



Liberty Quest Enterprises Inc.

Giving Starts with your Board

Your Board is the leadership of your non-profit organisation. Not only do they set policy and plan for the organisation's future, they are expected to set the stage for fundraising by making their own gifts to the organisation.

This means that each one of your Board members must make a personal financial gift to the organisation. Getting a gift from their company is great and welcome, but it's not the same as giving from their own personal resources.

By becoming a Board member, an individual is committing to supporting the organisation in a significant way. For most nonprofits, it doesn't matter how much Board members give, just that they do (although it should be a gift that is meaningful within the constraints of their own budget). In other words, if someone sits on your Board, they should be committed enough to the organisation to give more to it than just about any other organisation they support.

Some Board members think it's enough that they give their time, but it's not. Volunteering *is* a gift in itself, but to be a responsible Board member, they must support the organisation monetarily. It's also not enough to give in-kind gifts. Donors are much more savvy today than ever before, they want to know why they should make financial contributions to your organisation if your leaders don't.

Expectations for Board giving should be clearly articulated at the time of recruitment and be included in the organisation's policies and the list of Board roles and responsibilities; if being required to give is a deterrent to them joining your Board, the individual probably isn't appropriate to recruit.

If you don't have 100% Board giving, get started on it today. Your donors and the community are watching.

For more information about this resource sheet or for answers to any of your other fundraising questions, please feel free to contact us by phone: 604.530.5404 or by email: libertyquest@telus.net