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2022

Help Wanted: Giving Board Members Jobs at Special Events

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Welcome!



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MANAGING PARTNER & FUNDRAISING TEAM LEAD

The Killoe Group

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“Ask your guests if you want to know what they are thinking, feeling, and doing”

- *Be Our Guest: Perfecting the Art of Customer Service*



The #1 Job of Every Board Member

Connector & Creator

Help Waned: Board Ambassadors

Current or former members of your Board of Directors who are willing to “work the room” and engage with a specific list of attendees.



Help Waned: Board Ambassadors

1. Find willing "Board Ambassadors"
2. Provide a clear job description
3. Set clear, quantitative "event touch goals"
4. Follow Up (and do it!)

QUICCK

What Should Board Members Do at Events?

- Qualify
- Inform
- Connect
- Cultivate
- Thank



T R Y I T O U T !

Interactive Activity

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Inform

Be prepared with two unique outcomes-based stories about your organization.

A blurred photograph of a person in a business setting, possibly a conference or meeting, with a blue geometric overlay on the left side of the image.

Connect

Who should you introduce this person to or who is your "Tag Team Partner?"

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Qualify

Ask Two Qualification Questions!

QUICK

Cultivate

Ask Two Cultivation Questions!



Thank

- Thank you for your support
- "Because of you, our organization accomplished X..."

Information Download

- Immediate Follow-Up Required

- Collaboratively Identify Next Steps

- Board members invite

- Hand off to E.D.

Training

- Inform Board why you're doing the event
 - Dollar goal – (staff responsibility)
 - Connection goal – (board responsibility)
- Practice conversations



Deciding who to target for engagement

- Donors who you're cultivating towards a major gift
- Attendees who are known in your community, might be donors, but this is your only opportunity to engage.
- Attendees who would like to meet a member of the Board of Directors
- Random attendees
- Don't waste time on people you know and know well!

Summary

- Use members of your Board of Directors as part of your organization's qualification and cultivation process
- Encourage members of your Board of Directors to be engaged participants at special events.
- Consider hiring an outsider to assist with this
- "Have Fun".

A blue-tinted photograph of three women smiling and laughing together. A thin yellow horizontal line is positioned above the text.

Q U E S T I O N S ?

Now's my time to
hear from you!

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