



Quantum Fundraising

Understanding the Board's Role

Your Board has an important role in raising funds for your organization. For many Board members, however, just the thought of raising money is a daunting and scary prospect. Why?

Our experience is that lots of Board members fear “making the ask” and, as such, act to avoid any real involvement in the fundraising process as much as they can. Others shun fundraising altogether, claiming they “are not experienced at it.” But as many of us have experienced, successful fundraising isn’t magic, it can certainly be learned and it isn’t always about “asking for money!” Board members’ concerns often begin to ease if the fundraising conversation is framed in terms of “raising friends.” Beyond that, however, what you likely need from your Board to support an effective development program is active assistance:

- 📌 Defining, clarifying and interpreting your organization’s vision, mission and strategy;
- 📌 Crafting and approving a budget in alignment with your strategy;
- 📌 Effectively answering the following types of questions:
 - ✓ **Do we have the capacity?** Is your organization capable of supporting the efforts? Do you have a strong Executive Director, staffing, technology, etc.?
 - ✓ **Is fundraising really a priority?** For both your Staff and Board?
 - ✓ **Do we have a clear (and shared) fundraising plan?** Is it updated?
 - ✓ **Are we showing our donors “the love?”** Do you have effective fundraising and donor recognition policies in place? Are they regularly executed?
 - ✓ **Are we doing the right things?** Do the organization’s fundraising methods adhere to the highest ethical standards?
 - ✓ **Are we learning and getting better?** Does the organization regularly monitor progress and rigorously evaluate its outcomes?

More...

The Quantum Fundraising Model...

All Board members should be actively engaged in the “Fundraising Process.” We think this means that Board and staff constructively partner together to execute the 6 elements of the fundraising process outlined below. (Please note, however, that only 1 of the 6 elements actually involves “asking for money.”) **Bottom-line:** There are lots of ways Board members can be actively and effectively engaged in the “fundraising process” without actually doing “the ask.”



- 📌 **Envisioning:** The process through which an organization develops its vision, mission, goals, objectives and metrics – as a whole (strategic plan) and for its fundraising initiatives.
- 📌 **Planning:** Developing annual work plans – at the group, team and individual levels – to support the strategic and fundraising plans.
- 📌 **Building:** The process of ensuring adequate capacity for your efforts. This includes assembling your team (to include your Board of Directors, staff, vendors and consultants) and putting into place the requisite infrastructure and skills needed to implement your plan.
- 📌 **Cultivating:** The process through which an organization builds relationships with individuals and other organizations;
- 📌 **Soliciting:** Asking for financial contributions and other forms of help or in-kind support.
- 📌 **Stewarding:** Thanking your donors and letting them know the difference and impact their gift has made on your organization.

For more information on Quantum Governance, contact us at: info@quantumgovernance.net. Quantum Governance provides corporations, nonprofits, credit unions, associations and governmental entities with strategic, cost-effective governance, ethics and management consulting, facilitation and evaluation. The firm is a unique L3C organization that integrates the best elements of both the for- and non-profit communities into one practice. It is a low-profit, limited-liability service organization dedicated to the public good and one of the very first such legal hybrid organizations in the United States.