



Creating an Effective Fundraising Committee

presenter:
Jaime Freidrichs, MPA, CFRE



Housekeeping

- We are recording this!
- Please mute your mic and stay muted unless you would like to make a comment or ask a question.
- Feel free to type questions into the chat box anytime.
 - We'll address these during the Q and A at the end.
- For those joining by phone, you can mute/unmute yourself by hitting “*6.”

Power Up Your Pantry

Power Up Your Pantry is a University of Missouri program intended for food pantries and other hunger relief groups looking for ways to enhance their current operations and better meet the needs of the people they serve.

Connect with us!

Website: foodsecurity.missouri.edu/power-up/

Facebook: <https://www.facebook.com/powerupyourpantry/>

Grant Writing Community of Practice in early 2020



Interdisciplinary Center
for Food Security



New Chapter Coaching, LLC

Our mission is to build a better world by increasing the effectiveness of nonprofit leaders and the impact of the organization they serve.

Our core services:

- Leadership Coaching
- Strategic Planning
- Strengths-Based Team Building
- Leadership Roundtables
- Executive Transition Management
- Facilitation of Retreats & Meetings
- Fundraising Assessments & Coaching



Jaime Freidrichs
Strategic Partner
Fundraising Coach

What are our objectives?



Define types of
fundraising
committees



Learn how to
recruit leaders
and members



Discuss how to
create effective
meetings



Identify
strategies for
accountability
and recognition



Types of Fundraising Committees



- Board
- Membership
- Event
- Campaign

Board Fundraising Committee

Who's On It?

- Board members (at least 3)
- Other volunteers
- ED or fundraising staff



What's The Goal?

- ✓ Create/execute/track annual fundraising plan
- ✓ Ensure all board members give and participate in fundraising

Membership Committee

Who's On It?

- Members or donors (if you don't have members, consider calling this a "Friends of" group)
- At least 1 board member
- ED or fundraising or marketing staff



What's The Goal?

- ✓ Communicate with and engage your existing donors
- ✓ Invite new people to become members/donors
- ✓ Set structure and benefits to membership (if any)

Event Committee

Who's On It?

- Volunteers and community leaders
- At least 1 board member
- Fundraising or marketing staff and/or volunteer coordinator



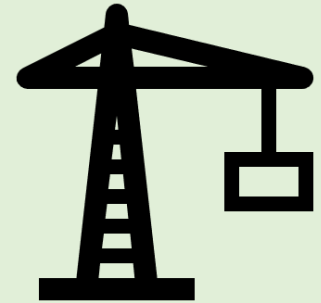
What's The Goal?

- ✓ Plan/execute/evaluate a fundraising event
- ✓ Promote the event, sell tickets, request donations, and recruit sponsors

Campaign Committee

Who's On It?

- Board members (all or at least 3-4)
- Community leaders with influence and/or affluence
- ED and fundraising staff



What's The Goal?

- ✓ Raise money for a specific purpose (often building, buying, or endowing)
- ✓ Duration is limited (1-to-3 years)



Sample Committee Description

Keys to a great committee description:

1. Keep it short and sweet
2. Define what you're looking for in a member
3. Be specific: expectations and time commitment



Recruiting Great Members

Step 1 - Know What You Need

Step 2 - Approach the Leaders

Step 3 - Identify and Recruit Members
(with help from your co-chairs)

Asking Your Co-Chairs

Tell Them the Impact
Share the Committee Description
Discuss the Time Commitment
Tell Them “Why Them”
Make the Ask



Who Should Join?



Doer

Who Should Join?



Socialite

Who Should Join?



Leader/Influencer

Who Should Join?



Expert

Who Should Join?



Creative

Who Should Join?



Donor



Where to Find Them

Volunteers

Past Board Members

Friends of Your Board Members

Civic Groups (Rotary, Kiwanis, etc.)

Churches



Recruitment Do's and Don'ts

DO

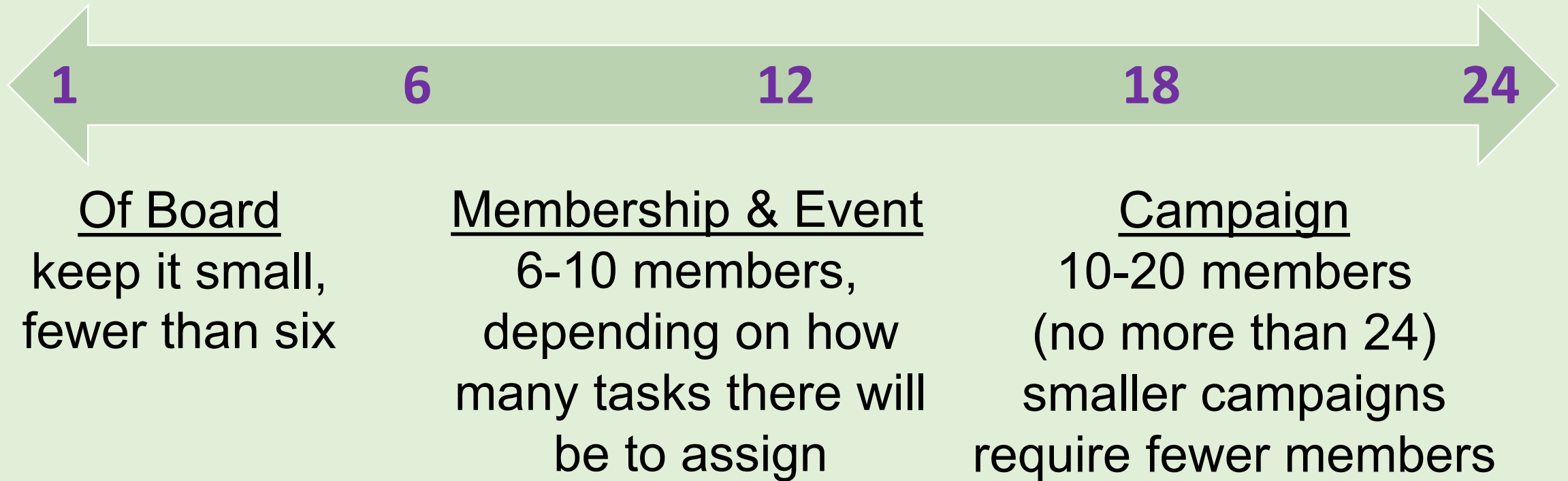
- ✓ Identify and invite specific people first
 - ✓ Ask in person when possible (2nd choice: phone)
- ✓ Provide a description and clear expectations
- ✓ Ask for suggestions for other people to ask

DON'T

- ❑ Advertise and hope
- ❑ Downplay the commitment
- ❑ Limit the committee to only people you know
- ❑ Try to do it all alone

How Many Members?

IT DEPENDS!



Creating Effective Meetings



*"I know we didn't accomplish anything, but
that's what meetings are for."*



Tips for Getting People to Show

- Get on a set schedule
- Reminder and agenda 1-week in advance
- Ask for RSVP, follow up with non-responders
- 2nd reminder day before or morning of
- Minutes and next meeting date next day
- Follow up with no-shows



Running a Good Meeting

Give time to socialize (formal or informal)

Stick to the agenda

Limit reports and updates

Focus on decisions and brainstorming

ALWAYS end on time



Holding Volunteers Accountable

1. Make sure they are equipped and empowered
2. Always follow up (“I see you”)
3. Extravagant gratitude for service
4. Be prepared to let them go



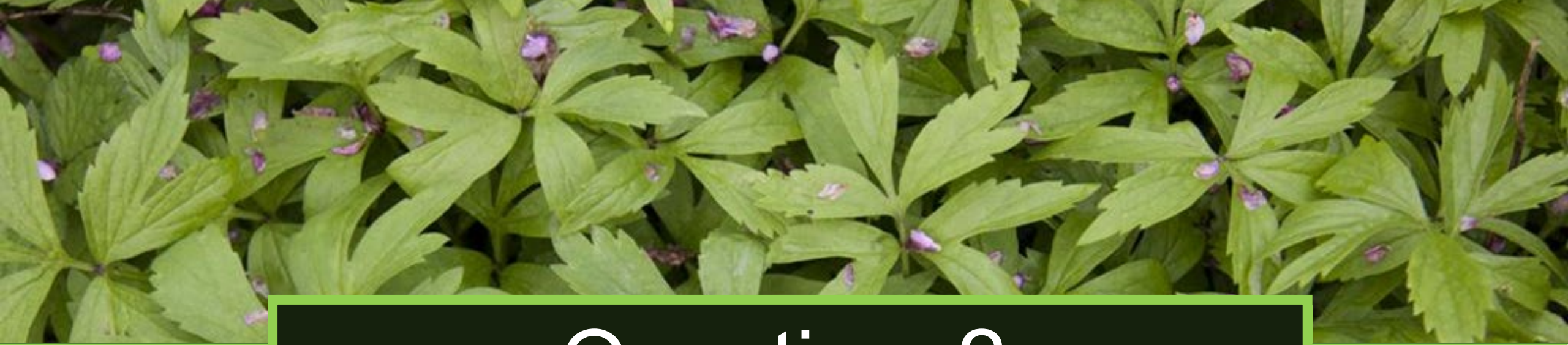
The Volunteer “Bless and Release”

1. Gratitude for specific contributions
2. Ask them to share
3. Offer understanding
4. Do them the favor of letting them go
5. Close with gratitude



Stewardship Ideas

- Thank at every interaction
- Social media shout-out
- Public recognition at events
- Appreciation party (annual or post-event)
- Handwritten note
- Thank you call from leader
- Recognition in Annual Report or program guide
- Small gifts that are meaningful to your mission



Questions?

Upcoming webinars

Join us for parts two and three of our
Board and Organizational Sustainability series

Nov. 6: Building the Board You Need to Get Big Results

Contact Bill at McKelveyWA@Missouri.edu or 573-882-4973 or
got to <http://foodsecurity.missouri.edu/power-up/power-up-lunchbox-learning/>.



Thank you for joining us!

GET INVOLVED



LIKE "POWER UP YOUR PANTRY" ON FACEBOOK.



DOWNLOAD "POWER UP YOUR PANTRY" GUIDE SHEETS
FOR FREE AT: [FOODSECURITY.MISSOURI.EDU/POWER-UP/](https://foodsecurity.missouri.edu/power-up/)



CONTACT US FOR QUESTIONS OR INPUT. WE APPRECIATE
THE FEEDBACK!

BILL MCKELVEY
COORDINATOR

MCKELVEYWA@MISSOURI.EDU



Interdisciplinary Center
for Food Security