Notes from Peer-to-peer Insights

Team Staff

*How could your Board members be better LEADERS of the organization?*

- To be more available, show up to events
- Find more resources
- Roll off if you’re not doing anything
- Strong conflict of interest agreement
- Don’t use the organization for your own benefit
- Be better ambassadors
- Get to know the organization better
- While they should stay in their lane, they should inform themselves about the day-to-day. Really understanding the depth of the organization that assists in policy-making
- **TRUST!**
- Listening with generosity not for self
- Respecting and valuing staff
- Drawing connections
- What are Board members doing between meetings?
- Transparency
- Read the paperwork before the meeting
- Be honest about what you can do
- What are the standards of the commitment?
- Embracing the roles of ambassadors and fundraisers... developing the relationships, sharing the story of the organization
- Holding each other accountable
- Support!
- Understanding the ecology of the arts as a whole
- Think of fund raising as energy, flow, and pathways (rather than getting bogged down in dollars)

Team Board

*How could your Executive Director support you in being a better LEADER of the organization?*

- Listen
- Gave knowledge of Board policy
- Know capacity of Board
- Testing capacity of Board
• Be a good leader as Executive Director
• Clear about expectations
• Transparent
• Realistic expectations for Board (some Boards don’t have staff)
• Definitions of roles clear
• What is overall goal for Board
• Share perceptions of gaps
• ED always thinking of mission and so Board clear about mission and represent and strategic possibilities
• ED to act like partner
• Mindful of strengths and weaknesses
  o Members responsibilities
  o In line with strengths
• More immediate orientation for Board members
• Setting achievable short and long-term goals
• Help Board know how we know we are being successful
• ED should push Board with their agenda
• ED needs to be very connected to community being served and share with Board
• Invitation to Board from ED to see and be part of connections and relationships within community
• ED and important for them to have confidential person to vent to that is not on Board so Board doesn’t play that role

**Team Staff**

*What do you wish your Board members would do more of? What do you wish your Board members would do less of?*

• Call friends and advocate to funders
• Step out of comfort zone (specifically around funding)
• More initiative to step up
• Go to events and bring people
• Go to events like this conference!
• Less dodging responsibilities and ACT
• KISS the MISSION
• Own knowledge and engage on your level
• Recognize your resources
• Don’t lead with fear, but instead courage and love
• Stop giving discounts on asks
• Don’t overpromise or modify the asks
• More bold asking
• Asks should be inspirational and aspirational
• Do what you’re supposed to do
• Don’t make unrealistic expectations of staff
• Don’t cut on essentials like staff to reduce fund-raising needs
• Strategically plan the plan of attack
• Follow up with donors (not have staff do that)
• Team effort
• Don’t hold personal contacts hostage (help build a relationship between the contact and the organization)
• Understand what giving restrictions do
• Ask more questions
• Translate quantitative results into qualitative outcomes/stories
• Be hungry for the organization and connect to fund raising and mission and staff
• Check in with ED <team effort>
• Not using legalese
• Know who the staff are
• Embrace something you didn’t think you could do and the change can be exponential
• Be aware of what the organization needs from you
• Take initiative to steer fundraising conversation
• Understand that a “no” today is not a “no” tomorrow
• A big ask is inspirational/aspirational

Team Board
What do you need in order to be more engaged in raising funds for your nonprofit?

1. Board members Knowledge of the ways to raise funds - the roles that they can play
2. Development. More opportunities to know how to raise funds
3. Have a buddy to work with- teamwork
4. Relationship matrix
   a. Who are our biggest donors?
   b. Who is talking to who?
5. Metric of our organization - arming our organization with the information-educate the board members
   a. What have we done?
   b. What have we spent the money on?
   c. Short term reports and goals
   d. Allow them to feel connected to the money and the outcome
6. Marching orders. Communicate the expectations of Board members. Convey the direct role they have in fund-raising
   a. Timeframe
   b. Amount
   c. Have a conversation about it to make sure it is realistic
   d. Accountability
      i. Development committee makes sure this is followed through on and enforce it
7. Knowledge of available resources
   a. What do we need?
   b. How are we going to get it?
8. Specific understanding of the dreams and long term thinking and planning
   a. It is ongoing and not finite
b. Convey the value of their giving

9. Board members involvement in programming to garner intrinsic value by the board member
   a. Personal experience of the value

10. Create opportunities for Board Members to get involved

11. Where is the strongest energy and how do we tap into that and make it known/visible?
   a. Dynamic leadership
   b. Board touts the staff
   c. Share changes and successes