

14 QUESTIONS for BOARD MEMBERS

*These questions are designed for Board Members of organizations that participate in the LIFE & LEGACY initiative. It's our recommendation that your President, development staff or a legacy team member **present one question each meeting** for discussion as a way of transitioning your organization from a fundraising culture to a culture of philanthropy.*

UNDERSTANDING ENDOWMENT

1. Review your current sources of income and then discuss: How would an endowment help support the long term financial stability of our organization?
2. What might we do differently if we had 20% of our operating budget coming from our endowment fund each year?
3. What can this board do to further build our endowment? (Have we made our personal gifts? Have we acted as ambassadors for this initiative? Have we held conversations with others to make their gifts?)

DONOR RELATIONS and CULTIVATION

1. How do we define who is a loyal donor/member/congregant and how do we show our appreciation to these individuals?
2. In what ways is our organization dependent on the generosity of our donors?
3. How can we best support our donors making the greatest possible impact they desire on our organization?

STEWARDSHIP

1. How does our organization treat our donors? Consider these 4 areas:
 - a. Communication (How do we communicate with donors? How often? What are the various messages we convey in these communications?)

Do we remind them of the impact they are helping us have? Do we consider our 'members' also 'donors'?)

- b. Appreciation and Recognition (How do we say thank you? In what ways? How often? How do our donors feel about how we steward them?)
- c. Technology (How do we use it to keep clean records, and to interact and increase engagement with our donors?)
- d. Back Office (How do our invoices, statements, data collection and recordkeeping reflect our partnership w/our donors? How do we communicate financial responsibility and transparency? ie., how does a donor know we are spending their money in the way they hope and intend?)

LEADERSHIP

1. As a board member, you are demonstrating commitment to and leadership of this organization. This carries both honor and responsibility. What impact do you desire to make as a leader in our organization?
2. An after-lifetime designation to a charitable organization is the final gift a person can give to an organization that has had an important impact on their lives and/or the lives of others. What kind of impact would you like to have on our organization? What needs to happen for you to achieve this impact?

SUSTAINABILITY

1. How can we integrate the LIFE & LEGACY message with our existing fundraising efforts?
2. We need to ensure that we continue to offer every donor the chance to make an after-lifetime gift to our endowment. What steps need to be taken to make the legacy committee a committee of the board – either a stand-alone committee or part of a development or endowment committee? How do we ensure succession of the leader of this effort?