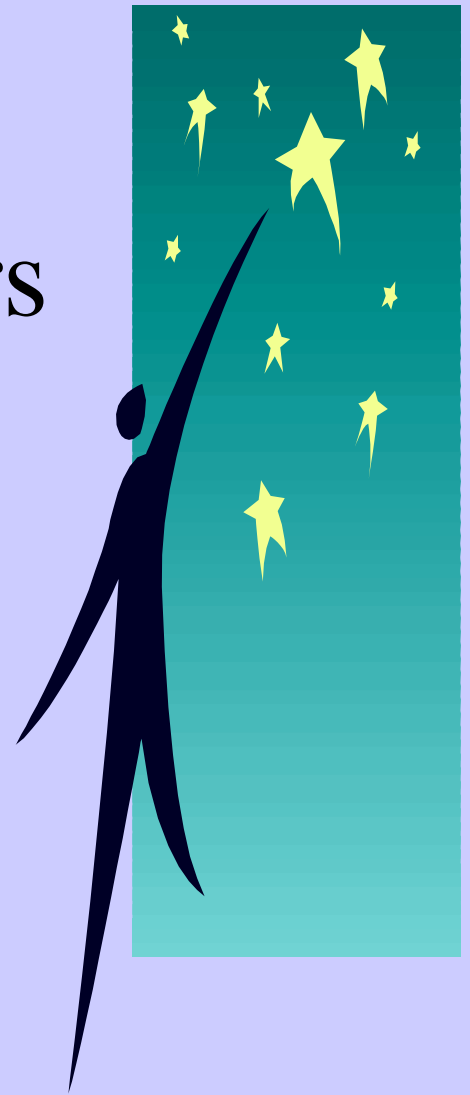


# Effectively Using Boards & Volunteers to Identify and Assist Donors

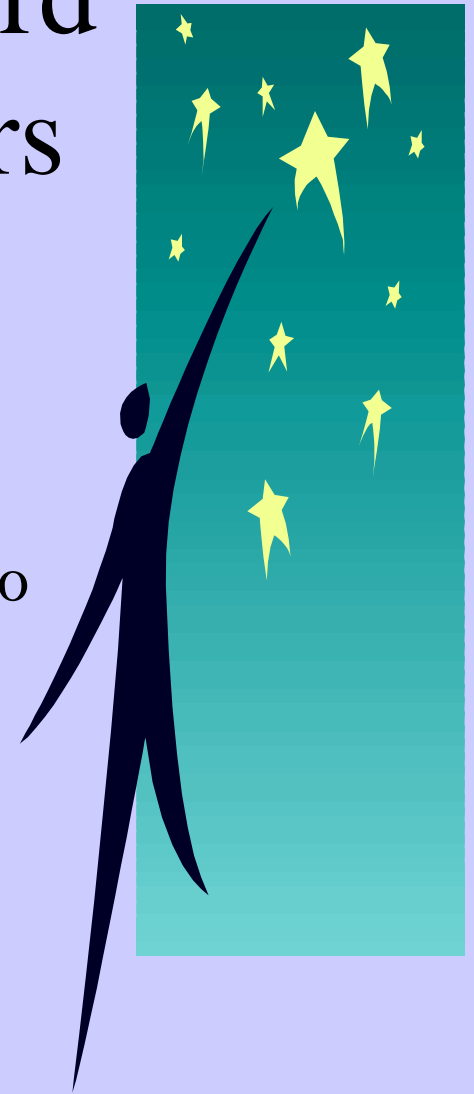
by Dave Dierks

University of Iowa Foundation



# Criteria for recruiting board members or key volunteers

- Belief in the organization's mission
- Capacity to give (can't ask another to give unless you have already made your personal commitment)
- Influence/name recognition/respect/ ability to network
- Reputation for responsibility, consistency, and dependability
- Available time
- Communication skills/willing to travel/willing to make personal calls either independently or with staff



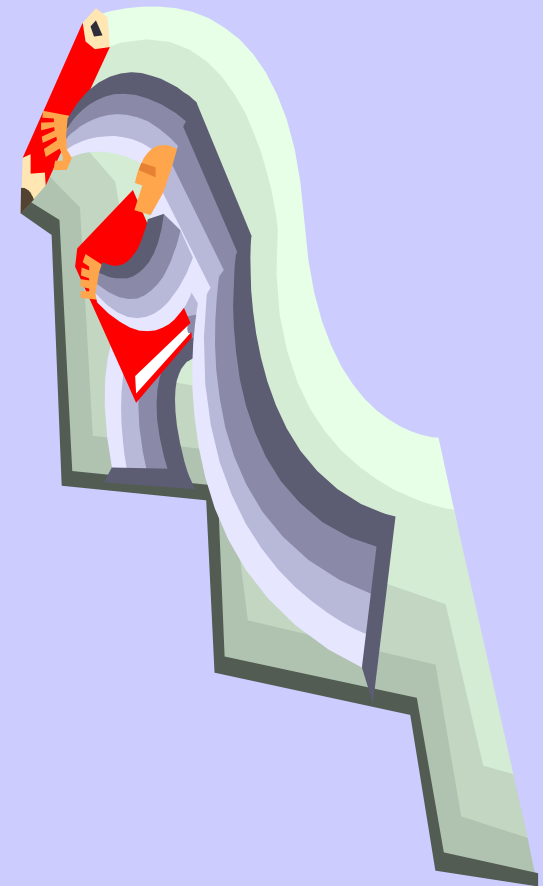
# Where do you find Board members or volunteers?



- Suggestions from current members or volunteers
- Suggestions from fund-raising staff
- Research (look at your database—who are your best contributors, your most consistent contributors; do you have any new, substantial contributors?)
- Volunteers from other charitable boards or committees who have good reputations
- Next generation volunteers

# How to establish and maintain a successful and productive board or volunteer committee

- Clear mission objectives
- Involved and dynamic leadership (both staff and volunteers)
- Select board and volunteers with different but complimentary strengths
- Knowledge of institution
- Meetings of substance and correct frequency
- Ongoing and thorough communication with members
- Real work
- Involve in the rewards



# Common problems with board members and volunteers

- Won't give
- Won't solicit
- Members who don't follow through with defined responsibility
- Committee or board members who disagree with each other or staff
- Member apathy



# Formula for successful fund raising

Volunteers

Management



Institutional support