**THE CULTURE OF PHILANTHROPY**

* Involves the full development team – board, other volunteers, staff and highly engaged donors
* Commitment to mission, vision and values
* An understanding that each interaction with anyone in the community is part of the development process
* Everyone thinks “development”
* Staff, board and other volunteers understand the importance and purpose of the organization
* Visitors, employees, donors and volunteers feel the culture when they interact with our organization

**THE AMBASSADOR**

* A role everyone should play
* Has already made his/her own gift to the organization
* Have key roles in cultivation of prospective donors and stewardship of continuing donor-investors
* Need to be well oriented and coached in the message
* Masters of the elevator speech (and the elevator question)
* Catalysts for donor-investor renewal

**THE ADVOCATE**

* Has already made his/her own gift to the organization
* On the golf course or in the car pool – you are strategic in your sharing of information about your organization
* May also advocate on a more formal basis with city officials, foundation officers, another organization with which you are partnering
* Are informed about the case for support and are well integrated into our strategic plan and vision
* Well coached on desired results of personal advocacy and handling objections

**THE ASKER**

* Has already made his/her own gift to the organization
* Enjoys sharing their enthusiasm for the organization and asking for investment
* Well informed, well trained
* Matched with prospective donors (or current donor-investors) for maximum possibility of success
* Teamed with another board Asker or staff leader
* Staff organizes the ask so the Asker’s focus can be on the single purpose of getting (or renewing) the gift
* Benefits from the work of the Ambassadors and Advocates

**BOARD MEMBER SURVEY**

Please review the following roles and identify (□) how you will be involved in fundraising as an Ambassador, Advocate and/or Asker. You may select all that apply to you. In making your selection(s), assume that you will be provided training, materials and support to fulfill your role(s). Thank you for completing and returning this survey.

**□ I WILL BE AN AMBASSADOR.**

**As an Ambassador, I will:**

* Identify and cultivate those in my circle of friends/colleagues who would be interested in supporting our programs.
* Invite my best prospects to be my guests at appropriate functions, special events, exhibits, performances, etc.
* Help to steward relationships with our prospects and donors through writing notes, participating in Thankathons, hosting donor events, etc.
* Other:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**□ I WILL BE AN ADVOCATE**

**As an Advocate, I will:**

* Host a private cultivation or donor recognition gathering (at my home/at a public venue/at the organization).
* Represent the organization at public functions (as an attendee/as a speaker).
* Make phone calls to appropriate city/county/state officials when asked.
* Work with staff to create and engage in specific strategies to involve my best prospects or those identified by staff. (Arrange meetings with your contacts who are individual, corporate, or foundation prospects.)
* Other:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**□ I WILL BE AN ASKER**

**As an Asker, I will:**

* (Lead/Participate in) requests to potential and renewing donors for investment in the organization.
* Generate and sign letters asking for appointments or gifts.
* Make follow up phone calls to solicitation letters and/or visits.
* Seek sponsorships for special events and/or promote table purchase by my friends and colleagues.
* Other:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Comments or other ideas for getting involved: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Board Member Signature:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Board Member Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (please print)

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Source: Grace, Kay Sprinkel*.* AAA Boards: What They Are and How to Create Them, Emerson & Church publishers. September 2007.