



Upperclassmen Session:
“Engaging Your Board”

Engaging Your Board

- Organizations with an engaged board raised 2-3 times more dollars on their giving day than those without
- The most engaged boards attended planning meetings, sponsored a matching fund, or were P2P fundraisers
- Including your board members in your giving day planning can have a greater impact on your MV Gives success



Setting Expectations

- As you develop your giving day campaign strategy, determine where your board members can help the most
- Make it clear at the beginning of the planning process what role they'll play in your overall MV Gives strategy
- Create an even playing field for all your board members to actively participate and assist you in the process



Make it Fun!

- Share the opportunities online giving days can provide
 - Potential new donors, wider demographics, online exposure, educational resources, improved donor analytics, potential prizes or matching dollars
- Encourage your board to share personal stories about what first connected them to their cause and why they give
- Send out a weekly or bi-weekly email series with important updates and clear steps to get involved



Before September 20

- Invite your board members to an MV Gives kickoff
- Provide regular updates at board meetings
- Share any helpful resources with them, ex: key dates, images and graphics, sample text
- Prepare them to be P2P fundraisers or social media ambassadors



On September 20

- Encourage your board members to share your giving day profile on social media
- Send your board emails with specific calls to action
- Update them on any prizes, matches, or challenges you're a part of
- Share your progress throughout the event



After September 20

- Thank your board members for their help and hard work
- Share insights to your campaign success
- Host a debrief to break down what you've learned
- Ask your board to personally thank the donors
- Celebrate your team and a job well done



Engaging Opportunities

- Peer-to-Peer Fundraising
- Local Partnerships
- Sponsored Match
- Establish a Challenge
- Donor Stewardship
- Social Ambassadors



Key Takeaways

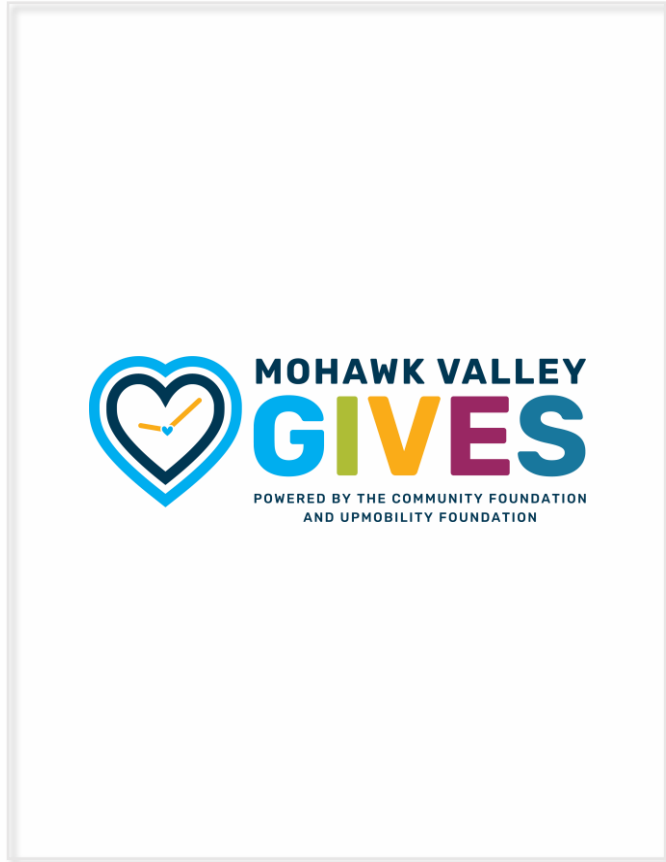
- Every nonprofit board is different, and so are the ways in which they can participate and help you reach your goals
- Educating your board about the importance of the giving day early on can make a big difference in your success
- Providing clear calls to action and steps for success can motivate your board members to actively participate



Thank you!



Class Schedule



FOLDER



The image shows a personalized schedule poster for upperclassmen. It has a dark blue border and a white background. At the top left, it says "UPPERCLASSMEN SCHEDULE" in a bold, sans-serif font. To the right of this is the Mohawk Valley Gives logo. Below the title, there are five colored boxes, each representing a time slot and its activities. The first box is green and describes a breakfast/pep rally. The second is orange and describes a data dive. The third is purple and describes a "tell me a story" session. The fourth is blue and describes a session for board members. The fifth is dark blue and describes a lunch/expo session. Each box contains a brief description of the activities for that time slot.

PERSONALIZED SCHEDULE



We need your feedback!

Please scan the QR code & complete the brief survey

