

ENGAGING THE BOARD IN SECURING RESOURCES



AN EXCELLENT BOARD ...



EMBRACES

Embraces the value proposition of the institution, its mission & culture



CREATES

Creates and maintains a steward board culture



UNDERSTANDS

Understands and exercises steward board authority



ENSURES

Ensures the sustainability of the institution via strategic thinking and planning



PRACTICES

Practices strategic board development and evaluation

The goal of fundraising in Christian higher education is to invite people who believe in our mission and care about our future, to participate with joy and enthusiasm in a significant moment in our history by giving the gift they would most like to give, and which could bring them the greatest level of satisfaction as a steward of God's resources.

Questions for Discussion

1. How does your board currently track the involvement of trustees in securing resources for your college?
2. The "six moments in time" is a way to respect the individuality of board members, recognizing that not all help secure resources in the same way. What are some opportunities that would be appropriate for your board to consider?
3. Sometimes trustees are surprised to discover that financial support, at some level, is an expectation of serving on the board. Does your trustee recruitment process address this issue? If so, how is it explained?
4. Many foundations look at 100% participation by the board as an indicator of commitment to the mission. As part of the trustee evaluation process, is support of the college one of the items? If it is determined a trustee is not supporting the institution, how is this addressed?
5. What dashboard metrics are incorporated into your college's annual fundraising plan? Are these determined by the board development committee working with the chief development officer? If not, what is the process?

For additional research: *The Board's Role in Fundraising*; Association of Governing Boards