



# IUPUI THE FUND RAISING SCHOOL

## LILLY FAMILY SCHOOL OF PHILANTHROPY

### **Purposeful Boards, Powerful Fundraising AGENDA**

As a result of this class, participants will:

- Understand the unique responsibilities and opportunities that nonprofit board members have to donate to – and fundraise for – the nonprofit organizations where they serve;
- Comprehend the strategies, tools, and resources that staff members can utilize to support board members in their fundraising efforts;
- Learn how to recruit, orient, and engage a diverse board of directors;
- Apply fundraising basics that all board members need to know; and
- With a board member and a staff member participating in this course, return to your nonprofit with a unified voice on how to increase and strengthen charitable giving and fundraising among all board members.

#### **Day One**

<b>8:00a</b>	<b>Registration</b>
<b>8:30a</b>	<b>Introduction</b> Introductions & Expectations Definitions: Philanthropy, Development, Fundraising The Current Charitable Giving Landscape
<b>10:15a</b>	<b>Break</b>
<b>10:30a</b>	<b>The Roles and Responsibilities of the Board</b> The Top Ten Responsibilities of All Board Members A Focus on Fundraising & 100% Board Giving
<b>12:00p</b>	<b>Lunch</b>
<b>1:15p</b>	<b>Recruiting an Outstanding Board of Directors</b> The Board Skills Chart How to Identify and Meet Potential Board Members Bylaws Basics – Term Limits & Other Essentials

- 3:00p**      **Break**
- 3:15p**      **Board Meetings & Effective Fundraising**  
How to Structure a Productive Board Meeting  
The Role of Committees  
Why this Matters for Fundraising
- 4:45p**      **First Day Reflections & Adjourn**

## **Day Two**

- 8:30a**      **Reflections & Review**
- 8:45a**      **Fundraising Tools & Techniques – What Board Members  
Need to Know**  
The 14-step Fundraising Cycle  
The Fundraising Plan  
The Fundraising Pyramid  
The Gift Range Chart
- 10:15a**      **Break**
- 10:30a**      **Fundraising Markets**  
Developing a Prospect List of Individual Donors  
Understanding Fundraising from Foundations  
Understanding Fundraising from the Business Sector
- 12:00p**      **Lunch**
- 1:15p**      **Making the Philanthropic Request**
- 3:00p**      **Break**
- 3:15p**      **Supporting Board Member Fundraising**  
The Board's Role in Stewardship  
How Can Staff Best Support Board Member Fundraising?  
Board & Staff: Moving Forward & Fundraising Together
- 4:30p**      **Final Reflections & Conclude**