



BRILLIANT GOVERNANCE BROADCAST

**FOR BOARD OF DIRECTORS OF PROLIFE MEDICAL CLINIC
ORGANIZATIONS**

A decorative wavy line in orange and white on the left side of the slide.

BASIC CONCEPTS EVERY BOARD MEMBER SHOULD KNOW ABOUT FUNDING YOUR NONPROFIT

**WITH CRAIG CHASE
CERTIFIED GOVERNANCE TRAINER WITH
BOARDSOURCE**

WHERE IS YOUR ORGANIZATION IN THE PECKING ORDER OF FUNDRAISING?

- Mass competition from the big guys?
- Would you like to win every time?

I want to give you some ideas on how you can win in fundraising and how you could literally wake up Jan. 1st morning and know your entire year is funded. You might even be able to eliminate the need for fundraisers.

TWO TRACKS

CURRENT STRATEGY FOR RAISING MONEY

- Whatever is currently keeping doors open.
- Events, baby bottles, appeal letters, etc.

LONG TERM STRATEGY FOR RAISING MONEY

Develop a plan to systematically follow over the next 5+ years that will position your organization to be more financially secure than currently.

**FOR THE LONG TERM
STRATEGY, YOU
SHOULD FOCUS ON
RAISING DONORS
RATHER THAN
RAISING MONEY.**

LONG TERM STRATEGY

Develop a plan to systematically follow over the next 5+ years that will position your organization for more financial security than currently.

DEFINITIONS:

- Raising **MONEY** is anything that involves asking people to give.
- Raising **DONORS** is growing an army of supporters you don't have to ask to give.

4 BASIC FUNDRAISING PRINCIPLES

- 1) People give to people, not to organizations.
- 2) Understand the 21st Century donor.
- 3) Apply the Golden Rule to your donors.
- 4) Advancement **department** is a must. It serves your *OTHER* customers.

RAISING AN ARMY OF DONORS

(PEOPLE YOU DON'T HAVE TO ASK TO GIVE)

Create a motivation to give.

- Sponsor-a-Day
- Sponsor-an-Ultrasound

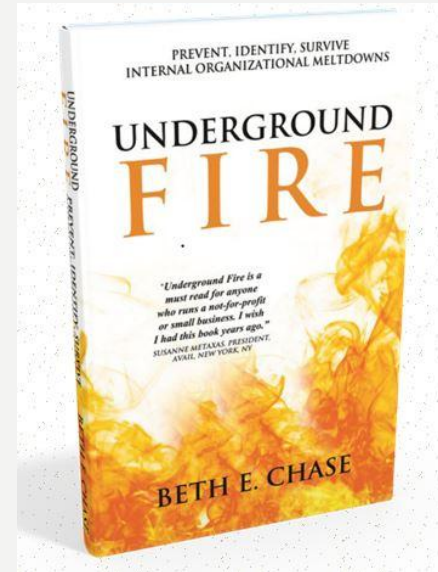
Set donors up on an EFT (Electronic Funds Transfer) program.

- Safe, inexpensive, convenient to donor and organization
- Pledge fulfillment is off the charts
- Keep donors happy and giving.

NO BROADCAST - AUGUST

September 25

5pm PT / 8pm ET



Amazon – print and Kindle

<https://www.facebook.com/undergroundfirebook/>

How to prevent and survive organizational meltdowns.