

Fundraising Roles & Responsibilities

Fundraising begins with the board. In addition to bearing the responsibility for the fiscal health of the organization, the board is responsible for securing the funds needed to carry out the organization's work.

Roles of Board Members

Many boards have a Development or Fundraising Committee which has the task of planning and directing the fundraising work. While it may be tempting to feel that those members who don't serve on the Fundraising Committee are "off the hook," it is important to remember that all board members are responsible for fundraising.

Role of the Full Board

- Approve the annual plan for raising funds with short and long-term goals.
- Ensure the appropriate infrastructure (staff, technology, and policies) is in place to support the planned fundraising activities.
- Review results of activities and amend the process based on lessons learned.

Role of the Individual Board Member

- Make a personally meaningful annual gift to the organization.
- Commit to do specific activities that contribute to the fundraising effort.
- Cultivate and steward donors and prospects. "Make the ask" when appropriate.

Role of the Development Committee

- Participate in the formation of an annual development plan.
- Draw attention to fundraising activities and programs to keep the whole board aware of ways to contribute.
- Offer guidance and support to individual board members in their fundraising efforts.

Role of the Board Chair

- Establish fundraising as a priority. Put it on the agenda for board meetings and the annual retreat.
- Arrange for fundraising training. Incorporate it as part of the culture.
- Consistently encourage board participation in fundraising activities.
- Acknowledge board efforts and successes.
- Clarify expectations for personal giving and participation in fundraising activities for board members.
- Encourage all board members to sign and follow through on an annual fundraising pledge.
- Be available as a donor steward when needed.
- Model fundraising behavior.

Role of Staff

- Support board fundraising efforts with materials and training for board members.
- Track donor/prospect data with gift management programs and ensure timely acknowledgement of gifts.
- Track results of efforts and create reports for board discussion.
- Identify strategic issues for board action.
- Give a “best of ability” annual gift.

