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W E B I N A R



7 STRATEGIES

for Building Relationships
with Your Board of Directors

WEDNESDAY, OCTOBER 4, 2023



Sabrina Walker Hernandez

President & CEO
Supporting World Hope

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PRESENTERS



Dawn Lego (she/her)

Director, Brand Engagement
OneCause



Sabrina Walker Hernandez (she/her)

President & CEO
Supporting World Hope

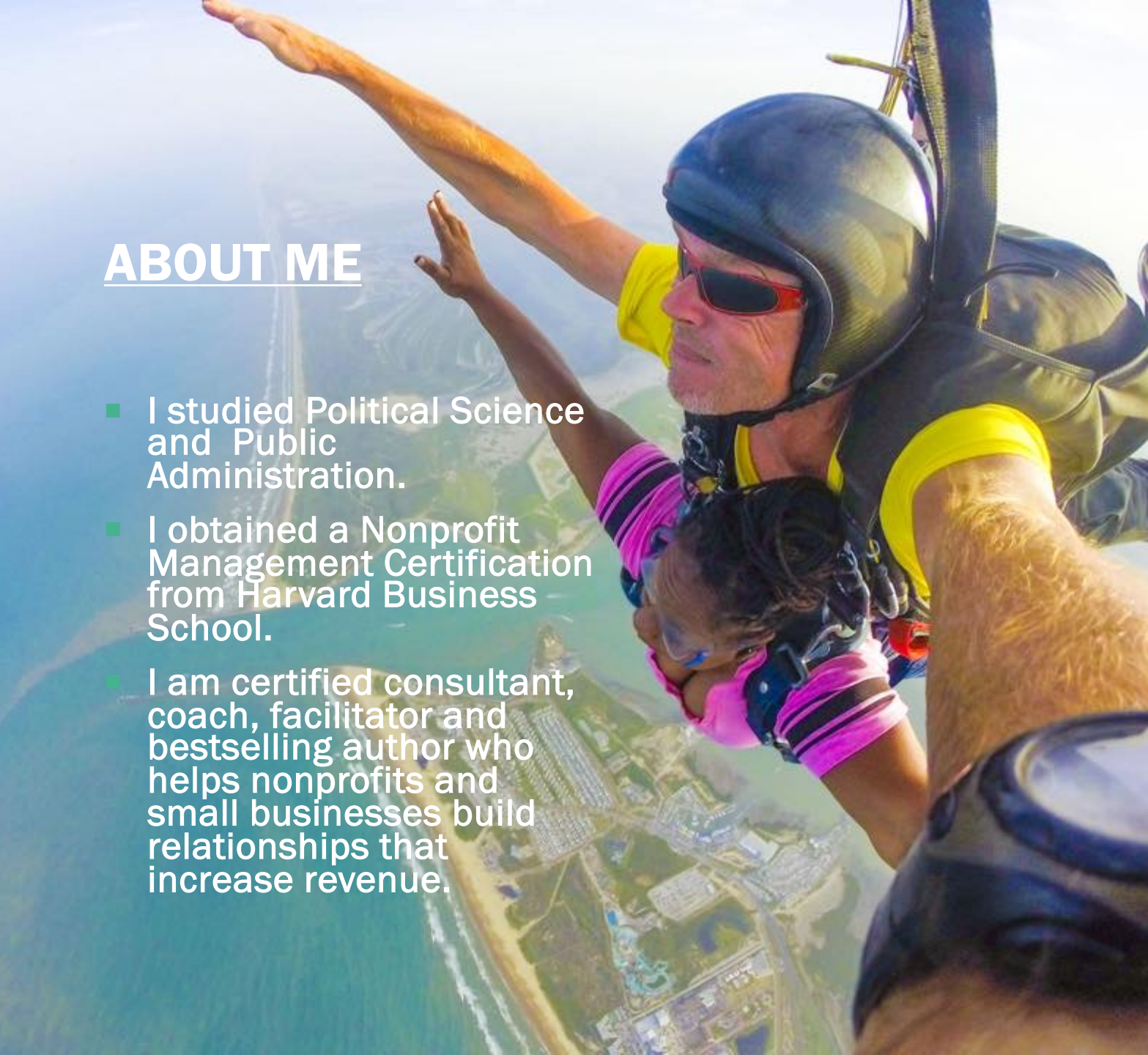


7 STRATEGIES FOR BUILDING RELATIONSHIPS WITH THE BOARD OF DIRECTORS

BY SABRINA WALKER HERNANDEZ

ABOUT ME

- I studied Political Science and Public Administration.
- I obtained a Nonprofit Management Certification from Harvard Business School.
- I am certified consultant, coach, facilitator and bestselling author who helps nonprofits and small businesses build relationships that increase revenue.



WHAT I DO

- Training webinars, and workshops
- Keynote Speaking
- Leadership, Board, and Strategic Planning Retreats
- Executive & Fundraising Coaching
- Consulting

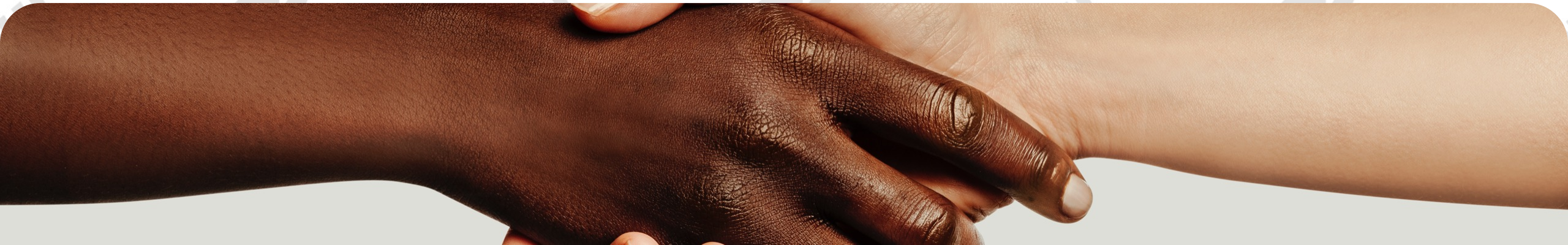


BOARD IS "AUTHORIZED" BY THE STATE AND SUPPORTERS.....



Executive Director/CEO IS "AUTHORIZED" BY THE BOARD.....

**BUT... A "PARTNERSHIP" IS
NEGOTIATED AND DEVELOPED, WITH
MUTUAL RESPECT FOR EACH OTHER'S
ROLES AND RESPONSIBILITIES**



THE PARTNERSHIP



Organizational health depends on an effective partnership between the Board and Executive Director/CEO.

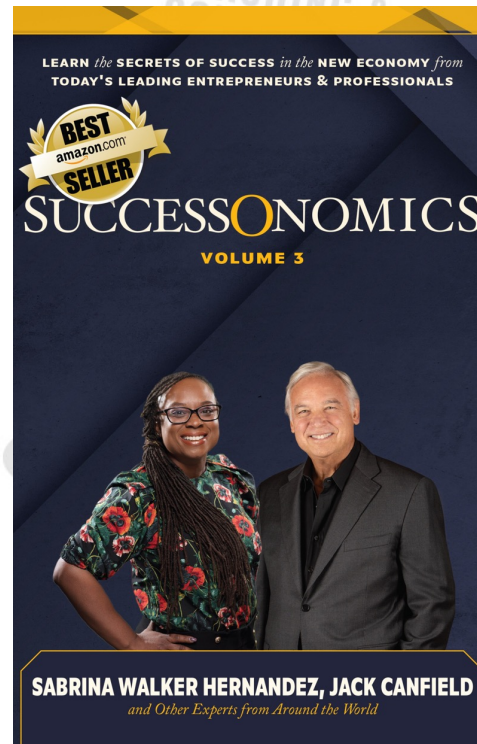
- ❖ Requires regular and open communication between the Board chair and Executive Director/CEO.
- ❖ Requires willingness on everyone's part to examine assumptions.
- ❖ Benefits from regular and systematic feedback and assessment.
- ❖ May need redefinition as the organization grows and becomes more complex.

**MY
SUPERPOWER**

**BUILDING
RELATIONSHIPS**



THE B.U.I.L.D.E.R APPROACH





I used this approach for over 15 years as the CEO of a nonprofit organization. I increased my annual operating budget from \$750,000 to \$2.5M and completed a \$12M comprehensive capital campaign. Started & grew an Endowment to \$500,000 and had a 180-day cash reserve. My organization was located along the Mexico Texas Border in the 3rd poorest county in the United States.

Strategy 1: Brand yourself

Build trust

Open & Honest Communication

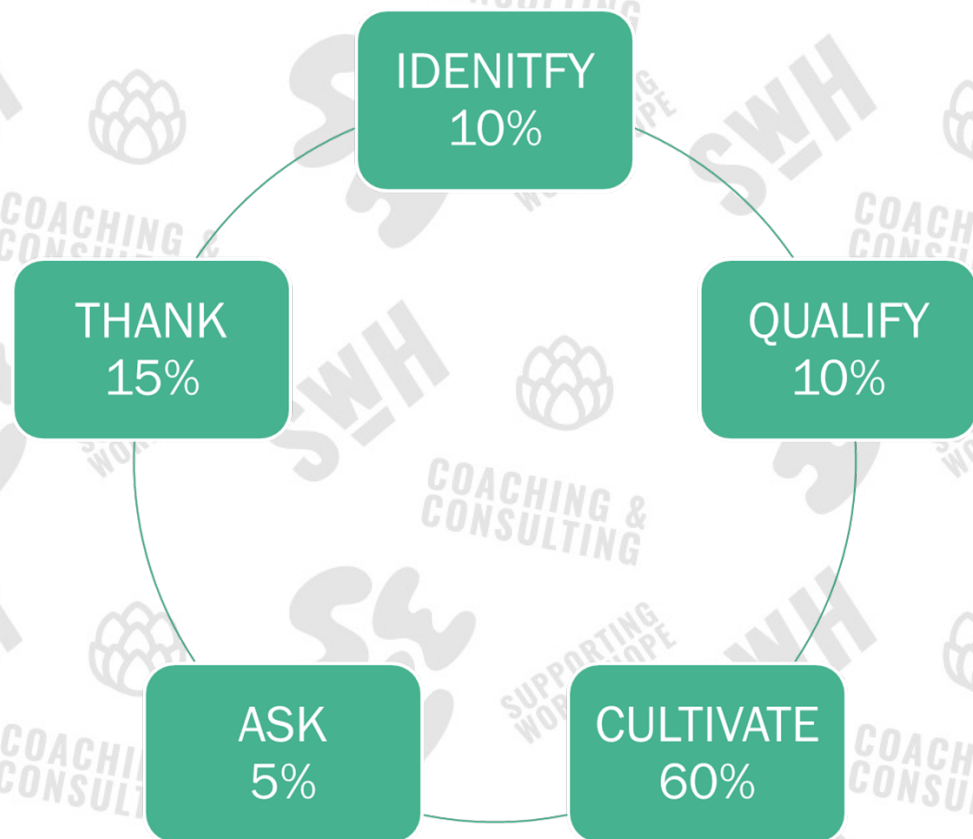
Be consistent

Be reliable

Work hard



RUN EFFICIENT, FOCUSED, AND COLLABORATIVE BOARD MEETINGS.



Strategy 2: Unleash their potential

Door Opener

Cultivator

Asker (side kick)

Thanker

IDENTIFY THEIR STRENGTHS AND LEAN INTO THEM.



Strategy 3: Inspire them

Share the mission

Mission Moments

Make Resource Development & Fundraising Fun

Have a Plan



Strategy 4: Leverage their Connections

Give the board some prominence – are they listed on the letterhead or on the website? Are they featured in the newsletter or on social media. Is a news releases prepared when a member joins the board? Are they sworn in?



Strategy 5: Discover their story

Expressing interest in their work and lives. This includes recognizing birthdays, marriages and other big life events.

Do you know their inventory?

Do you know their communication preference?



Strategy 6: Equip & Educate them

Provide board education

Give board member scripts, social media post, sample letters and emails.

Hold board members accountable for what they say they will do.

Be very explicit when recruiting board members about expectations and have a board expectation agreement in place.

WHAT BOARD MEMBERS NEED FROM STAFF SO THEY CAN FUNDRAISE EASILY AND EFFECTIVELY.

Strategy 7: Reach Out & Connect



We are all busy people. You must be intentional about building relationships with your board members beyond the board room. Meet with your board members block time on your calendar to reach out and then schedule meet-ups with them. This could be a formal meeting, coffee appointment, or going out for happy hour.

ENCOURAGE INTERACTION OUTSIDE THE BOARDROOM.

Q & A



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One Size *Doesn't* Fit All

Tips to Market Your Events to
Donors of All Ages



Wednesday, Oct. 18, 2023



Ashley Sanregret
Customer Success Manager



Sarah Sebastian
Director of Corporate Communications



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