

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

Alabama ASO – Presentation Resources



## Board Expectations

Set clear, realistic expectations around fundraising for board members. Creating a written set of board expectations for fundraising activities helps ensure that board members have agreement on their roles and are taking shared responsibility, in partnership with staff members, for your fundraising success. Stated expectations are also a useful tool in recruiting potential new board members with transparency about what they would be “signing up for,” and are an important yardstick for individual and collective board member assessment and accountability.

	Activity	Expectations
ADVISE	Develop cultivation strategies.	<ul style="list-style-type: none"><li>•</li><li>•</li><li>•</li></ul>
	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"><li>•</li><li>•</li><li>•</li><li>•</li></ul>
	Open doors.	
	Participate in cultivation visits, events.	
INVITE	Solicit gifts and/or share your giving experience.	<ul style="list-style-type: none"><li>•</li><li>•</li><li>•</li></ul>
	Provide input on solicitations and proposals.	
	Lead by example with your own meaningful gift.	
STEWARD	Thank donors.	<ul style="list-style-type: none"><li>•</li><li>•</li><li>•</li></ul>
	Update donors on gift impact.	
	Communicate regarding ongoing activity.	



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