

Recorded Minutes

FISC Board of Directors Meeting

December 9th 2024, 12:30 p.m.

TEAMS Meeting

- Call to Order: 12:33; Attending: Lynn Proenza, Pedraic Elliot, Telmah Telmadarria, James Leary, Paul Evans, Allegra Buyer, Jenna Cole, Deb Stone, Dexter Sowell, Alex Onisko, Leroy Rodgers, Aimme Cooper, C.J. Greene (recorded minutes) Not Attending: Mariah McInnis (with notification)

- C.J. Greene made motion to approve June 06, 2024 Meeting Minutes
 - Dexter noted that Veronica's Runge name was misspelled. C.J. stated he would fix this in the minutes.
 - Meeting minutes approved

- Officer/Committee Updates
 - Treasurer - Allegra Buyer- James has taken over the finance committee and doing good. Allegra states FISC is under her home address, and this was how it was done in the past. She doesn't want to register under work office address. There is a virtual mailbox service that costs 125.00 dollars a year. This service would also benefit when there is a new treasurer. She is requesting for 200.00 a year for this virtual mailbox.
 - Lynn thinks it's wise for safety
 - James wondering if there is a human element involved
 - Allegra- yes there is. Someone from service would bring in mail
 - Alex Onisko made a motion to allow Allegra to purchase the virtual mailbox. It was seconded by Lynn and passed unanimously
 - Finance Committee -James Leary- update from finance committee. We have a committee of 6 individuals including Allegra and all new members. Allegra has been a great leader in learning how to do finance. Have updated our finances and our assets. Becoming very familiar on how the symposium runs and that is the majority of the cash flow for this organization

Held a committee meeting in November 1. Discussed investment strategies. Very beginning point with the goal to understanding how we are generating revenues for organization, with funds we have. Understanding revenues, we get from symposium and understanding cash flow. There may be opportunities to invest portion of the funds to invest to increase assets.

Still at beginning stages but want to present an investment plan to the Board. Trying to figure out opportunities as an organization that can build on some of the

goals that we have in place with scholarships and maintaining or minimizing the cost of the conference.

- Grants -Telmah Telmadarr - was able to get a hold of Sarah Kittage thanks to Allegra. When is the deadline for the grant? Lynn stated in 2023 was due in April 21st. Telmah will contact Sarah or other BOD if she has questions.
 - Lynn- wants to know how much we gave in grants for past symposium. Allegra has data back to 2020. She could check files. She may be able request financial records. Aimee stated could look at the past minutes and see what was approved. Allegra added has uploaded all of Sherry Williams' files into the google drive. There might be financial records in those files. There is a spreadsheet that sets dates based around the symposium dates.

➤ Strategic Planning update-LeRoy Rodgers

- Strategic Planning Ad Hoc Committee-Leroy Rodgers had a kick off meeting on November 19th the ad hoc committee with the 10 members. This meeting was to get the committee members up to speed. We kind went through the direction that the Board gave, our mission, timeline of that and Board's commitment.

Sarah Funck from FWC stated that FWC could cover some of the funds the facilitator. Board stated in past that a professional facilitator with strategic planning experience is important. She found out that she got the funding not sure if all the funding needed or a portion. She needed to go through and check the details. She has existing agreements in place with FSU Consulting. We would pay for them to do a two day workshop. May 6th and May 7th. The Ad hoc committee will start work at getting a strategic plan moving forward. If sufficient funding and quote comes in good with FWC and FSU Consulting we will have them work up results of two day workshop.

He will need input from Board and other members of FISC as well as any peripheral groups in invasive issues. As a team they are going to prepare a membership survey but not finished.

Sarah Funck will have FWC human dimensions staff to review the survey before it is sent out.

Next step would be for the board to review.

What is the mechanism to review the survey? Email or next Board meeting

Lynn said we could review via email and vote via email.

Want survey done by the symposium and then plug it again at symposium. Then could work through the analytics. Chuck Bergron, who is on this ad hoc committee, offered to use his survey tool.

Will be hearing from us soon for draft survey. Looking for approval from Board. One other thing is they need a mission statement. The mission statement on the website only mentions plants.

Lynn- notices that. In the bylaws it mentions species.

LeRoy- doesn't know how much FWC can cover at present.

- Plant list is due in 2025. When does it get posted? Questioned raised by Lynn.
 - Dexter- Been on plant list committee since 2017. The present plant list is 2023 and it will be identical in 2025. The committee hasn't met and not received any criteria sheets to consider any new species. So, the list will be the same with no changes. Plant List Committee has not met in over a year.

Dennis wanted to meet but haven't yet, Mainly due to the fact that there are not any criteria sheets submitted.

They will meet even if no criteria sheets. Guessing if there is a criteria sheet is submitted very soon. The 2023 plant list will be the 2025 plant list. They will have to submit the list to the Board to approve

Lynn- maybe there can be a nudge for criteria sheets to be submitted to Plant list committee .

Dexter- stated that there maybe a criteria sheet from FWC Terry Grace for King's Ranch bluestem. So may have a criteria sheet in the works . if nominated it would probably be voted on as a category II

Aimee- Historically we used to print the list for the symposium. List would be submitted to board by now. So, it could also be printed. If the plant is going to be added I needs to be submitted sooner or later. During covid folks were asking for a list since nothing was coming out.

Moving forward if there are no changes have a statement that indicates that list will replicate the previous year.

Alex- might be a good idea to remind the committee to meet again. She thinks that Jimmy Lang may have sent one but it might have only been on CISMA list serv

Lynn-Has not seen anything come in.

Alex Onisko- Jimmy Langs email echoed what Dexter stated that it has been really quite on receiving criteria sheets.

Deb- Will include in her next CISMA call in January. If not printing list and moving to more digital versions couldn't we just update digitally. If Dexter can provide a short blurb and provide the form for people to fill out

Dexter- can get the form to Deb

Aimme- By laws would have to be updated if change the timeframes on the plant list. Typically we would need the plant list now is so we could include in the budget for printing.

➤ FISC Proposal for FWC Aimee

- - update for grant proposal that is being sent to FWC AHRES section on behalf Saint Lucie. They have been battling torpedo grass. Aimee will draft a letter for the board to approve.

➤ Getting Governance Right Workshop- James and Paul Evans (a brief synopsis) Attached presentation slides.

James and Paul- provide highlights on the workshop

Folks on two main themes- Developing a board and maintenance of the Board, the expectations of the board. Second theme was on fundraising.

Shared screen of PDF form.

Shared Slide What Stage is Your Organization In?

Stage I and Stage II -very long slide

James feels that we identify with portions of Stage I and there could be ways to get closer to the goals of Stage II.

Mentions we are a volunteer organization and always will be volunteer organization.

Board has legal duties-Slide

Conflict of interest due to make up of Board

Issues related to liability or indemnity.

Board Building Cycle---

A circle presented that provided several steps to achieving an effective board.

Recruitment- Is a critical component of the strategic plan.

Identify-Do we understand what qualities we need for FISC as skills and knowledge and the type of connections they have with being on a board

Don't Soft Pedal or Short cuts

Orient Engage Educate

Rotation and evaluation-certain aspects

Governance Committee ---

Don't need to commit to any of these but...

Has sent presentation in email for

The board member Life Cycle

Paul- reiterates that I do think, having more orientation for new FISC members. After symposium add meetings once a month for orienting members. Have hand holding . May need to change the board length to three years so first year is learning

Aimee- states that this has been a discussion in the past. The first year is difficult, and no introduction . We were willing to extend the timeframe for the board member 3 year terms. Organization for 40 years don't need to remain static and the time limits for board members.

Lynn- I was on the board for four years but there wasn't anything done in the first two years.

Aimee- What caused a huge gap, is that we lost members during that time period and trying to reignite may be needed.

Lynn- this could be added to the strategic plan

Paul- I will be bringing this to the strategic plan meetings. I don't think three years is too long. But orientation packet may be helpful, for smoother transitions. And 40 years from now this history can be passed on.

Telamah- Great idea for orientation. Orientation for each committee and chair position. So, person does not get lost or have to reinvent the wheel.

Lynn- Agrees, and lost a lot of data, but with the Deb setting up Google Drive hopefully we won't lose that in the future. BOD and Chairs give a three month notice.

James- echoing that the orientation is needed for new members. Maybe new people can partner up with an experienced person. Members need to participate with Chair decisions so that when the chair tiems out member could move into that position easily. Mentoring is very important, and would justify term limits

Aimee- This has been discussed historically how to transition. Give members SOPS and ByLaws. But that doesn't mean they will know what is going on. We would love to have the past committee chair help the new chair, but sometimes they just leave and don't have that opportunity. Aimee offered to help Lynn.

Lynn- When I have time I'll put it in the books to call Aimee.

Dexter- When going through the slides Saw the Governance Board- and that would lead to retreat for board members.

➤ Conversation about Google Drive

Dexter – if there was a link on the website than it would help me get into the account. I have checked drive and can't find any info.

Lynn- when you talk about TEAMS , the problem with TEAMS is that it is associated with our work. So once we are gone, TEAMS is gone.

Deb- we set up google Drive through UGA and since we have a nonprofit we got the google drive. We could go to TEAMS but wouldn't get support UGA

Telmah- My appointment with UF will end and then I lose that access

Deb- We are

C.J.- Should I move our meeting to Google MEET?

Deb- Doesn't matter that much to me

Dexter- I like TEAMS personally.

Aimee- Would we get a notification through Outlook if an invite was sent.

Dexter- I don't want to to link gmail to my work computer

James- Do not use google as workstation but a place to archive finished final data

Deb- This is a place for final documents not working documents. If there is an important one it could be left up there for committee to work on it.

Lynn- if someone leaves at least we will not lose any documents

Telmah- She got in

Allegra- Treasurer file can only be viewed by me, I don't want others to view. Anything related to Grants needs to be stored even if it's a working document.

➤ Lynn in person meeting

Allegra- if not in the region it is really hard for people to get to the meetings if not in our region. The once year in person meeting is the one right before the symposium. And the virtual technology is good. And its difficult for people to travel to those in person meeting.

Aimee- the in-person meeting would be in October so we could see the hotel. So we can see the venue has what we need. All board meetings used to be in person.

Allegra- love the idea if someone lives in the area they should go check the venue. Thank you, James and Paul, for checking.

➤ UPDATES for General

- Update letter head

Aimee- will update the letterhead when she drafts letter for the proposal. Didn't have to sign one last year. The biggest change is from legislative changes.

- 2026 hotel update
 - C.J. – Marjaneh sent us contract for Crowne.
 - Allegra- looks like contract is good.
 - Dexter-likes the crowne
 - Allegra- pretty central
 - Board agrees to the Crowne for 2026

➤ Symposium

- CEUS-Dexter- needs to get CEUs in by February 24th.

Paul- Early January will have agenda

Dexter- Once we get locked in to their time slot and I have their bios and I can get an abstract and a title of their presentation I'll submit for CEUS

Paul – It's already in an excel file

- Abstracts-Paul- if you have anyone or yourself who wants to submit proposals for talks. More posters than I thought. If you know students or anyone who wants to submit a proposal provide them the form to submit. He will allow some more abstracts, but looking to finalize the agenda. If you have anything send by Friday. Paul will be gone 2nd half of January.
- LISTSERV-Paul- issues with list serv getting updated. Folks did not get list serv Need to update this moving forward. Having rolling admission, and could get in to the main agenda.
- Symposium Planning meeting- Lynn there will be one coming up first weeks January.

- Need to send Doodle poll back out for Symposium planning
 - Looks like it will be January 9th-Paul's Birthday
 - C.J. I sent out the meeting invite but forwarded again.
- Recording Meetings taking up to much space
- Lynn- checked the google drive and the recordings taking up a bunch storage.
 - C.J. needs them so I can properly take notes.
 - Allegra- just need the minutes. So take down after meeting minutes.
 - Lynn- we can get them down once they are done
 - C.J.- I can leave on my computer if I record
- Meeting Adjourned- At 2:00 PM

Getting Governance Right!

A Retreat for Your Board

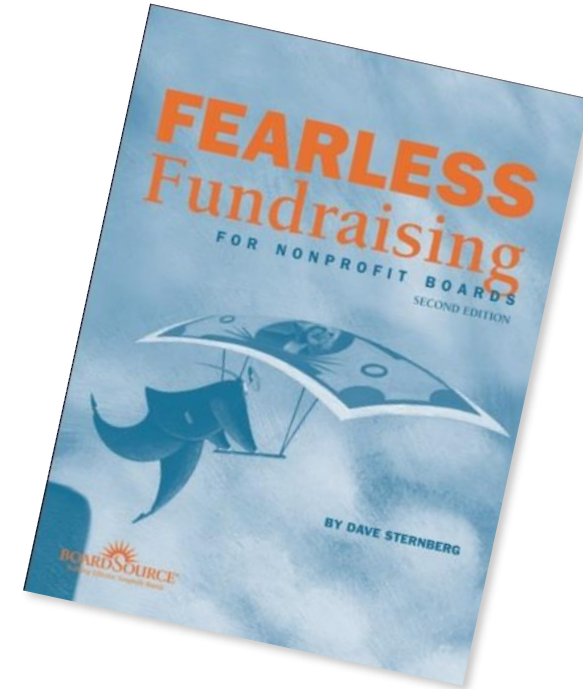
Sponsored by:



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- B.A. The Ohio State University
- 30 years sector experience
- Founded Loring, Sternberg 1996
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- Senior Governance Consultant, Board Source
- Author, *Fearless Fundraising for Nonprofit Boards* (2008)



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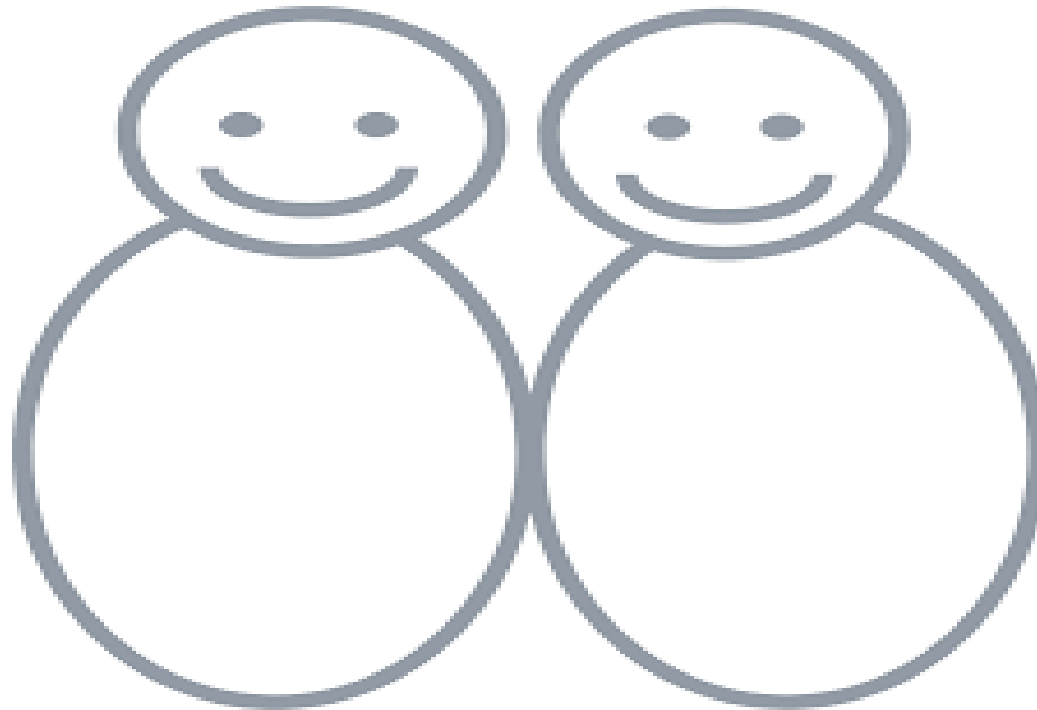
Nonprofit Organizations...

#1 How many?

#2 How many kinds?



To the public we are all the same...
“not-for-profits”





John Q Public...

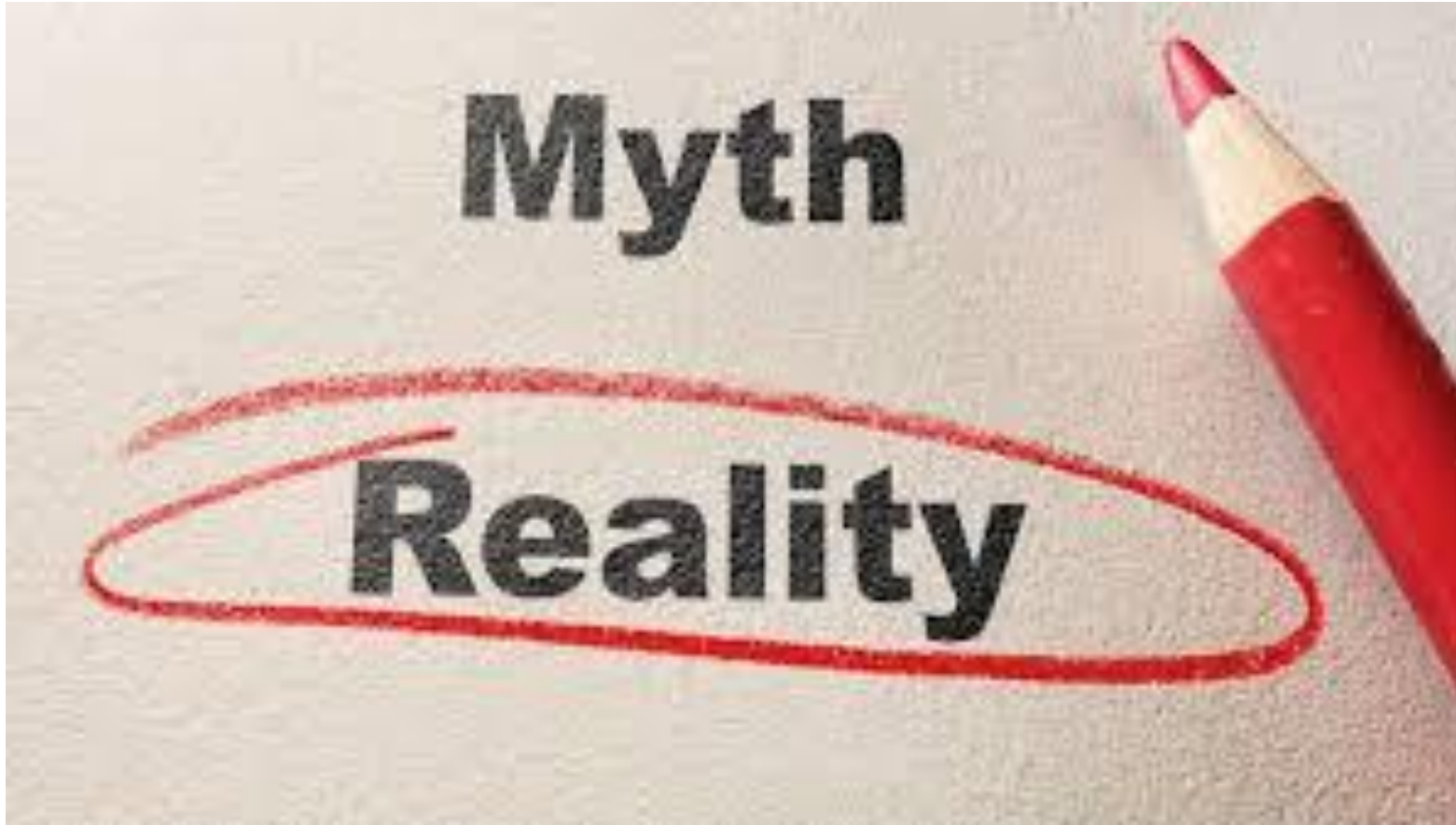
Low Salaries



Low *OVERHEAD*



No Profit



IN THE FOR-PROFIT WORLD...

Customer
Buys the
Product



Price
Includes the
Full Cost



Overhead &
Profits are
necessary &
regular part of
doing
business

\$6.00 12-ounce latte



Indirect Costs
\$4.18 (74%)

Marketing & Sales
Distribution
Administrative
Bonuses for Executives
Profits for Shareholders

Direct Costs
\$1.82 (26%)

Two shots of expresso (32¢)
Steamed milk (20¢)
Cup, lid, sleeve, stirrer (15¢)
Rent, labor, utilities (10¢)

Source: Matt Milletto, Vice President of the American Barista & Coffee School

IN THE NONPROFIT WORLD...

Customer
Can't Pay the
Full Cost



Overhead
and Profits
are **limited**
or **excluded**



Funding
Includes the
DIRECT Cost
(plus a small
amount of
overhead)



Nonprofits raise \$2.00
*(and wonder why they
can't make ends meet.)*

Indirect Costs
~~\$2.23 (74%)~~

Direct Costs
\$1.82 (26%)

SHOUT IT OUT!

**Nonprofit does not mean NO
profit**



Educate on Overhead



Social Benefit Corporations!

Who is most Important?



VOLUNTEERS



STAFF



**BOARD
MEMBERS**

They are
equal...they are
different jobs!



Forces that shape boards

History and Habit

Stages of organizations



What Stage is Your Organization In?

Stage I Organizations

- Founders dominate
- Limited Sources of Funding
- Board involved primarily with operation and program delivery
- Lack of clear board expectations
- Lack of future vision
- Modest or no expectations to fundraise or give
- Board the operates as a committee of the whole

Stage II Organizations

- Diversified funding
- Board primarily involved with fund development, stewardship and advocacy
- Clear board expectations that are enforced
- Focused future vision
- Staff driven programs
- Directors chosen on background, merit and skills
- Directors selected at large
- Functioning nominating procedure
- Board focused on critical issues

Forces that shape boards

Founders / Leaders

Strength of staff



Board Does Have Legal Duties

Duty of Care

Duty of Loyalty

Duty of Obedience



How is your board doing?

You decide:

4 = We do this very, very well

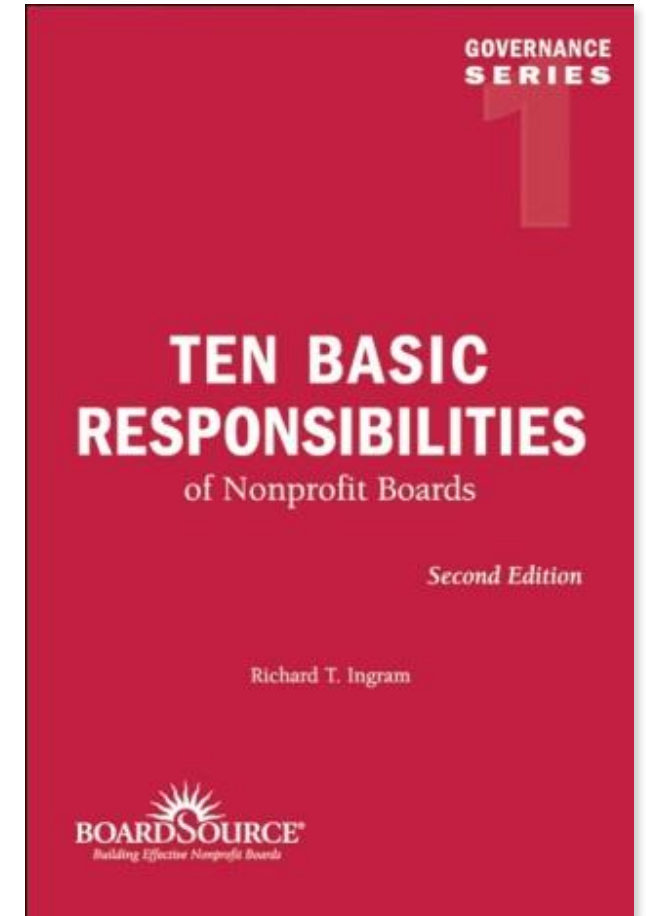
3 = We do this at a satisfactory level

2 = We do some of this, but our performance is unsatisfactory

1 = We either do not do this at all or we do this very poorly

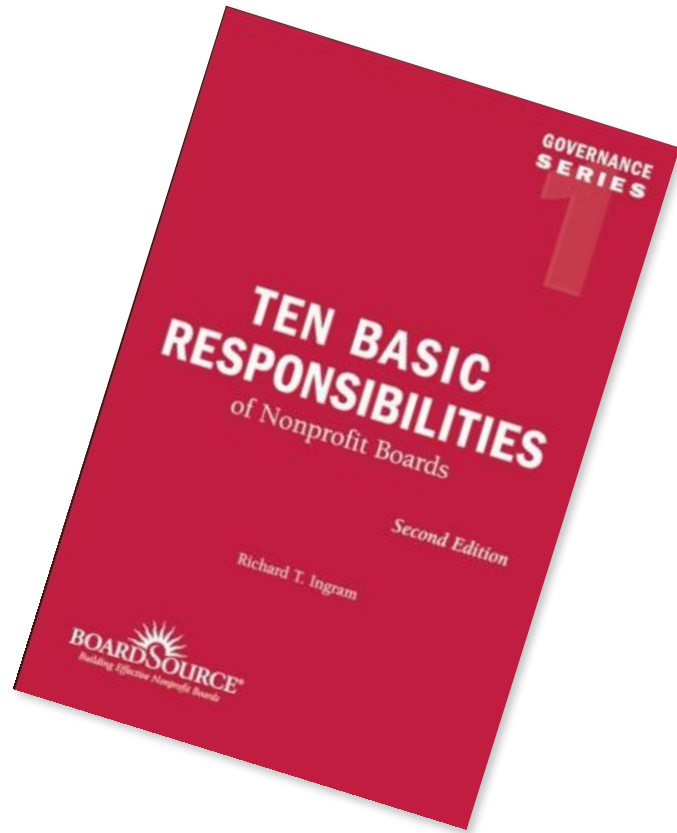
Basic Responsibilities of Nonprofit Boards

- 1. Determine the organization's mission and purpose**
- 2. Select the chief executive**
- 3. Support the chief executive and review his or her performance**



Source: BoardSource 10 Responsibilities

Cont'd...



- 4. Ensure effective organizational planning**
- 4. Ensure adequate resources**
- 4. Manage resources effectively**
- 4. Determine, monitor, and strengthen the organization's programs and services**

Cont'd...

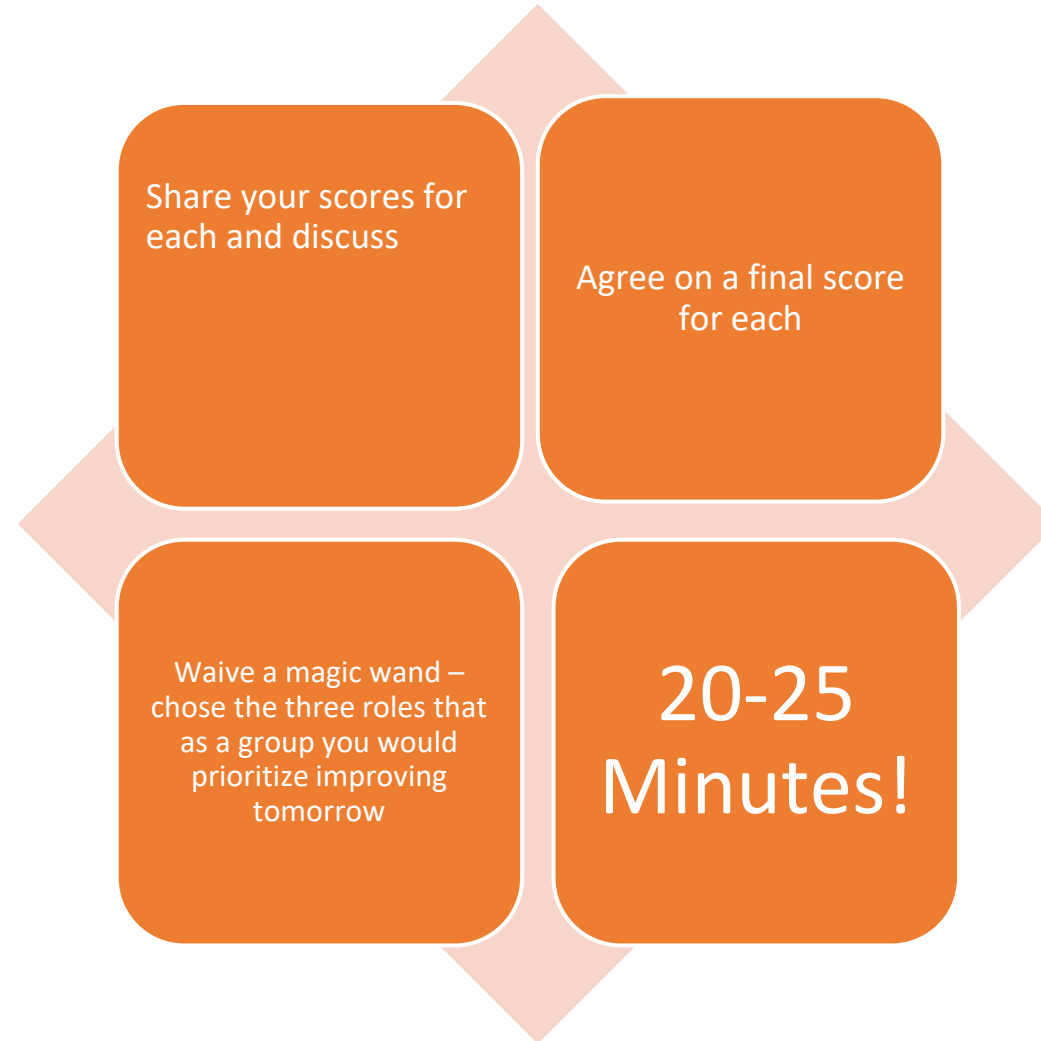
8. **Enhance the organization's public standing**

9. **Ensure legal and ethical integrity and maintain accountability**

10. **Recruit and orient new board members and assess board performance**



Exercise: With your team



What does this translate to?

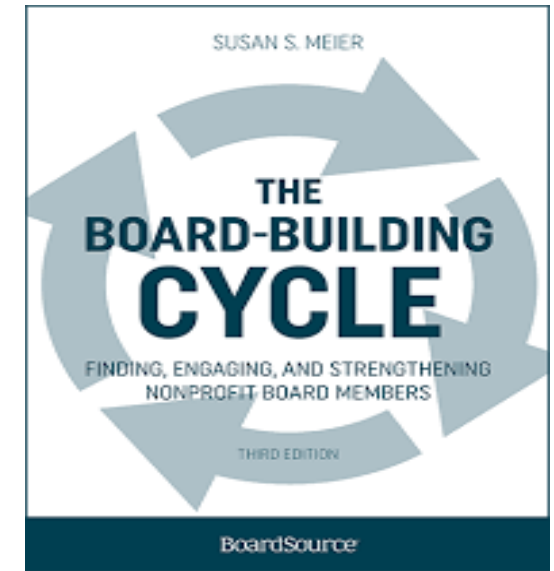
Board Member Expectations

- Advocates
 - ❖ Understand and support mission
 - ❖ Provide program oversight
 - ❖ Prepare for and attend all board and committee meetings
 - ❖ ***Be a public advocate***
 - ❖ Attend all fundraising activities
 - ❖ ***Open the organization to your sphere of influence***
 - ❖ Avoid conflicts of interest
 - ❖ Make an annual gift large enough you care how the organization spends it
 - ❖ ***Educate board members on issues they are not familiar with***
 - ❖ Suggest future board members
- Ambassadors
- Askers

*Kay Sprinkle Grace



Board Building Cycle



One Continuous Cycle -
3 Interconnected Phases

Strategic Board Composition Matrix

WORKSHEET A

Board Member Name: _____ Number of Years on the Board: _____ Current Term Expires: _____

Age	
Under 18	
19-34	
35-50	
51-65	
Over 65	
Gender	
Man	
Woman	
Non-binary	
Prefer not to answer	
Transgender	
No	
Yes	
Prefer not to answer	
Sexual Orientation	
Straight	
Gay	
Lesbian	
Bisexual	
Queer	
Prefer not to answer	
Race/Ethnicity (select as many as apply)	
African American/Black	
Asian/Pacific Islander	
Caucasian/White	
Hispanic/Latino	
Native American/Indian	
Other (please list):	
Community Connections	
Corporate	
Education	
Faith-based organizations	
Health care	
Media	
Philanthropy	
Political	
Small business	
Social services	
Other:	

Financial Resources	
Money to give	
Access to other potential individual donors	
Access to other resources (e.g., foundations, corporate support)	
Qualities	
Leadership skills/motivator	
Willingness to work/availability	
Personal connection with the mission	
Personal Style (check the two that best apply)	
Catalyst for change	
Consensus builder	
Good communicator	
Mediator	
Implementer/gets things done	
Strategist/asks great questions	
Visionary	
Areas of Expertise (check the four that best apply)	
Administration/management	
Advocacy/public policy	
Education	
Entrepreneurship	
Financial management: accounting	
Financial management: investments	
Fundraising	
Government	
Governance/nonprofit management	
Health care/medicine	
Human resources	
Law	
Marketing/public relations	
Physical plant/facilities/engineering	
Real estate	
Social media	
Strategic planning	
Technology	
Other:	

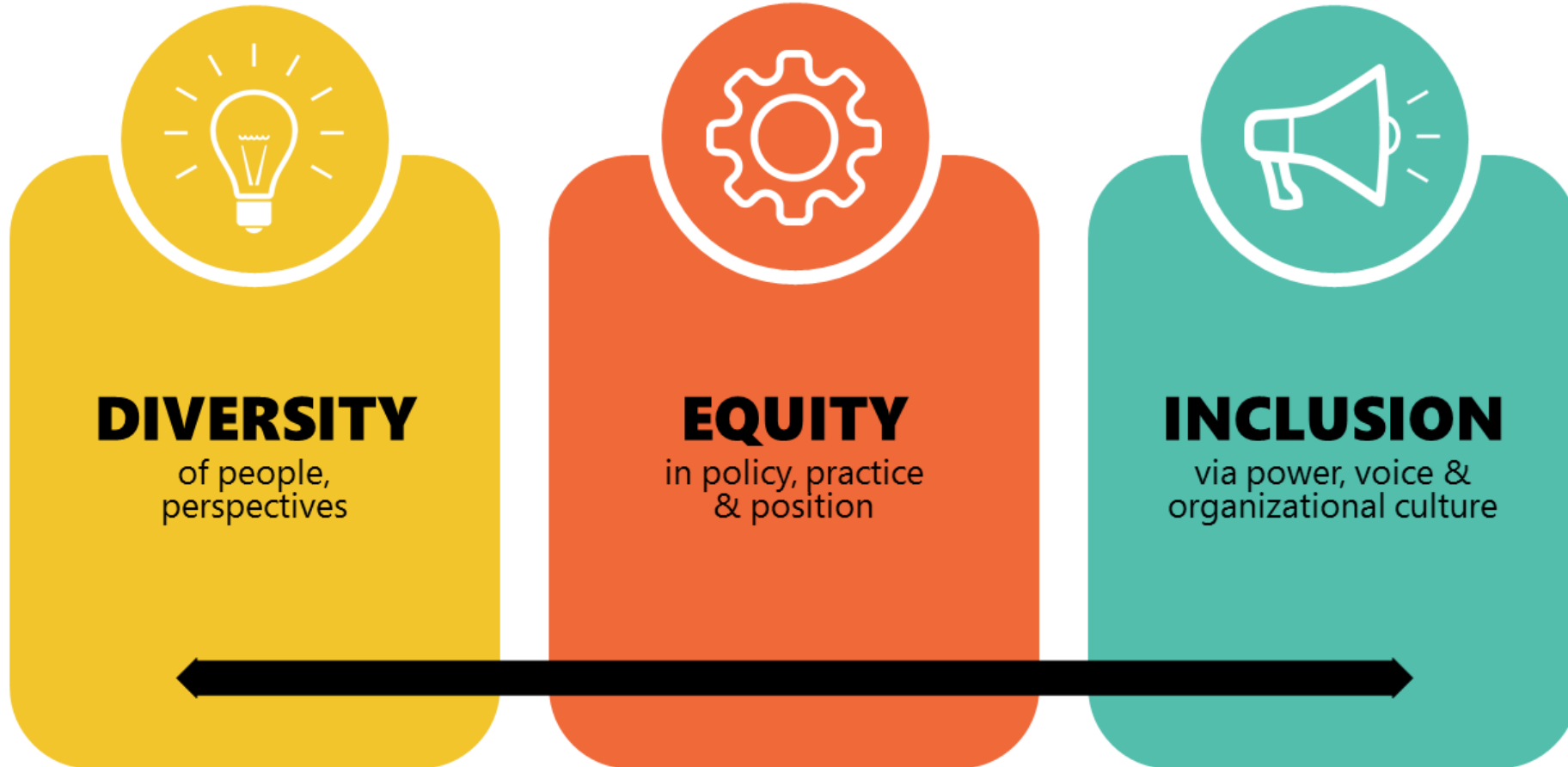
EXCERPTED FROM THE BOARD-BUILDING CYCLE, THIRD EDITION, BY SUSAN S. MEIER.

1. Identify the kinds of skills, knowledge, connections and experience needed on the board to move the organization forward. What do we have and what it missing?

BoardSource

TEXT MAY NOT BE REPRODUCED WITHOUT WRITTEN PERMISSION.
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Voice Matters!



Where can I find board members?

Professional
associations

Institutions of
faith

Young
Professionals
Networks

Local Nonprofit
Training
Programs

Donors

Other High
Performing
Boards

The Workplace

Questions to evaluate matrix

-What demographics do you have in abundance (age, gender, ethnicity, etc)?

-What are you missing or do you need to strengthen? Why are they important?

-What professions / industry / areas of influence do you have in abundance?

-What professions / industry / areas of influence are you missing or need to strengthen?

The background features several blue arrows pointing upwards and to the right, set against a light blue and white gradient. A white oval with a thin blue border is positioned in the upper left quadrant, containing two numbered steps. The word 'RECRUITMENT' is written in large, white, bold, sans-serif capital letters across the middle of the image, following the path of one of the arrows.

2. **Cultivate** potential board members through thoughtful interaction over time.

3. **Recruit** potential board members by describing what is needed for the organization. Detail what will be expected and answer all questions and concerns

RECRUITMENT

Don't Soft Pedal or shortcut the process!

Board Member Expectation

- Transparency
 - Clarity about role
 - Emphasize giving
 - Reinforce evaluation
- ❖ Understand and support mission
 - ❖ Provide program oversight
 - ❖ Prepare for and attend all board and committee meetings
 - ❖ Be a public advocate
 - ❖ Attend all fundraising activities
 - ❖ Open the organization to your sphere of influence
 - ❖ Avoid conflicts of interest
 - ❖ Make an annual gift large enough you care how the organization spends it
 - ❖ Suggest future board members

The job description!

You cannot ask someone to serve in a role when they do not know what the role is!



4. Orient new board members to the organization and to the board – the organization’s program, history, by-laws or big issues. Share committee rosters, board member bios, introduce key staff members, etc.

5. Engage all board members with an eye to their skill set. Assign a board “buddy” and ensure the experience is good for all.

6. Educate the board on the subject that will make the excel in their role. Internal and external issues, mission moments and open discussions.



Orientation

Organization

- Mission, History, Programs
- Budget and Business Model
- Structure

Governance

- How do we operate?
- Board vs. Staff

The Board

- Members
- Committees
- By-Laws
- Policies

Culture

- How do we communicate with staff?
- What are our organizational values?
- How are decisions made?



Educate about what?

- Specific impacts of your work!
- Trends and current news in your sector
- How to ask for money
- Why wills and bequests?
- Pending state and federal legislation impacting your work
- Training in organizational outcomes
- Updates about collaborators and competitors in your service area
- Your sector news - regional and national
- How you differ from other organizations doing similar work
- **Teach powerful stories**



7. Rotate members off the board. Establish and adhere to term limits. Do not automatically re-elect. Establish a new thinking and develop new leadership.

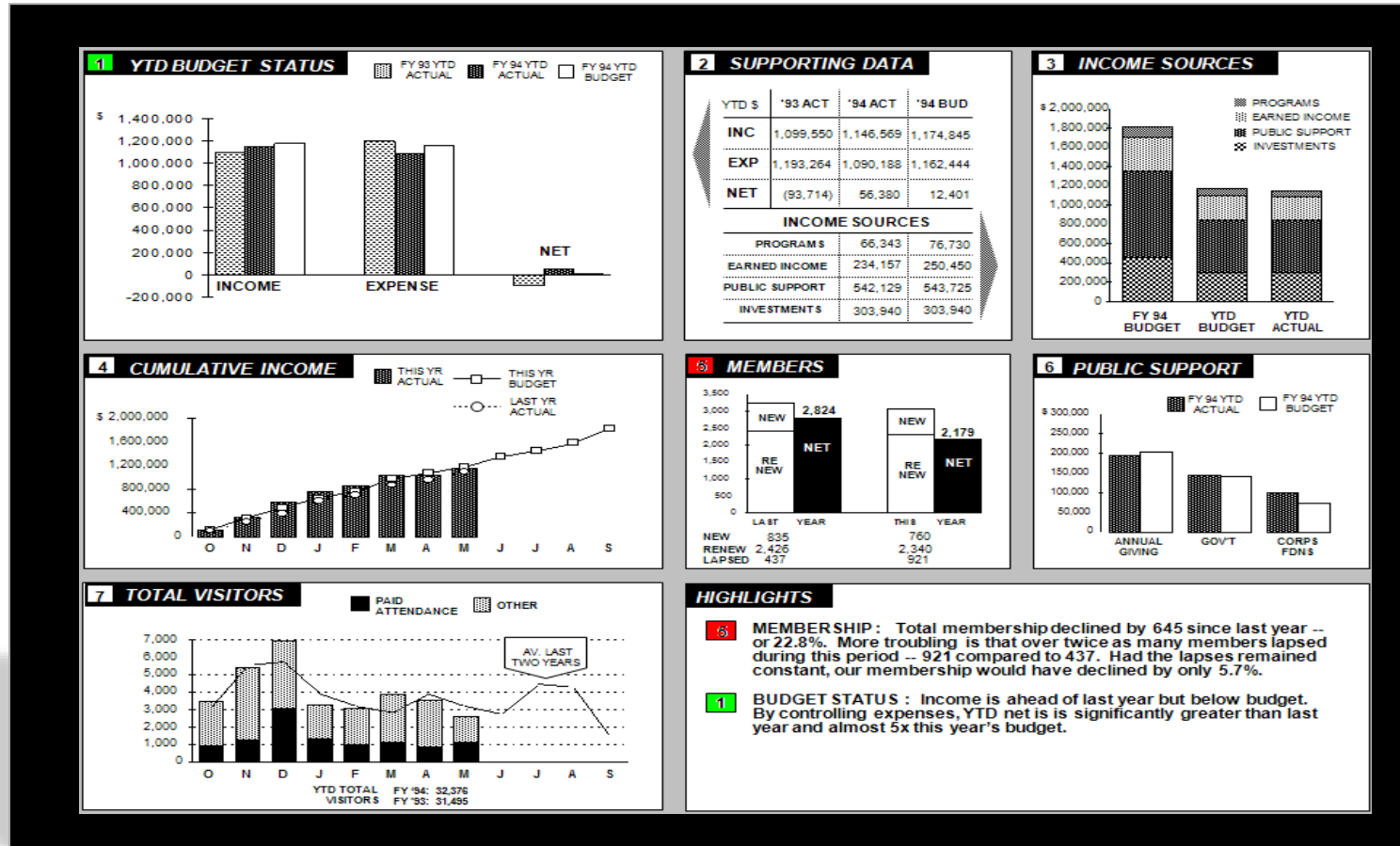
8. Evaluate board and board member performance. Identify ways to improve and encourage self assessment.

Name: _____ Date: _____	Yes	No	Not Sure
1. Do I understand and support the mission of the organization?			
2. Am I knowledgeable about the organization's programs and services?			
3. Do I follow trends and important developments related to this organization?			
4. Do I assist with fundraising and/or give a personally significant annual gift to the organization?			
5. Do I read and understand the organization's financial statements?			
6. Do I have a good working relationship with the chief executive?			
7. Do I recommend individuals for service to this board?			
8. Do I prepare for and participate in board meetings and committee meetings?			
9. Do I act as a good-will ambassador to the organization?			
10. Do I find serving on the board to be a satisfying and rewarding experience?			
Comments: _____			

Board Scorecard

<u>Board Member</u>	<u>Give</u>	<u>Get</u>	<u>Bd. Mtg Attendance</u>	<u>Committee Attendance</u>	<u>Prospect Visits</u>	<u>Event Tickets</u>
Bill	\$0 / \$100	\$2,500 / \$2500	4 / 4	0 / 6	3	1 / 1
Steve	\$250 / \$250	\$850 / \$1000	2 / 4	3 / 4	10	2 / 4
Board Member 1	\$25 / \$500	\$500 / \$500	3 / 4	3 / 4	0	0 / 4
Board Member 2	\$750 / \$1000	\$5,500 / \$10000	4 / 4	6 / 6	5	3 / 4
Board Member A	\$1,000 / \$1000	\$150 / \$1500	1 / 4	4 / 6	3	0 / 2
Board Member B	\$300 / \$500	\$280 / \$500	4 / 4	8 / 8	6	3 / 2

Graphic Dashboard



Source: Lawrence M. Butler author of *The Nonprofit Dashboard: A Tool for Tracking Progress* (BoardSource, 2007).

9. **Celebrate** every small (and large) achievement of the board! Highlight the many things that are going well and make room for some humor!



The *Strategy* of Board Building

- The board members you recruit today are your leaders of tomorrow.
- There is no ‘one size that fits all’ in terms of composition or size.
- Ensure revitalization of the board. Abide by board term limits.
- Diversity matters.
- A good orientation helps board members get off to a good start. There are no mulligans.
- Clear expectations set the table for accountability.
- Work hard to be the kind of board that those we aspire to recruit, will sit on.

*"A good board is a victory,
not a gift."*

~ Cyril O. Houle

Governing Boards

Who does the work of board building???

Governance Committee

Promotes and provides education about the organization, field, and governance

Assesses the organization's governance needs

Leads the process to identify, nominate, and orient new members

Evaluates and determines whether to recommend renewal of board member terms

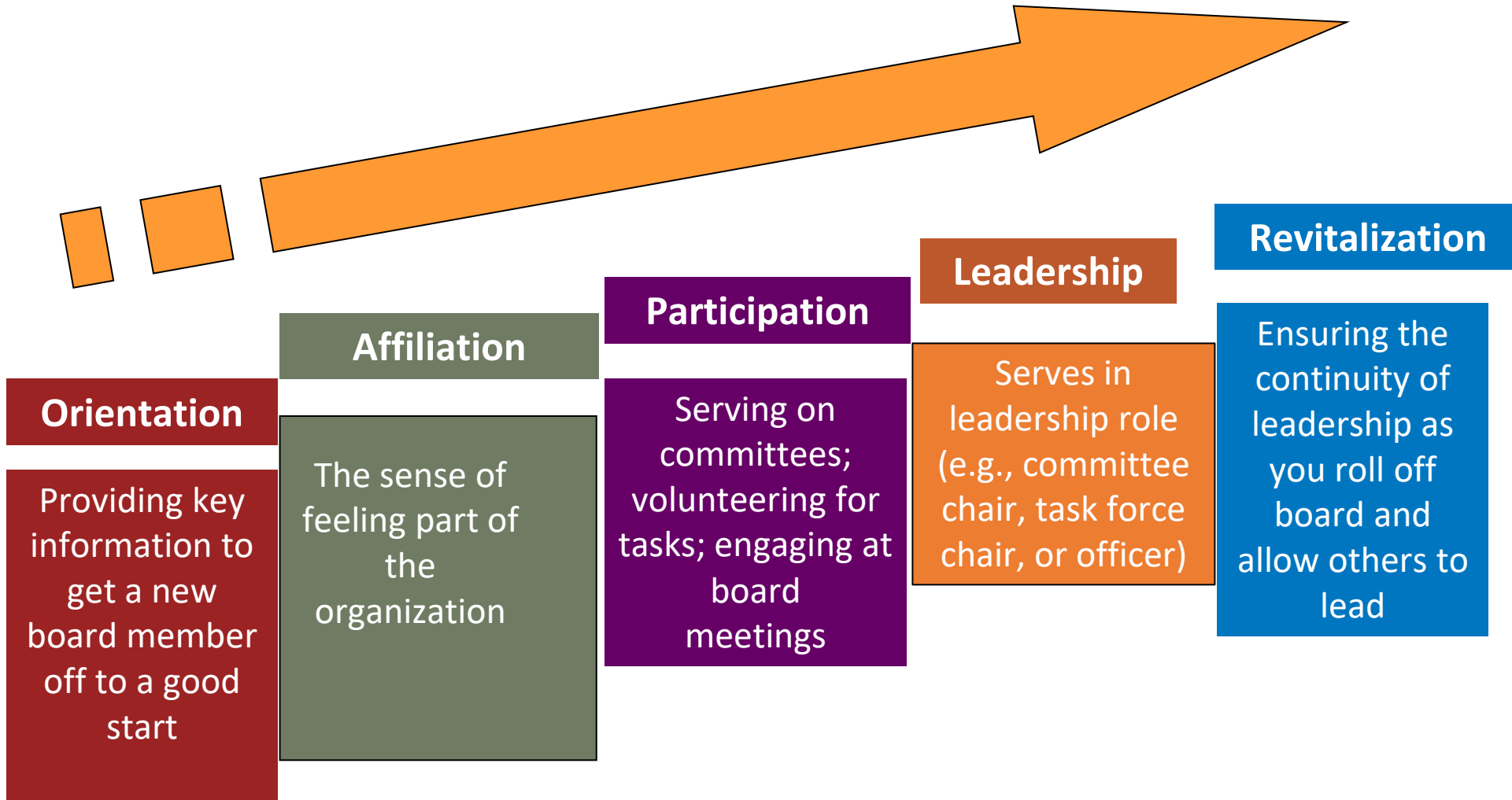
Develops leadership/nominates officers

Conducts board self assessment

Organizes the annual board retreat

Keeps bylaws current

The Board Member Life Cycle



(Unwritten) Committee Rules!

Board Committees do BOARD
WORK!

Board Committees do not do STAFF
WORK!

Consider Task Forces!!!

Performance requires support!

RULES:

- 1.
- 2.
- 3.



Structuring the Board for Work

Responsibility	Task Force	Committee	Board	CEO/Staff
Governance		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Program		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
Finance		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Strategic Planning	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	
Development		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	

Dave's Board Performance Killers!!!!

- Poorly run meetings!
- Too many meetings...
- Not focusing on board work!



Common Questions...

How Many Board Members?

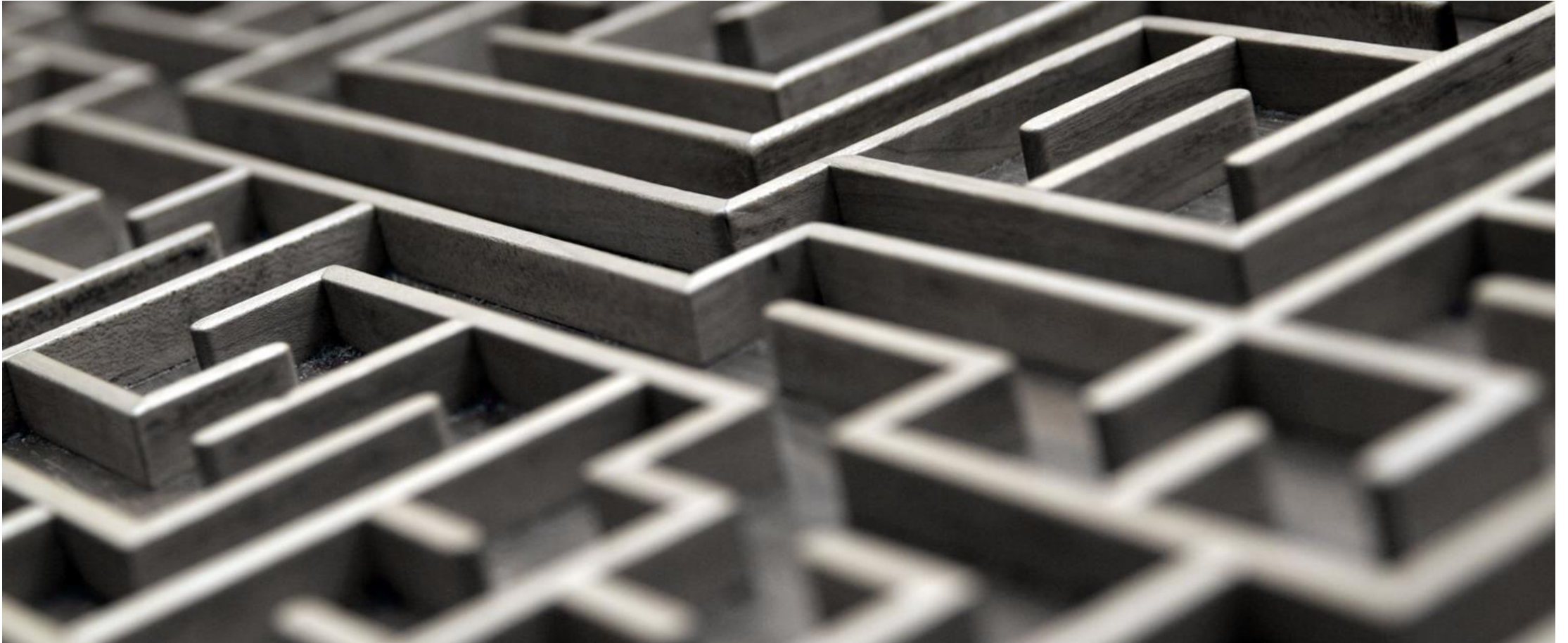
How often should a board meet?

What about advisory boards?

Let's copy others, right?



Broadly speaking, what makes fundraising difficult?



Three most common...



Competition



Economy



Limited amount of \$\$\$

Fundraising....



\$557 Billion



Total:\$485.5 BILLION



Individuals = %

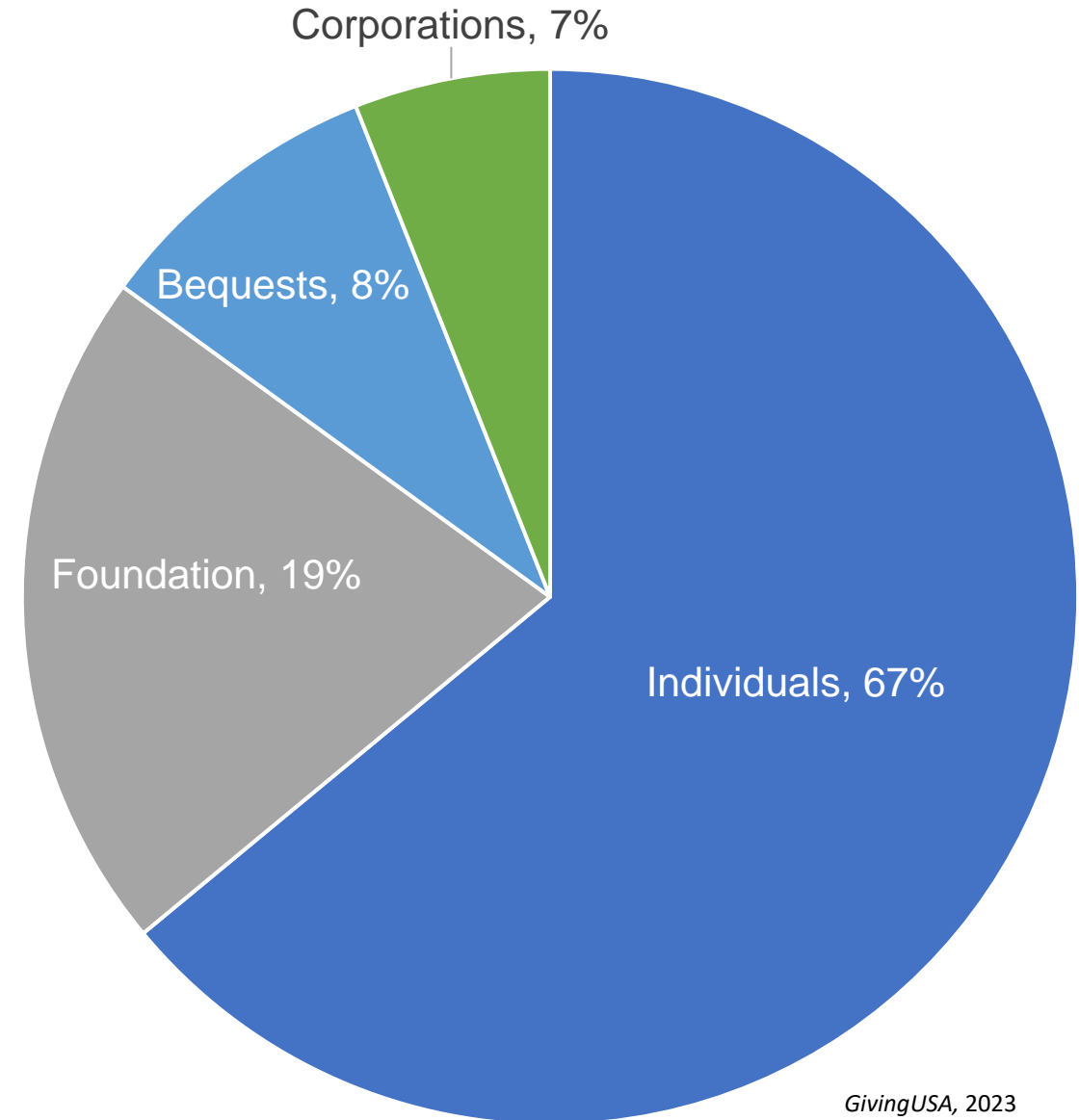
Corporations=%

Foundations=%

= 100%

US Charitable Giving

- Total 2023 contributions: \$557.16 billion



GivingUSA, 2023

Dead People Give More Than Corporate America!



US Charitable Giving – By Subsector

Percent	Subsector	Total in Dollars
24%	Religion	\$145.81 billion
14%	Human Services	\$88.84 billion
14%	Education	\$87.69 billion
13%	To Foundations	\$80.03 billion
10%	Public-Society Benefit	\$62.81 billion
9%	Health	\$56.58 billion
5%	International Affairs	\$29.94 billion
4%	Arts, Culture, and Humanities	\$25.26 billion
3%	Environment/Animals	\$21.20 billion
3%	To Individuals	\$20.66 billion

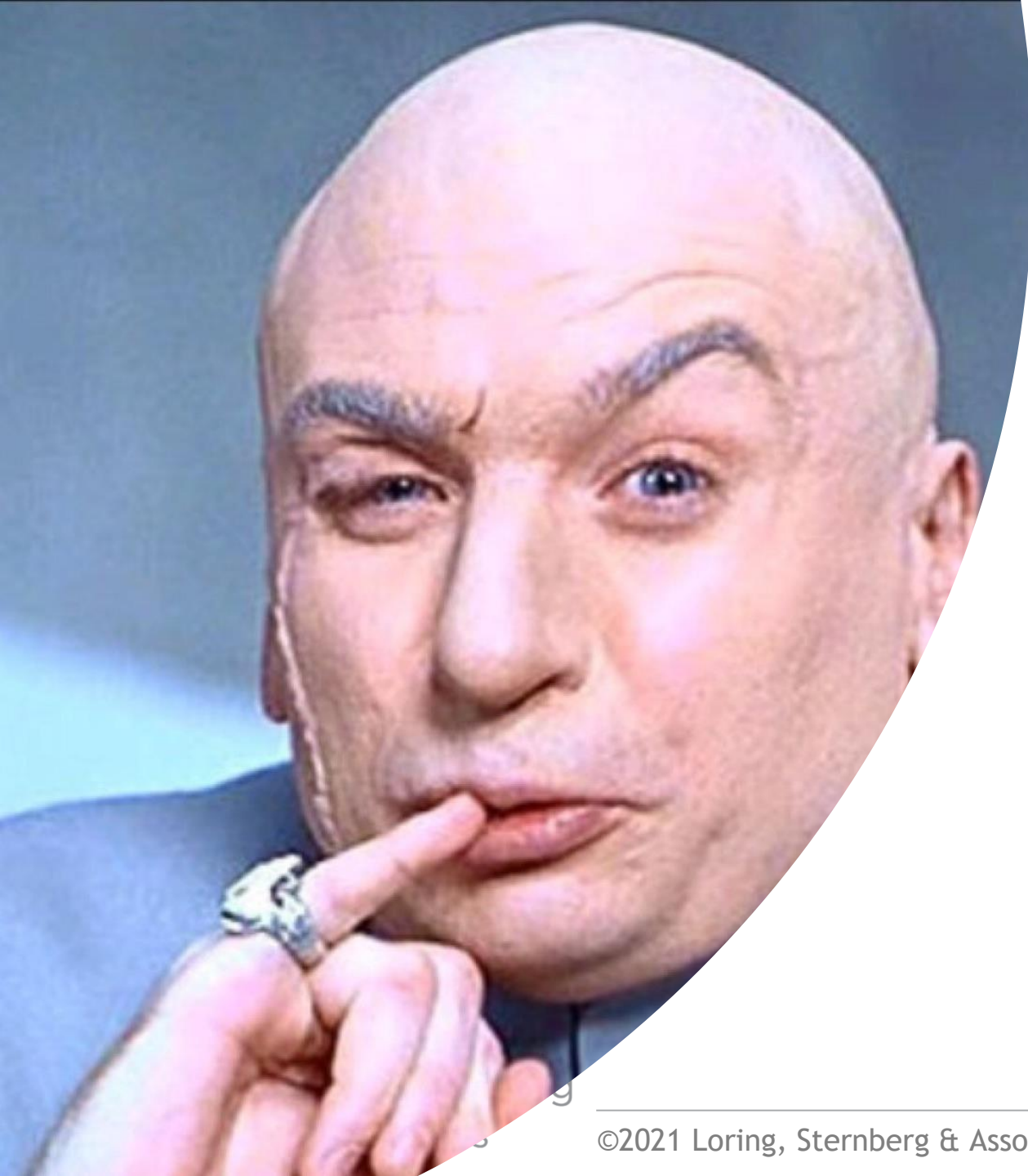
But wait there's more!



The Wealth Transfer

Take every single American 55+ years and liquidate them....how much money would it be in total?





**\$50+ Trillion
Dollars**

BUT....I don't want board members to
fundraise!



Development 101

TEAM

Mission

Board

Staff

PROCESS

Cultivation

Solicitation

Stewardship

DONOR

Linkage

Ability

Interest

Fundraising isn't *just* asking!

- Contacting 5-10 Prospects
- Calling Donors to Thank for Gift
- Send a Personal Note to Lapsed Donors
- Send a Solicitation on Personal Letterhead
- Solicit Gifts From Those in Your Sphere of Influence
- Make a Planned Gift
- Cultivate/Steward Event Attendee
- Promote on your social networks
- Identify Future Board Members
- Accompany Staff on Donor Visits
- Advocate/Speak About Organization
- Send Thank You Note to Donor
- Host a Small Event in Your Home
- Review Donor List
- Submit New Prospect Names
- Identify New Corporate Sponsors
- Onsite tours for prospects

Donors Want...



Prompt personal gift – **acknowledgment**



Confirmation that their gifts have been set to work as intended –
information



Measurable results...what was the **impact**

Teach Powerful Stories and Emphasize the Cause!



Piecing it together!

DATA



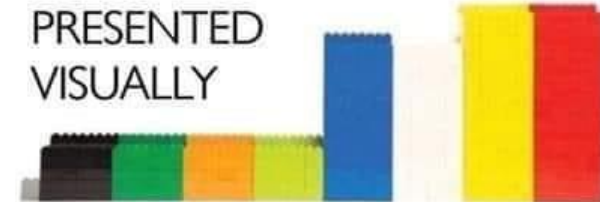
SORTED



ARRANGED



PRESENTED VISUALLY



EXPLAINED WITH A STORY



What is your story...



List some unique characteristics of your organization? Why are you worthy of philanthropic support? What are your key selling points? Why do you bring value to the community? Why are you unique? Why should a donor invest in your work? What would happen if your organization disappeared?

1. _____
2. _____
3. _____
4. _____
5. _____

For consideration...

- Do you have a basic planned giving program?
- Is the word legacy part of organizational culture?
- Does your organization know how to accept gifts of stock?
- Does your board understand its fundraising role?



- yes
- no
- maybe

Resources...



Your Personal Network

Think about your network of friends, relatives and business associates. These could be the folks you have met through social activities, work, volunteer activities, sports and recreation, your kids, family, school, church, neighbors etc.

List the names of people who meet the following criteria: 1) they actually like you or at least respect you, 2) you are reasonably sure they have disposable income and are not living hand to mouth, and 3) there is some linkage your service area or your mission. **You will not share this list, its private. This is not a list of people you will ask for money!!**

<u>Names:</u>	<u>Priority</u>	<u>Secondary</u>

Prospect Plan

Your Name: _____

Please list below the name of at least two prospective donors to your organization. These should be individuals who have some level of linkage and ability. They may also be current donors who are only giving at a fraction of their potential.

Once you list their name think about what it will take to cultivate an interest in our organization. What steps can you follow, with the help of staff, to move their relationship forward?

Prospective Donor: _____

Cultivation Plan:

Prospective Donor: _____

Cultivation Plan:

CMoP B I N G O

Book a BIRTHDAY PARTY/OR EVENT at the Museum	Volunteer to make EXHIBIT ITEMS	Donate an IN-KIND Gift or Service	Host/Sponsor a SANDFEST TEAM	Share CAMP info with contacts
Attend FIRST FRIDAY	Attend a SANDFEST Activity	POST a CMoP event on Social Media	Make an Intro & Attend a TOUR	Host a DATE NIGHT Team
Organize a VOLUNTEER ACTIVITY	FRIEND/FOLLOW CMoP on Instagram/ Twitter/ Snapchat	Attend PLAY DATE	Make your FINANCIAL CONTRIBUTION	Attend a BRAIN TIME SESSION
Register a child or family member for CAMP	Attend SNOW MUCH FUN DAY	Write or call 5 donor THANK YOU'S	Attend the Staff/Board HOLIDAY PARTY	Sponsor a "GALA" table
Join a BOARD COMMITTEE	Give the GIFT OF MEMBERSHIP	Donate a bottle of WINE for the gala auction	Attend MEMBERS NIGHT	Bring Kids to have BREAKFAST WITH SANTA

Exercise

Cultivation:

- **What does your organization do to introduce new donors to your mission?**
- **Are your cultivation activities appropriate?**
- **What could you be doing better? What are you missing?**
- **How could the Board be more engaged?**

Stewardship:

- **How does your organization treat existing donors?**
- **Do they feel valued and appreciated?**
- **Are you keeping them informed of your progress and about the use of their investment? What could you be doing better?**
- **How could the Board be more engaged?**

CONTACT INFORMATION

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