

## BOARD LEADERSHIP EXPECTATIONS

The essential commitments and expectations of Board members should be to:

- Articulate enthusiastically and persuasively the organization's fundamental "case" for charitable support to individuals who through their personal, business and/or foundation financial resources can be considered potential donors.
- Make financial contributions, each to his/her level of financial means, for annual giving as well as Board approved special programs/projects and capital/endowment campaigns.
- Become engaged in functional areas of Board responsibility including but not necessarily limited to financial guidance and oversight; board leadership development including board structure, operations and recruitment; and, financial resource development.

**"Fast Facts"**: A series of quick facts and brief statements should be developed focusing on the people served and services offered in order to provide Board members with the knowledge to speak loudly and proudly to others about their involvement with the organization.

**"Give and Get"**: A Board resolution should be drafted for Board review and approval which stipulates that Board members, each to his/her level of financial means, will be asked to:

- Make an annual contribution to meet the organization's general operating needs with a goal of 100% Board participation.
- Consider an "over and above" contribution toward Board approved special programs/projects, and capital/endowment campaigns.
- Be involved in the identification and cultivation of potential major donors leading to the eventual solicitation of their gift/grant support.

**Board Member's Fundraising Checklist**: With respect to the last point above the following is a "checklist" of expectations which Board members should be asked to adopt:

- I have a clear picture of the mission, priorities and funding needs of the organization.
- I understand and endorse the "case" for encouraging financial support of the organization.
- I contribute to the fullest measure within my financial means.
- I assist Development staff in identifying and evaluating prospects.

- I share in the personal contact and “cultivation” of potential major donors.
- I make introductions for others to make personal contacts to cultivate potential major donors’ interests in the organization.
- I accompany others on personal contact visits.
- I write follow-up and acknowledgement letters.
- I take opportunities to compliment Development staff for their work and accomplishments on behalf of the organization.
- If necessary, I am prepared to solicit a gift from a potential donor.
- And, most importantly, I do what I say I will do.