

Boards in Gear

Fundraising

Speakers: Lianna Olds, Deputy Director of Partnerships at Nonprofit Association of Washington, & Regina Elmi, Board Chair Member at RVC Seattle

00:00:00 Video description: *In the center of the screen is a grey circle with the Nonprofit Association of Washington logo mark. One by one, five sections appear to form a ring around the logo mark. Each section represents a chapter and is a different color: purple, orange, green, red, and teal. Text that reads "5 Fundraising" appears on the teal section. The sectioned ring begins to spin around the center and the video zooms in on the Connection to Cause section and then fades to white.*

00:00:08 Video description: *A video fades in of an African-American female with dark skin and dark hair. She is wearing white shirt and red jean jacket. In the background is a yellow wall with a few pictures hanging on it, and in the corner are a few tea cups on a table. In the bottom left corner of the video a white banner with the sectioned ring spinning on it appears with the speaker's name and organization, "Lianna Olds, Nonprofit Association of Washington." At the bottom of the screen is a teal banner.*

00:00:09 Lianna: Welcome to the Boards in Gear video series. We're here to talk about Fundraising. Fundraising provides the essential resources to fulfill an organization's mission. Activities related to fundraising can also expand the community supporting a nonprofit's mission and connect more people to the larger cause the organization is working to address. Boards need to conduct fundraising activities in a way that upholds the public trust in the organization's stewardship of the contributed funds. It's also critical for nonprofits to conduct fundraising in an ethical, professional way that follows local, state, and federal laws. Each board member has a role in fundraising, but all too often fundraising expectations are not explicit or clearly shared during the board recruitment process. You also want to consider your practices for individual board member giving, which may include monetary and non-monetary contributions.

Your approach should align with the board and organization's current stage of development and create pathways for all board members to actively contribute to fundraising efforts.

00:01:14 Video description: *The video fades to black and returns side by side with a second video frame. Lianna is on the left. On the right is a light skinned, Black Muslim hijabi woman. In the background are white walls and a window. Under the video a white banner with the sectioned ring spinning on it appears with the speakers name and organization, "Regina Elmi, RVC Seattle."*

00:01:15 Lianna: Regina Elmi is the Board Chair of RVC, and she is joining me to share some of her experiences related to fundraising and boards. So Regina, how does your board engage in fundraising?

00:01:28 Regina: So, you know, I think one thing that we do and we do very, very well is we're, one thing that I really love and I really appreciate is the authenticity, right? And the honesty around when it comes to ask, when it comes to what we want our co-board members to do or our colleagues to do. And it's always been, you know, RVC has this mission for this year, right? This is the goal that we have. And asking the rest of the board and the staff say like, this is what we're hoping we can reach to. And the way that we do as a board member, especially as a co-chair and previously only a solo chair, what we're asking is, is that, you know, how could we think beyond just our own box, like not just our board meetings. Right? But how do we tap into our our our our own network and how do we reach out to them and how do we tap them into what RVC is doing? How do we share how do we use our social media platform? How do we communicate? How do we connect? How do we even have conversation? And I think you know, I always teach like my daughter who's 15 now, but I also have an adopted stepdaughter who's 17, and I have an adopted stepson who's 25. And I always say, your network is your net worth, you know?

00:03:17 Lianna: Mm hmm.

00:03:19 Regina: A lot of people don't get that. And I always explained to them in the way that it's that people you cultivate throughout history and throughout time and throughout your life are the people who are going to get you to the places that

you want to get to. And that doesn't mean that they're going to give you what you need, but it means they're going to stand with you and they're going to walk you through challenging moments. So your network is your best net worth.

00:03:52 Lianna: How do you make this seem doable? How, does RVC go about making the board, the fundraising seem less intimidating, and the tools, like are there tools or ways or methods that you use when a new person comes and joins the board, that does make it seem less like less scary?

00:04:17 Regina: Yeah. I think, you know, one thing that RVC board and both our team does is we we really steer away from the dominant way when it comes to fundraising. And we really make it more like, like individually what works best for you, right? Are you more of a relational person? Are you more of like someone that just likes to connect with people through emails? Like whatever that means for you. And I, and I appreciate that because I don't work on dominant culture.

00:04:58 Video description: *The side by side videos fade to black and the screen returns to the video of Lianna.*

00:04:58 Lianna: Board members should feel accountable for the organization's budget and fundraising implications related to securing needed resources. You should guide your fundraising work with a plan or strategy that reflects your budgetary and organizational goals. You can explore and discuss multiple ways in which your board members can participate in fundraising. Also, in your planning, review your nonprofit's funding sources and discuss as a board if you feel there's an adequate diversification to ensure organizational stability. When you're looking at funding sources, think about the consistency and reliability of the source as well. To bring your fundraising plan to life, you need systems and policies in place across the organization to ensure fundraising happens in compliance with the law and best practices. In support of your fundraising efforts, board members need training tools and stories to be effective ambassadors for the organization and to make progress on assigned fundraising tasks. Finally, don't forget to celebrate successful fundraising in all forms as a positive addition to the budget and the organization.

Thanks to all the local nonprofit board members who joined me in conversation throughout the video series. Together, we learned about Connection to Cause,

Board Responsibilities, Composition and Development, Board Operations, and Fundraising. Whether you're serving on your first board or have been on boards for years, we hope the Boards in Gear guide, videos, and resources can help you put your nonprofit on a clear path forward.

00:06:30 Video description: *The video fades to white. In the center of the screen is a grey circle with the Nonprofit Association of Washington logo mark. One by one, five sections appear to form a ring around the logo mark. Each section is a different color and has text with the name of a chapter of Boards in Gear: "1 Connection to Cause" on the purple section; "2 Responsibilities" on the orange section; "3 Composition & Development" on the green section; "4 Board Operation" on the red section; "5 Fundraising" on the teal section. In the center, the text "Boards in Gear" appears. The sectioned ring begins to spin around the center and fades out. The screen changes to the Nonprofit Association of Washington logo, the shape of the state of Washington made of colorful shapes with the words "Nonprofit Association of Washington" underneath. Below, text reads "In partnership with" and under this text is the Washington Secretary of State, Corporations and Charities Division logo, a circular image of George Washington with the words "Secretary of State, State of Washington" around the circle next to text that reads "Washington Secretary of State", two lines, and text that reads "Corporations and Charities Division." At the bottom is a purple banner that reads "nonprofitwa.org/learn."*

00:06:40 Video description: *The logos disappear, and text appears that reads "We greatly appreciate the contributions of the speakers in this video series. Lianna Olds, Njuguna Gishuru, Kimberly Hollins, Allison Mountjoy, Johanna Martinez, Regina Elmi."*

00:06:44 Video description: *The screen fades to black. Text that reads "3 Choices Creative Communications" appears on the screen above a logo of an eye. Under the eye, text reads "3greatchoices.com."*