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20+ IDEAS TO ENGAGE YOUR TRUSTEES IN FUNDRAISING

This is a tremendous article full of ideas, which we should plunder heavily to engage our trustees in the important work of raising the funds to enable your charity to carry on working.

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Many UK charities are struggling financially, yet only half of trustees are actively involved in fundraising. Admittedly, many trustees find fundraising a challenge and others are simply not able to make a significant financial donation. However, there are lots of opportunities for them to support your work, many that are easy and anyone can do. In doing so, may learn a lot more about you than in a board meeting and, in all probability, enjoy themselves.

- A big donation may be beyond most of us, but there are lots of tax reliefs and almost anyone can make a small regular donation, or buy a raffle ticket.
- Discuss with the CEO/fundraisers who in their own network might be engaged and help arrange an introduction or invite them to visit.
- Review prospect/donor lists with CEO/fundraisers to identify people they know, whom they might help engage.
- For large companies, they may be able to promote you for a staff volunteer programme, or charity of the year, even an introduction to discuss payroll giving.
- Get some exercise by distributing posters/leaflets to organisations in your local community.
- Do something good for themselves and you, at the same time. The marathon they've always wanted to run, or a fun run, or lose weight, or give smoking. Just Giving and Facebook Fundraisers make it easy.

- Invite guests/sell tickets/ or source auction items/raffle prizes for your events.
- Get competitive and inventive, by seeing who can source the best 'money can't buy' (and doesn't cost them anything) prize. I was once arrested in my office and spent a very pleasant afternoon drinking tea in a police cell and have also had a fascinating tour of a local sewerage works.
- Attend external meetings, where their presence may support the staff team.
- Write thank you letters or make calls to donors.
- Represent you, or even speak at external events.
- Or, secure a speaking opportunity for you.
- Attend events/activities to help engage with guests and promote your work.
- Better still, invite friends/colleagues to come along as well.
- Appear in a short social media video clip, saying why they volunteer for you and describing the fantastic impact you have.
- Or, better still get someone well known in their network to do so, or provide a quote you can use.
- Promote your work via their own networks, such as articles in newsletters.
- Forward campaign e-mails/newsletters to individuals in their own network who may be interested.
- Connect on social media, and like and share posts. Consider tabling a board paper explaining your social media activity and need for support, and/or circulating your platform links and, perhaps, having a fun trustee training session, for those who don't know how to.
- Recruit social media champions to connect with you and promote you into new networks of potential supporters.
- Host a 'friendraiser' in their house/office and invite you along to talk about your work.
- Help by writing Christmas cards to key funders and stakeholders.
- Contact local shops/businesses and ask them to display a collection tin - and agree to collect and bank the money.
- For the cash poor/asset rich, consider leaving a gift in their will and, perhaps, even give you a quote for your legacy marketing. There are inheritance tax reliefs.

It may be helpful to use a version of this checklist for new trustee induction meetings, include elements when you brief them on events etc, and a round robin e-mail at New Year resolutions time might also be worth considering.

This is a resource from the Charity Excellence Framework – visit www.charityexcellence.co.uk click Register Now for free access. It takes 2 mins to set up and 30 to complete a questionnaire. You can complete as many, as you wish, but complete all 8 for an assessment of every aspect of performance across your organisation; including income generation. It creates a unique framework for every non-profit, optimises reporting for your priorities and links the results individually to resources from across the web. From your dashboard, it's no more than 2 clicks to all functionality.

Daryl Martin – July 2018

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