



BOARD BRIEF: Keys to Effective RD

Board Briefs are "at-a-glance" resources that help board volunteers better support their Boys & Girls Club. They are designed to occur as five-minute education opportunities at board meetings.

SUMMARY

Ensuring resources is one of the primary roles for a governing board. Achieving success with Resource Development is not guesswork. A board can take concrete steps to ensure effective fundraising and donor stewardship. Here are 10 keys for effective Resource Development.

10 KEYS TO EFFECTIVE RESOURCE DEVELOPMENT

1. Board members understand their individual and collective role in resource development.
2. All board members – 100% – make an unrestricted gift to the Club that demonstrates the Club is important to them.
3. Board members are involved in face-to-face solicitations.
4. Board members are actively engaged in prospect identification, classification, cultivation and stewardship.
5. An active Resource Development Committee leads the work of board members.
6. Leadership for each fundraising strategy is carefully selected with optimal time for planning
7. Resource Development Committee creates a written RD plan that is approved by the board.
8. The organization has adequate infrastructure to provide support to the resource development program i.e. case statement, database, staffing, etc.
9. Board members and/or fundraising volunteers conduct an evaluation for each fundraising strategy and for the overall RD program.
10. Revenue streams are diverse with no more than 20% coming from a funding source (other than individuals).