



MAJOR DONOR FUNDRAISING – 2020 BOARD MEMBER ACTIVITIES AND RESPONSIBILITIES

Goals:

1. Build relationships with major donors:
 - Make them feel appreciated and learn more about their philanthropic priorities
2. Increase board member involvement in major donor fundraising
3. Diversify NEA's revenue stream and raise sufficient donation dollars to help NEA grow

*In Donor-Centered Fundraising, Penelope Burk reported that survey participants were asked **how a thank you call from a board member would impact their future giving**. She found that:*

- 93% said they would definitely or probably give again when they were next asked;
- 84% would give a larger gift;
- 74% would give indefinitely.

Quarter 1 - January through March

- January/February: Board members make “thank you” calls to your assigned 2019 donors

Additional donor cultivation opportunity: Make additional “thank you” calls to select donors.

Quarter 2 - April through June

- April: Personalized NEA letter from board member to each donor assignment
 - NEA staff will create and provide letters/envelopes
- June: Connect with donors attending Expo
 - By phone prior to the event
 - During the event if they are wearing an “I Donate” button

Additional donor cultivation opportunity: Make “thank you” calls to select donors.

Quarter 3 - July through September

- September: Personalized NEA letter from board member to each donor assignment
 - NEA staff will create and provide letters/envelopes

Additional donor cultivation opportunity: Reach out to current NEA donors (3 people) under staff direction to have meaningful phone and/or in-person conversations.

Quarter 4 - October through December

- October Thank-a-thon: Make “thank you” calls to donors
- November/December: End of year fundraising campaign options for engagement
 - Put a NEA donation ask in your personal email signature
 - Post on social media about your NEA board membership and donation support
 - Connect with Development Director re: other ways to promote

Additional donor cultivation opportunity: Forward NEA email fundraising appeals with a personal note to your friends, family, colleagues or other contacts

DEVELOPMENT COMMITTEE 2020 PURPOSE AND RESPONSIBILITIES

Committee Goals

1. Build relationships with individual major donors
2. Increase board member involvement in fundraising
3. Elevate fundraising at NEA board meetings and in recruitment of new board members
4. Give strategic input on Research Program Case for Support

Peer-to-Peer Leadership and Support

- Participate in 5 one-hour meetings (by phone) over the year
- Co-present fundraising topics with staff at NEA board meetings
- Follow up with peers on the Board re: fundraising activities to support and encourage
- Development Committee formed and members committed
- Review nonprofit board fundraising best practices with staff
- Discuss options for increasingly expanded NEA board activities

Donor-centric Fundraising

- January/February: Make “thank you” calls to 2019 donors
- May/June: Reach out to current NEA donors (3 people) under staff direction to have meaningful phone and/or in-person conversations
- June: Connect with donors attending Expo 2020
- August – October: Reach out to current NEA donors (3 people) under staff direction to have meaningful phone and/or in-person conversations
- November 2020 – January 2021: Thank donors who give during end-of-year fundraising campaign by phone and/or video
- Year-round: Attend small events with donors organized by staff