

Board Engagement & Peer to Peer Fundraisers

Thursday, September 19, 2024

Your Give Local 2024 Team



Agenda



Why does Board Engagement matter?



What is the impact of Board Engagement?



How can Board Members get involved?



Peer to Peer Fundraiser Demonstration



Reminder of upcoming events & trainings

Board Engagement: So What?

Why does Board engagement matter?

What are the basic responsibilities of nonprofit boards? —

Determine mission and purpose.

It is the board's responsibility to create and review a statement of mission and purpose that articulates the organization's goals, means, and primary constituents served.

Select the chief executive.

Boards must reach a consensus on the chief executive's responsibilities and undertake a careful search to find the most qualified individual for the position.

Support and evaluate the chief executive.

The board should ensure that the chief executive has the moral and professional support they need to further the goals of the organization.

★ **Ensure effective planning.**

Boards must actively participate in an overall planning process and assist in implementing and monitoring the plan's goals.

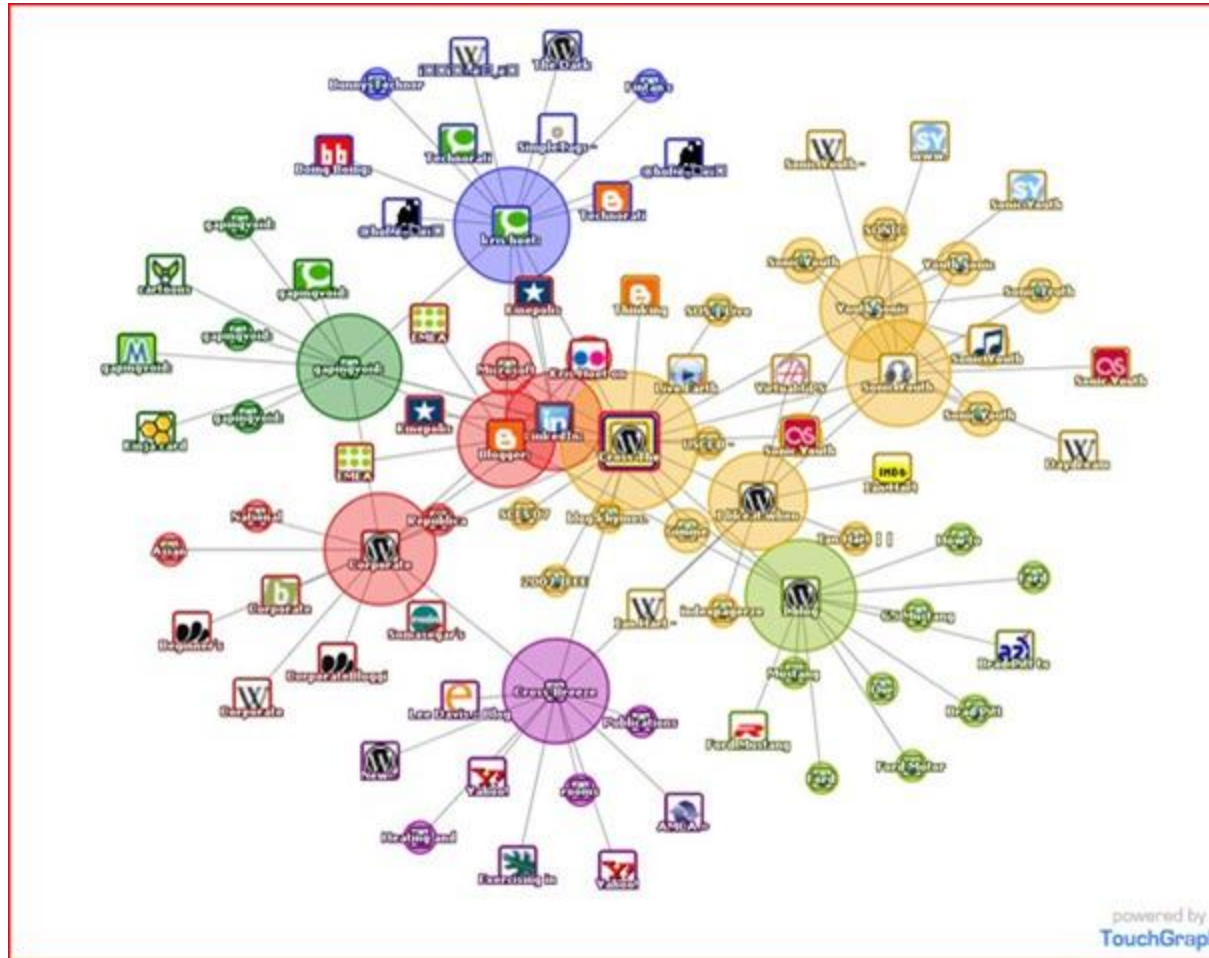
★ **Monitor and strengthen programs and services.**

The board's responsibility is to determine which programs are consistent with the organization's mission and monitor their effectiveness.

★ **Ensure adequate financial resources.**

One of the board's foremost responsibilities is to secure adequate resources for the organization to fulfill its mission.

Why does Board engagement matter?



What is the impact of Board engagement?

In 2023, 12 organizations submitted records for the “100% Board Participation” award.

Of those 12:

- 10 were “small budget” organizations
- Averaged 48.25 donors per org
- Raised a total of \$129,124
- Averaged \$10,760 raised per org

We know the why,
let's get to the how.

Ways to get involved as a Board Member



Connect

Donate

Fundraise

Market

Share

Volunteer

The Power of Peer to Peer Fundraisers



- “Typically, organizations that have the best success with Peer-to-Peer fundraising **actively recruit their board members.** Board members make great Fundraising Champions because they already have an active and engaged role in your organization.”
- <https://support.givegab.com/en/articles/1560337-recruiting-peer-to-peer-fundraisers-to-support-your-organization>

The Power of Peer to Peer Fundraisers



- Organizations WITH P2P fundraisers averaged \$15,041.42, those WITHOUT, averaged \$6,175.04
- 33 Peer to Peer fundraisers raised \$18,749 through 153 donations by 135 donors

How to set up Peer to Peer Fundraisers

Live Demo

Questions?



Upcoming Important Dates



Give Local Business After Hours (TODAY! At 5:30pm)



October 3 Training 4 (11am)



October 10 Give Local Lunch & Learn with the Chester Chamber and Chester Healthcare Foundation (12pm)



Give Local Help Labs:

- October 17, 9am-12pm
- October 24, 12pm-3pm
- November 7, 9am-12pm