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Why Oprah Should Not Be On Your Prospect List

How to Inspire Board Members to Be Better Fundraisers



Board Member Roles and Responsibilities



Ambassador

Know your story and the “why”



Supporter

Be a donor



Advocate

Encourage others to donate

What Can Go Wrong?

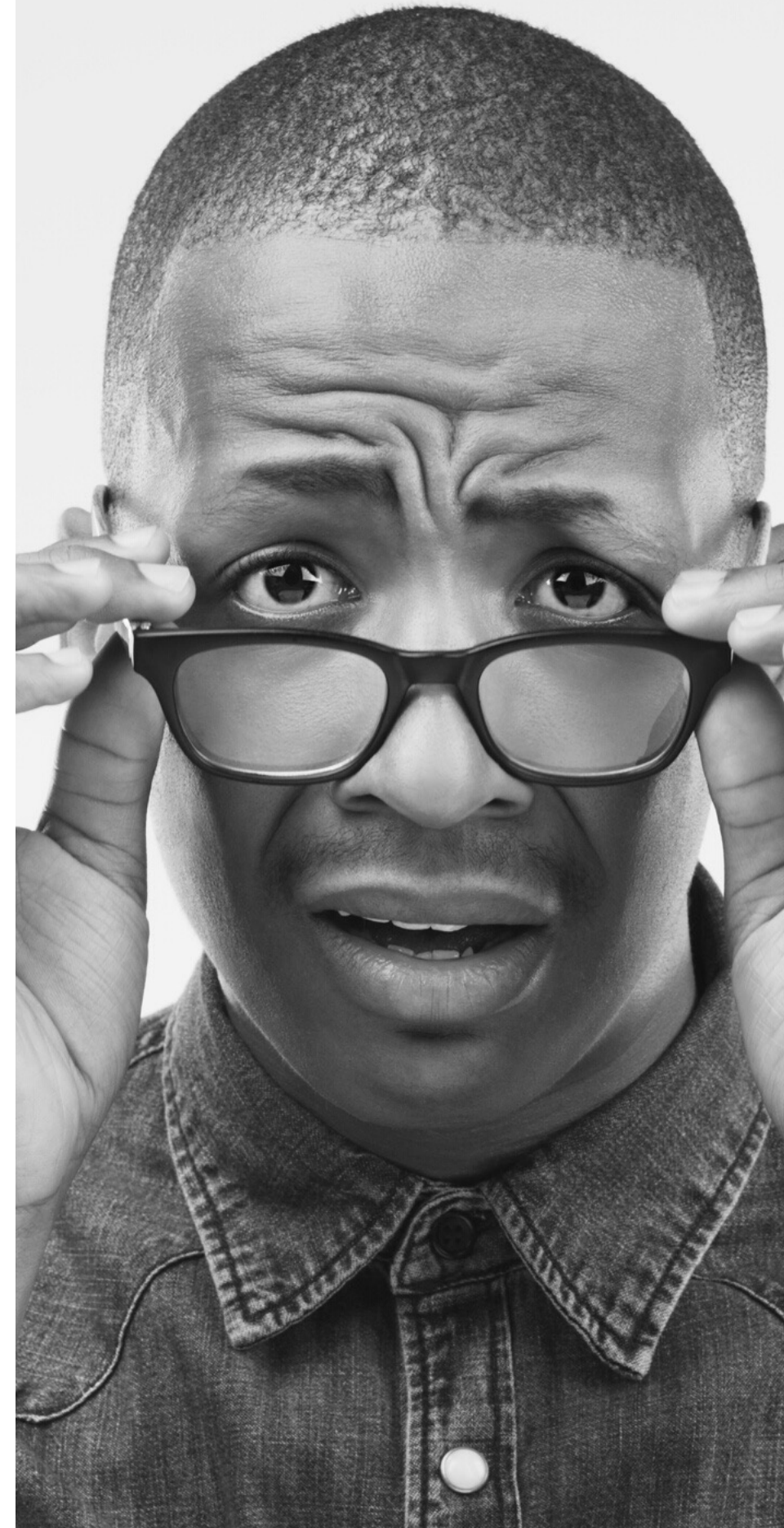
Board members recruited for the wrong reasons

Lack of clear communication regarding roles

Not donors themselves

Poor understanding of generosity/philanthropy

Result: reluctance to make the ask





Let's Ask
Oprah!



Help Them to Help You



Fundraising Fundamentals

Mission is crystal clear

Donors are aligned

Relationships are essential

Earn the right to make the ask

Contribution should bring joy



Engaging Board Members



Ambassador

Find opportunities for sharing their stories



Supporter

Enable them to make a gift



Advocate

Give them an opportunity to express gratitude

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Questions and Conversations