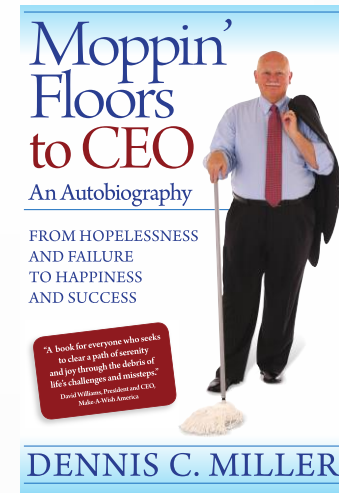
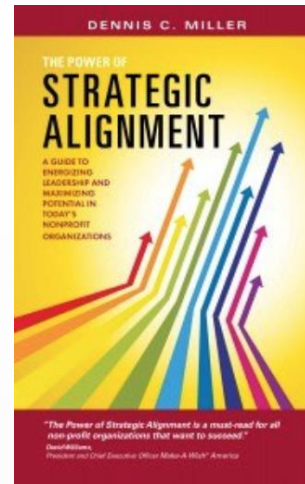
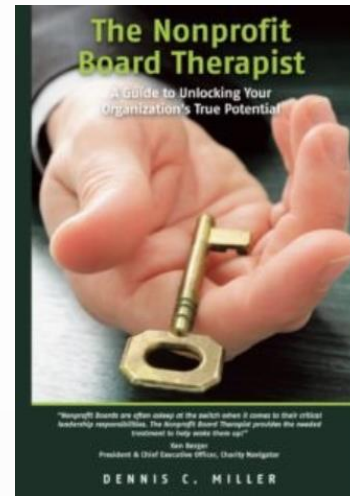
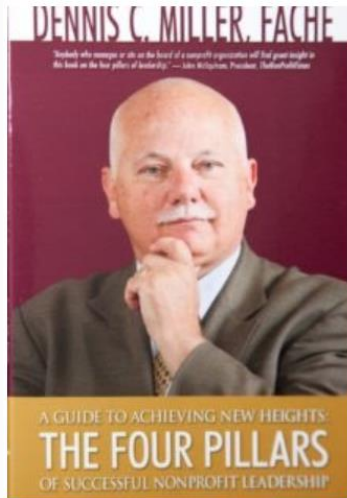
- Written Case for Support – Who Are You, Why You Are Seeking Funds, Ways a Donor Can Give, and How Will the Gift Benefit the Donor
- Annual Appeal
- Special Events
- Corporate and Foundations
- Publicly Funded Grants
- Major Gifts
- Capital Campaign



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## Books by Dennis C. Miller:



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