



Scan to sign in

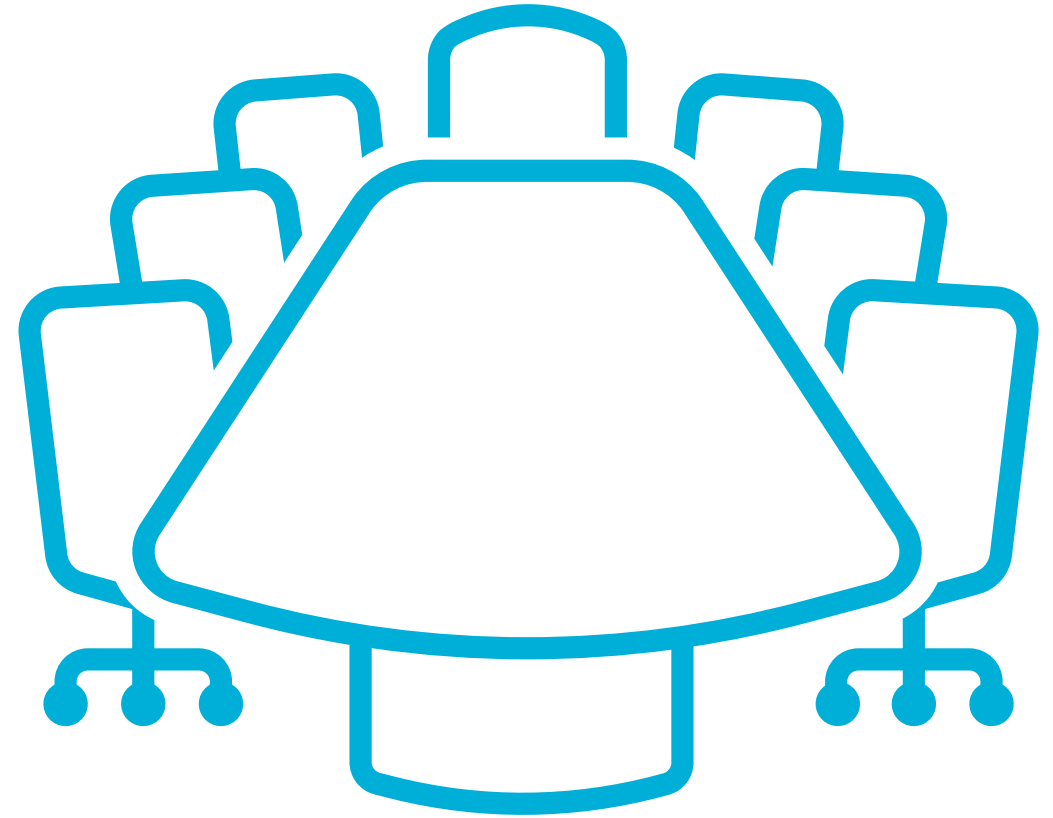
Fundraising & Your Board: Practical Ways to Build Confidence and Commitment

Alabama ASO – October 2025

Learning Objectives

After today, we hope to equip you with the knowledge to:

- Explain a board's role in fundraising.
- Establish and communicate fundraising expectations for your board.
- Equip and empower your board to fundraise.



I'm a board member, not a fundraiser

People should just want to give since Habitat's mission is so good.

I'll do anything but ask for money.

Isn't fundraising the job of the Development Director and Executive Director?

Foundations and corporations are the biggest donors. That's where the money is and where you all should focus.

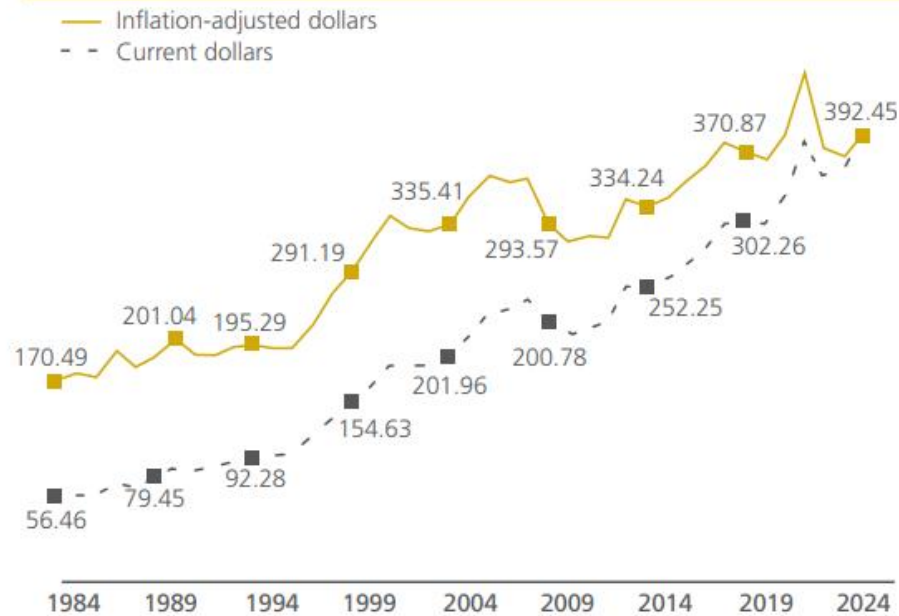
"So-and-so" has so much money, they've got to have enough to give a little something to us.

Giving USA 2025

In 2024, Americans gave **\$592.50 billion** to charity, growing 6.3% over 2023. When adjusted for inflation, total giving grew by 3.3%. Giving by individuals totaled an estimated **\$392.45 billion**.

Giving by individuals, 1984–2024

(in billions of dollars)



Where did the generosity come from?

Contributions by source

By percentage of the total

66% \$392.45 billion

Giving by Individuals

↑ increased 8.2% from 2023

19% \$109.81 billion

Giving by Foundations

↑ increased 2.4% from 2023

8% \$45.84 billion

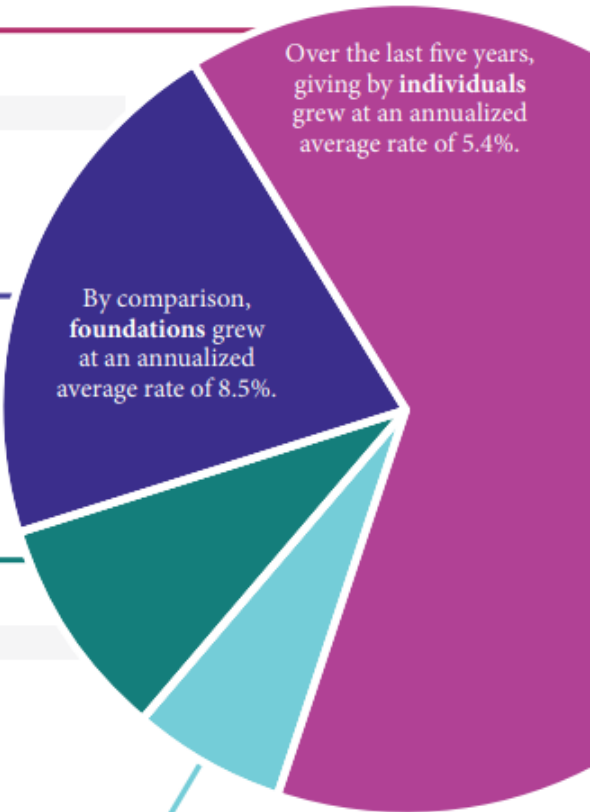
Giving by Bequest

↓ declined 1.6% from 2023

7% \$44.40 billion

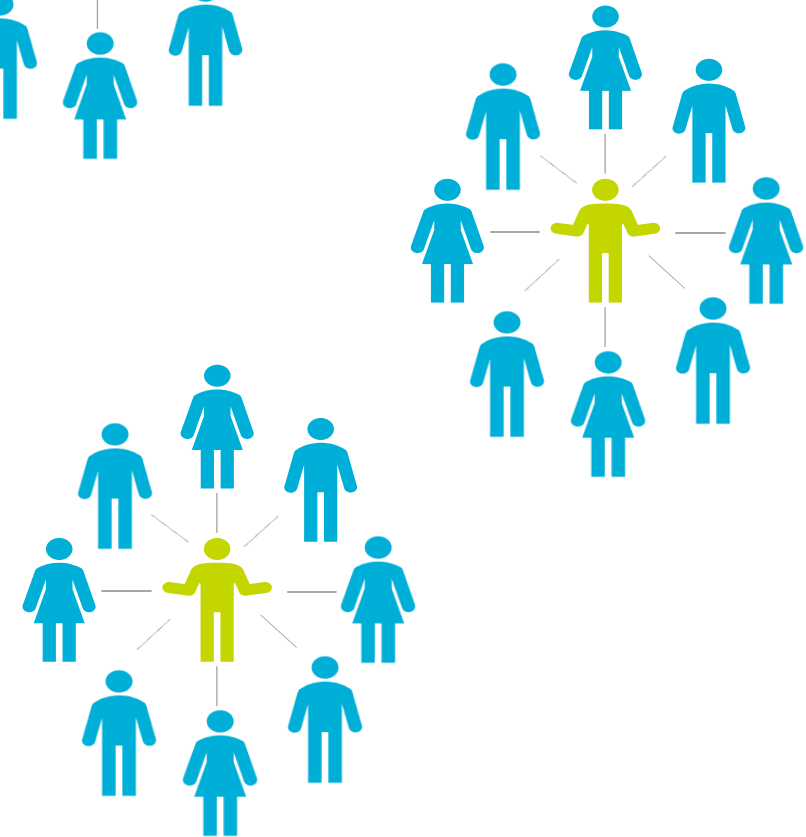
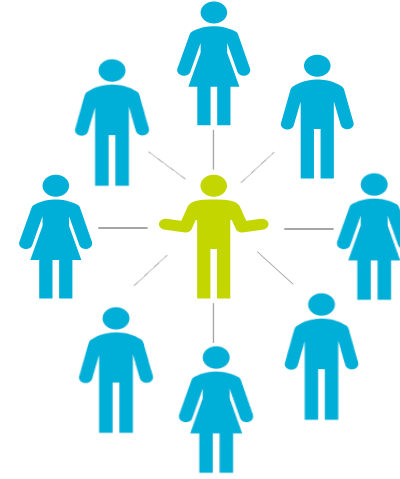
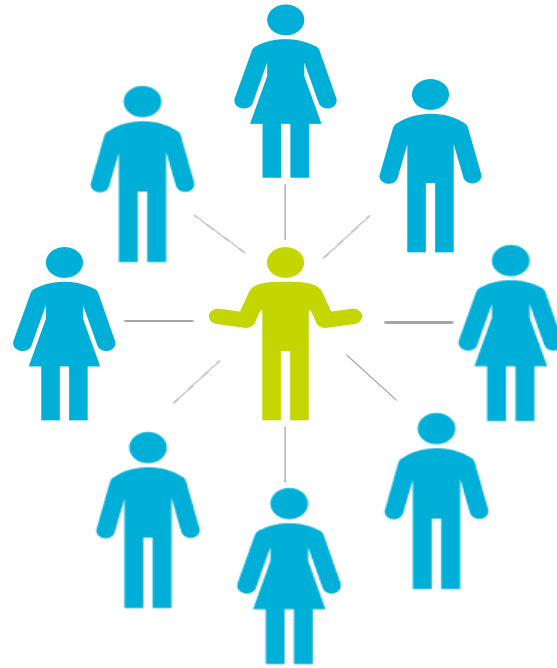
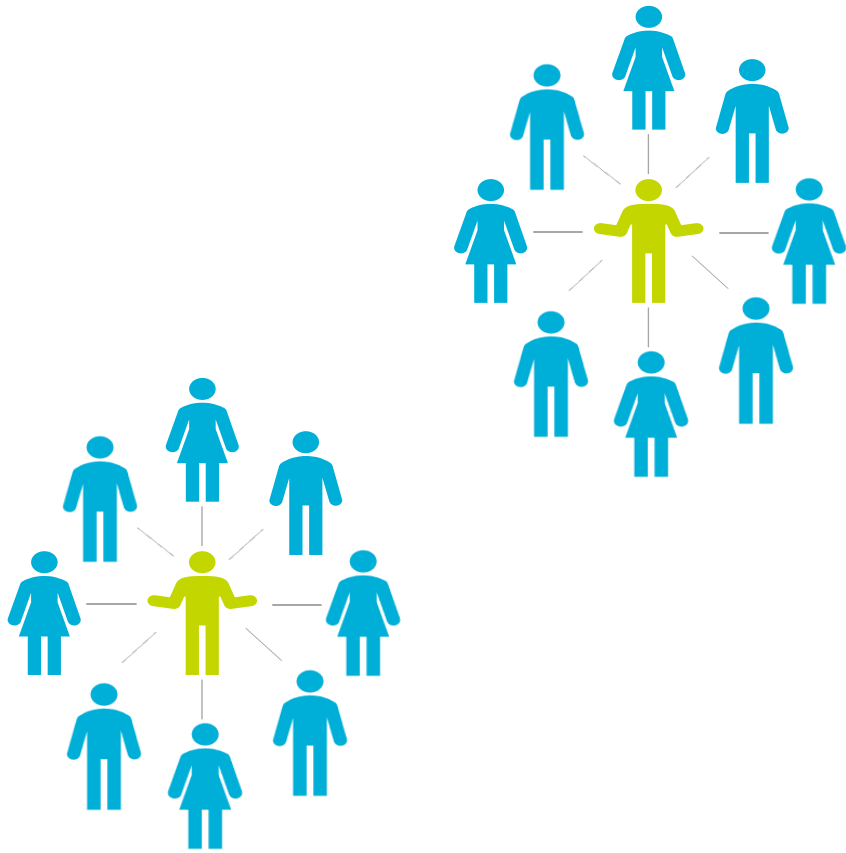
Giving by Corporations

↑ increased 9.1% from 2023

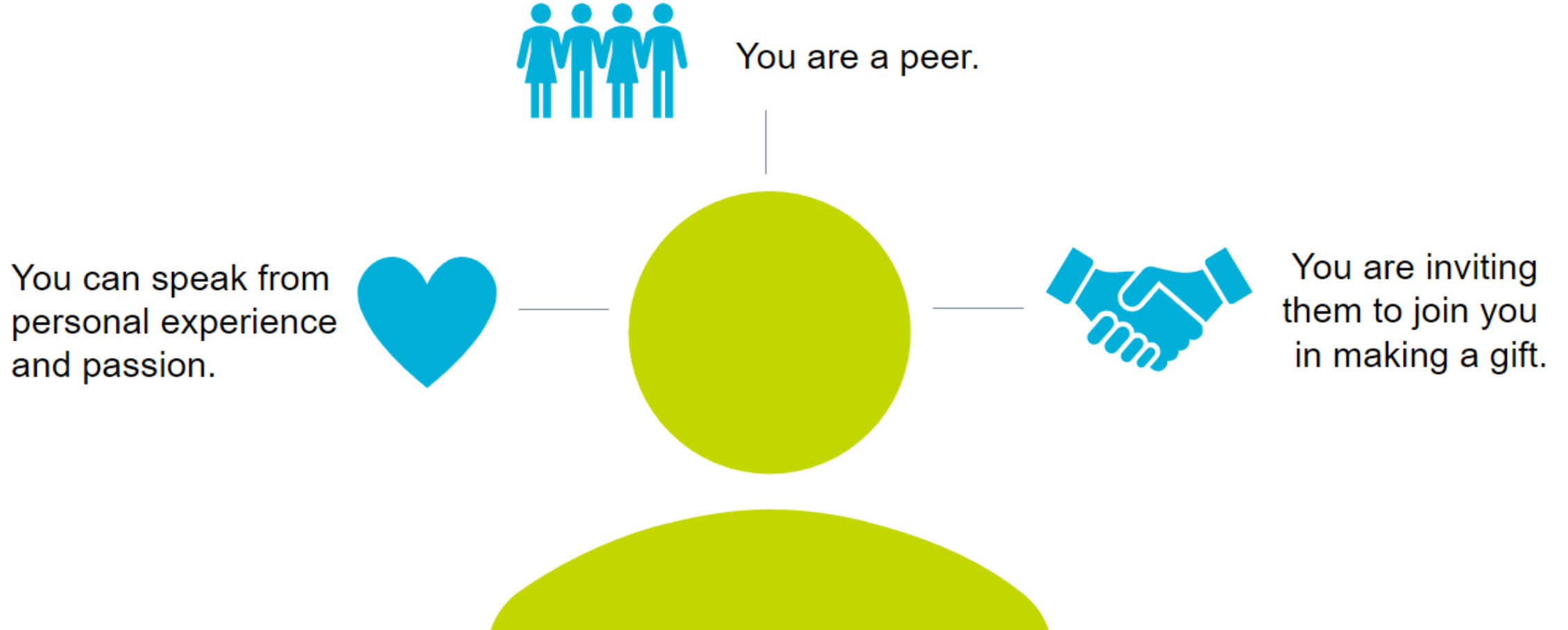


*All figures on this infographic are reported in current dollars unless otherwise noted. The inflation rate in 2024 stood at 2.9%, and results may differ when adjusted for inflation. Learn more in the chapters.

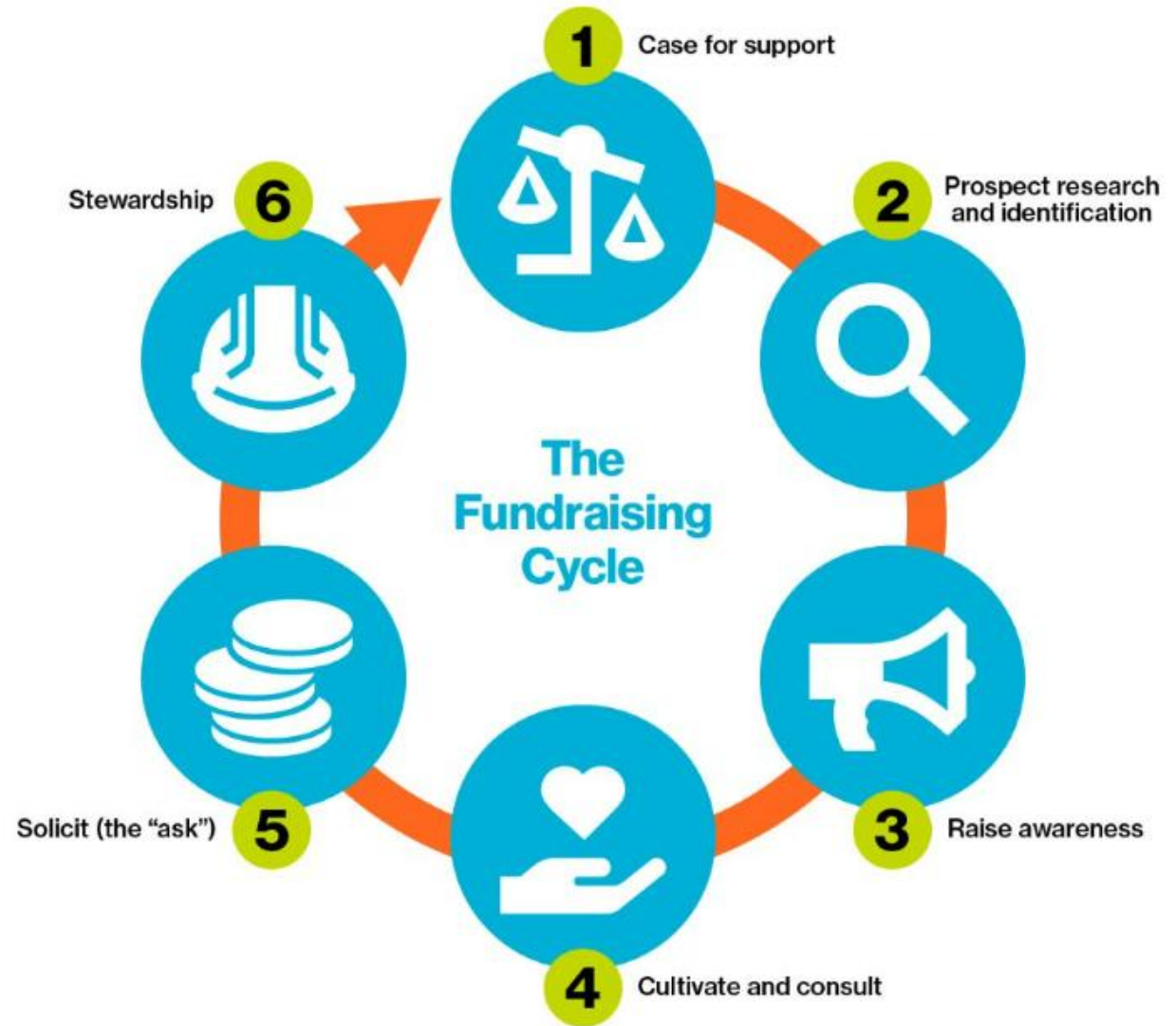
Board Members can help



Board Members have a unique role



What is fundraising?



A Board's Role in Fundraising

ADVISE

Develop cultivation strategies.

Review and prioritize top donors and prospects.

Support investment in development.

ADVOCATE

Articulate a vision that inspires and is focused on impact.

Open doors.

Participate in cultivation visits and events.

INVITE

Solicit gifts and/or share your giving experience.

Provide input on solicitations and proposals.

Lead by example with your own meaningful gift.

STEWARD

Thank donors.

Update donors on gift impact.

Communicate regarding ongoing activity.

Fundraising Expectations

	Activity	Expectations
ADVISE	Develop cultivation strategies.	<ul style="list-style-type: none"> • Review top donor list annually, offer insights to help team prioritize.
	Review and prioritize top donors and prospects.	
	Support investment in development.	
ADVOCATE	Articulate a vision that inspires and is focused on impact.	<ul style="list-style-type: none"> • Attend a city hall or town meeting representing your affiliate.
	Open doors.	
	Participate in cultivation visits, events.	
INVITE	Solicit gifts and/or share your giving experience.	<ul style="list-style-type: none"> • Serve as an event chair with their own fundraising goal.
	Provide input on solicitations and proposals.	
	Lead by example with your own meaningful gift.	
STEWARD	Thank donors.	<ul style="list-style-type: none"> • Conduct 3 thank you calls each quarter.
	Update donors on gift impact.	
	Communicate regarding ongoing activity.	



Questions/Thoughts/Reflections?

Fundraising Expectations

Month 1

- Confirm board champions
- Set goals
- Review existing expectations or board experience

Month 3

- Refine proposed expectations
- Determine process for rolling out to the full board
- Finalize expectations

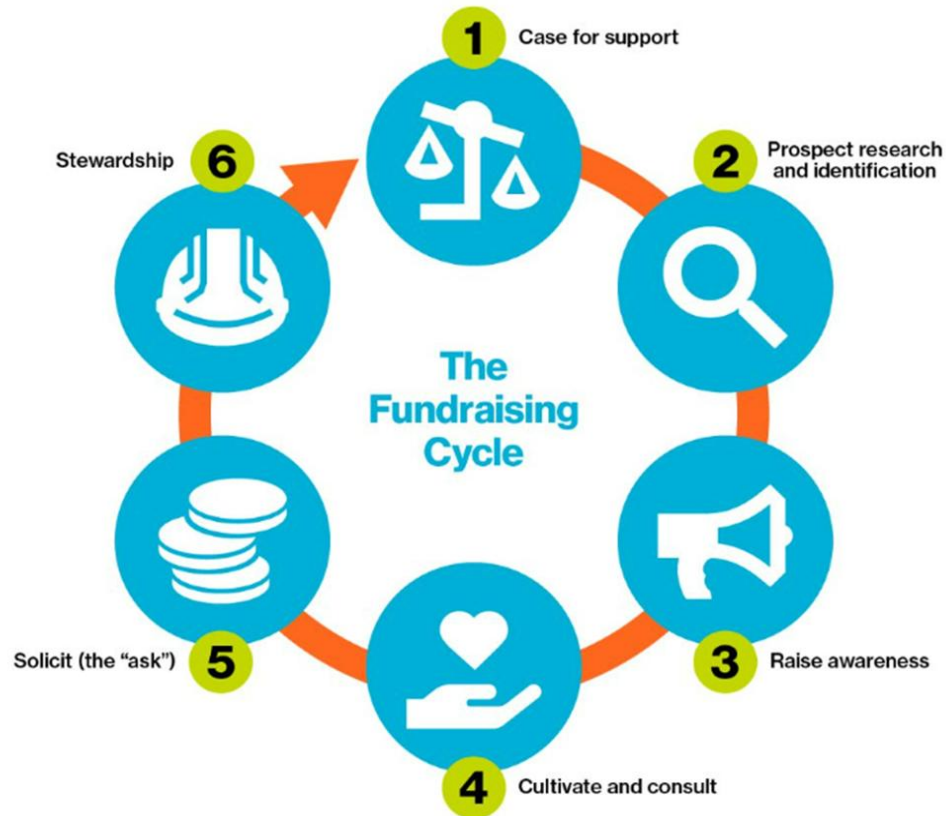
Month 2

- Brainstorm potential expectations
- Create draft of expectations

Month 4

- Begin sharing and socializing expectations to the full board and embedding into documented expectations and processes

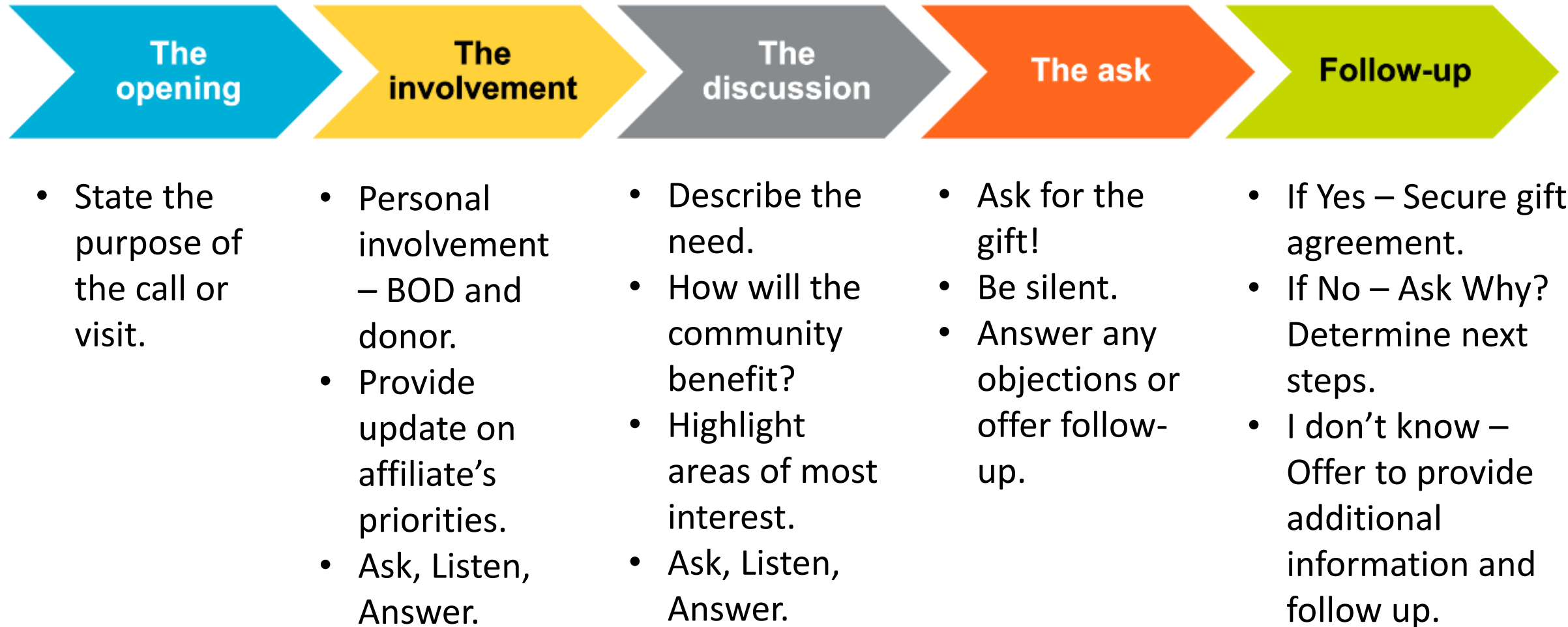
The art of the ask



- The **right** person asking
- The **right** prospective donor
- For the **right** gift
- For the **right** program
- At the **right** time
- In the **right** way

Source: : The Fund Raising School at Indiana University's Lilly Family School of Philanthropy

The five steps of an “artful ask”



3-Sentence Artful Ask Role Play!



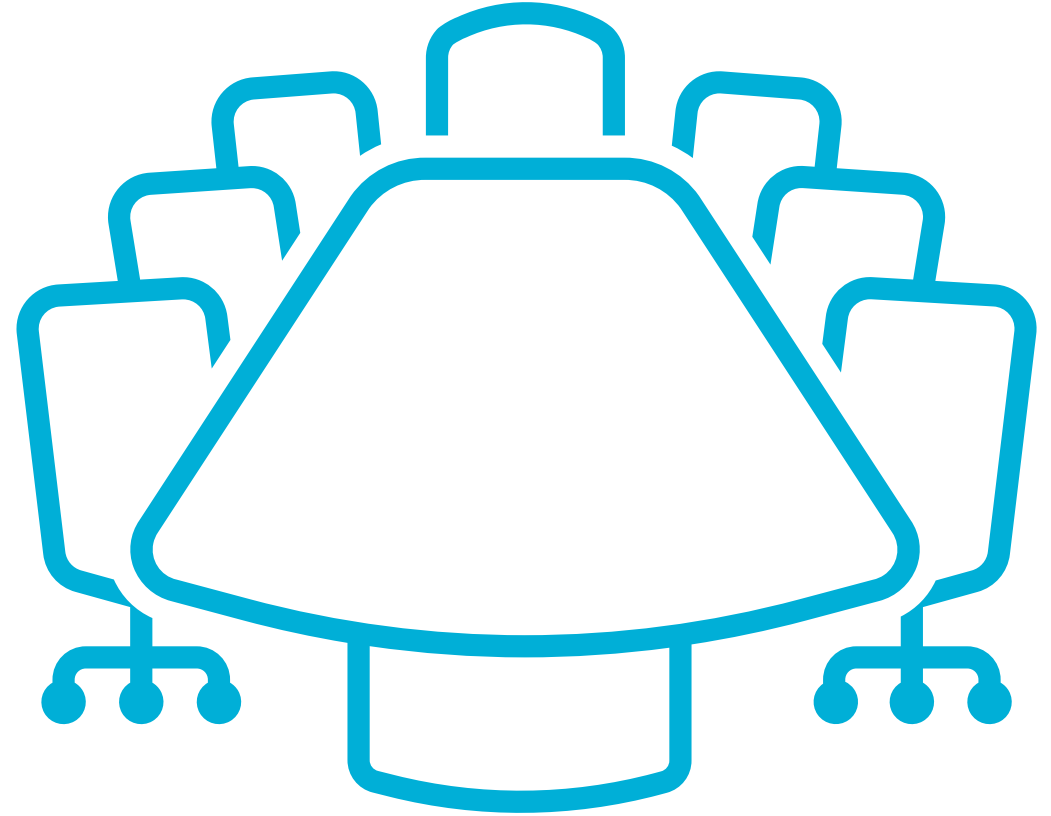
1. You have ____
2. You understand ____
3. Would you consider ?



Questions/Thoughts/Reflections?

Let's review

- Explain a board's role in fundraising.
- Establish and communicate fundraising expectations for your board.
- Equip and empower your board to fundraise.



Ways to Engage

- Newsletters
- Resource Feedback Cohorts
- Advisory Councils
- Join us on Viva Engage



Thank you!

Reflections
& Feedback



For more information email rdexpertisehub@habitat.org

