



The Leader as a Fundraiser: A Primer on Roles and Responsibilities

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Assemble the Team

- The Trustees
- The President
- The Foundation
- The Development Staff
- The Faculty and Staff
- The Donors



The Trustees

- Authorize creation of foundation
- Understand mission & vision
- Approve strategic plans
- Endorse adequate financial support to Resource Development
- Steward institution's resources
- Communicate with college constituents
- Attend/participate in cultivation/fundraising
- Serve as ambassadors to community
- Hire the right president
- **Lead Donors**



The President

- Interprets vision, provides strategic plan & identifies funding needs
- Ensures qualified foundation board
- Ensures adequate financial resources to Resource Development function
- Builds relationship with staff
- Understands, appreciates, promotes, participates in development function
- Actively participates in donor cultivation/fundraising
- Assists in enlisting & motivating volunteers
- Attends most, if not all, major fundraising events
- **Leads Donors**



The Foundation

- Enables of the Vision
- Provides “margin of excellence” funding
- Brings power brokers to the table- represent important community constituents
- Supports the mission and fundable projects
- **Leads Donors**



The Development Staff

- Fleshes out the vision – Develops fundable projects
- Measures progress on key objectives
- Provides stewardship of donor relations & funds
- Manages donor solicitation in concert with volunteers and president
- Motivates
- **Leads Donors**



All Faculty and Staff

- Keep us focused on our mission – students
- Make contacts
- Point out opportunities
- Become involved in the processes
- **Lead donors**



Your Donors

- Involve them in:
 - Recruiting Activities
 - Placement
 - Friend-Raising
 - Strategic Planning
- Then fundraising will seem natural



Build that Strategic Plan

- Asset Allocation
- Leveraging
- Key Performance Indicators
- Strategic Objectives
