

{Organization Name}
Board of Directors Fund Development Pledge FY

Name: _____

Each board member of {Organization Name} is expected to contribute financially to the organization. This investment should be at a level meaningful to you. In FY 2014, I pledge to support {ORGANIZATION NAME} through:

Individual Donation

\$ _____ annual personal contribution, or \$ _____ to be billed _____ per year.

In addition to personal giving, Board members are expected to support fund development activities because the cornerstone of a successful program is the full participation of each board member. But fundraising is not just about asking for money; that is only one small step in the long process of building relationships with donors. There are many activities—identifying potential donors, involving them in our work, thanking them and fostering long-term relationships with our cause. At a minimum, each board member is expected to participate in the following:

Event/Activity	Opportunity...	✓
Board Pledge form	I will turn in my Board pledge form by	✓

Board Member Fundraising Survey

To help you maximize your impact around fundraising, please complete the board member survey. Please review the following roles and identify how you will be involved in fundraising as an Ambassador, Advocate, and/or Asker (Definitions for each is included on the third page of this document for further reference). Please select all that apply to you. Please take the time to answer these questions candidly. The survey will be used to structure a work plan for the year that is tailored to your comfort level around fund development.

I WILL BE AN AMBASSADOR

As an ambassador, I will:

	Identify and cultivate those in my circle of friends/colleagues who may be interested in supporting {ORGANIZATION NAME}.
	Host a cultivation or donor recognition gathering at my home, a public venue, or the organization.
	Invite my best prospects to be my guests at {your events}, and any additional organization wide events offered throughout the year.
	Help to steward relationships with our prospects and donors through writing notes, participating in Thankathons, etc.
	Other:

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I WILL BE AN ADVOCATE

As an advocate, I will:

	Represent the organization at public functions as an attendee or speaker.
	Make phone calls to appropriate city/county/state officials when asked.
	Work with staff to create and engage in specific strategies to present the case to my best prospects or those identified by staff.
	Consistently advocate on {ORGANIZATION NAME}'s behalf on the golf course, at the car pool, and in conversation with those unfamiliar with the mission.
	Other:

I WILL BE AN ASKER

As an asker, I will:

	Participate in requests to potential and renewing donors for investment in the organization.
	Generate and sign letters asking for gifts.
	Make follow up phone calls to solicitation letters and/or visits.
	Seek sponsorships for special events and/or promote table purchases for my friends and colleagues.
	Host or co-host a coffee, invite strong prospective donors, and participate with staff in the presentation and ask during the event.
	Other:

Please provide any comments or additional ideas for getting involved:

Signed:

Member, Board of Directors

Date

Chair, Fund Development Committee

Date

One copy of this agreement shall be made for the Board member, the Fund Development Chair and the organization. The Board Development committee will review pledges on an annual basis.

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The survey included in the pledge form is taken from Kay Sprinkel Grace's book *"The AAA Way to Fundraising Success: Maximizing Involvement, Maximizing Results"* and is based on the following principles:

THE CULTURE OF PHILANTHROPY

- Involves the full 'development team'—board, other volunteers, staff and highly engaged donors
- Commitment to mission, vision and values
- An understanding that each interaction with anyone in the community is part of the development process
- Everyone thinks "development"
- Staff, board and other volunteers understand the importance and purpose of the organization
- Visitors, employees, donors and volunteers feel the culture when they interact with our organization

THE AMBASSADOR

- Has made a financial commitment to the organization
- A role everyone should play
- Has key roles in cultivation of prospective donors and stewardship of continuing donor-investors
- Needs to be well oriented and coached in the message
- Master of the "elevator speech" (and the "elevator question")
- Catalyst for donor-investor renewal

THE ADVOCATE

- Has made a financial commitment to the organization
- On the golf course or in the car pool—strategic role in sharing information about the organization
- May also advocate on a more formal basis with city officials, foundation officers, another organization with which the organization is partnering
- Is informed about the case for support and understands the strategic plan and vision
- Well coached on desired results of personal advocacy and handling objections

THE ASKER

- Has made a financial commitment to the organization
- Enjoys sharing his/her enthusiasm for the organization and asking for investment
- Well informed, well trained
- "Matched" with prospective donors (or current donor-investors) for maximum possibility of success
- Teamed with another board 'Asker' or staff leader
- Staff organizes the ask so the Asker's focus can be on the single purpose of getting (or renewing) the gift
- Benefits from the work of the Ambassadors and Advocates