

Sample Tactics for Board Member Participation in Development:

- Participate in thank-a-thons, i.e. calls to recent donors organized by the development office
- Write a personal note to donors over \$X (*as a form of Thank You*)
- Provide a written testimonial about the organization's services or personnel which could be used in the Donor Newsletter, on the organizational website, or in a direct mail campaign
- Review the organization's website once per week. Post organizational news/press releases to your Facebook, LinkedIn or Twitter accounts
- Contact your local legislator and let them know that you are on the board of XYZ Non-Profit
- Ask colleagues/family/friends to support the organization
- Participate in a prospect rating session (i.e. who do you know?) organized by the Development Office
- Recruit sponsorships for organizational fundraising events
- Attend community events (not XYZ Non-Profit events) with the organization's CEO/CDO as a "Trustee of the XYZ Non-Profit"
- Post your board affiliation on your LinkedIn and Facebook accounts
- Chair the Fall Appeal (or lapsed donor appeal or any appeal) by signing the appeal letter
- Allow the Donor Newsletter to feature you in a "Spotlight on our Volunteers" section
- Organize a speaker from XYZ Non-Profit to come speak at your business
- Volunteer for the annual phone-a-thon (making calls as a board member requesting support)
- Allow XYZ Non-Profit to publish and distribute a press release about your appointment to the board
- Chair the Capital Campaign
- Invite prospects to lunch with the CEO or other expert in the organization
- Attend or Host cultivation events and talk about XYZ Non-Profit
- Attend major gift solicitations with the CEO or CDO...as a Trustee...not as the solicitor
- Invite personal contacts to an educational event presented by XYZ Non-Profit
- Invite potentially interested parties to the annual gala (to sit at your table)
- *And the list goes on...*