

Board Member Name _____

<i>Building a foundation for Main Street fundraising</i>	Yes	No	Maybe
Understand your Main Street organization's mission and vision and commit to its implementation			
Review, approve and monitor each Committee's work plan throughout the year			
Understand your financial situation and potential for fundraising			
Participate in the development of the strategic plan for your MS organization			
Assist in the overall evaluation of the organization yearly through the annual program assessment of state program			
Became involved in at least one Committee and participate actively in that committee's fundraising work			
Be aware of how each Committee raises funds for their projects, including solicitations to government, grants, sponsorships, individual donations, annual gifts/residential memberships			
Alert staff and other board members about funding opportunities as you see them in your interactions in downtown			
Participate in a wide variety of activities that support the broad fundraising goals of your organization			
Participate in the creation of a board responsibilities and expectations			
Actively support your Main Street organization by making a gift, contributing in-kind, or making connections to others			
Be willing to help execute parts of work plan which may include friend raising as well as fundraising			
<i>Friend raising</i>			
Provide contact information from your holiday card list, business contacts or customer lists for annual appeal or residential fundraising appeal			
Provide names to solicit for fundraising events, sponsorship opportunities, or in-kind donations of goods or services			
Help update mailing list or email lists, find phone numbers, addresses or email addresses for solicitations/appeals			
Identify and/or write stories of how your Main Street organization has helped the community			
Hand deliver invitations or promotional materials about fundraising events to targeted groups			
Be an ambassador for your organization, advocate for its projects in public and private			
Facilitate introductions and access to individuals and groups where you have credibility and influence			
Recruit volunteers to help with your program's projects			
Participate in any fundraising training			
Identify foundations, corporations, government agencies for funding opportunities			
Identify potential businesses for sponsorships			
Write a personal testimonial or letter of support for public use or agree to be quoted about why you support your local Main Street organization			
Make speeches on behalf of your Main Street organization			
Participate in fundraising events and activities as a volunteer			
Enlist others including your friends to help with local Main Street events in ways that are fun so they are likely to do so again			
Chat up people at fundraising events and make people feel welcome, learn names, make connections for the local program			

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Call new members/donors/sponsors to thank them for supporting your local Main Street program			
Hand deliver thank you's, acknowledgements or awards to volunteers or support groups			
Identify some innovative ways to thank supporters and help execute this			
Send handwritten thank you notes to donors			
Visit with an elected official to talk about the program			
Host a small party/reception in your home as a cultivation event (someone else will talk about your program)			
<i>Solicitation</i>			
Personalize and sign letters with notes to potential members or sponsors you know			
Ask for sponsorships from businesses you know			
Seek in-kind donations from businesses or individuals you know			
Represent the local Main Street to others via taking it up in public and private			
Take a leadership role in a fundraising event			
Call people to renew their memberships			
Solicit people to become members of the local program at event tables			
Speak at a City Council meeting about your Main Street budget			
Send emails to donors to remind them of events			
Increase your own gift to your local program			
Cultivate potential donors or sponsor that you know			
Communicate with lapsed donors and sponsors and seek their active involvement			
Visit and ask people to pledge to the local Main Street program, or give multi-year gifts			
Write personal thank you notes to people you know who have donated to your Main Street program			
Make thank you phone calls to sponsors or others you know who have donated to the local program			
Participate in the Ask for major gifts			
Help orient other board members to the fundraising program and cultivate them to become solicitors for your local Main Street program			

Adapted from Board Source book, *Fearless Fundraising for Nonprofit Boards*, 2003

This document is available as a PDF at
<http://www.heritageconsultinginc.com/index.php?/main/downtown-revitalization-project-detail/i-hate-fundraising-removing-anxiety-boosting-board-participation-handout>