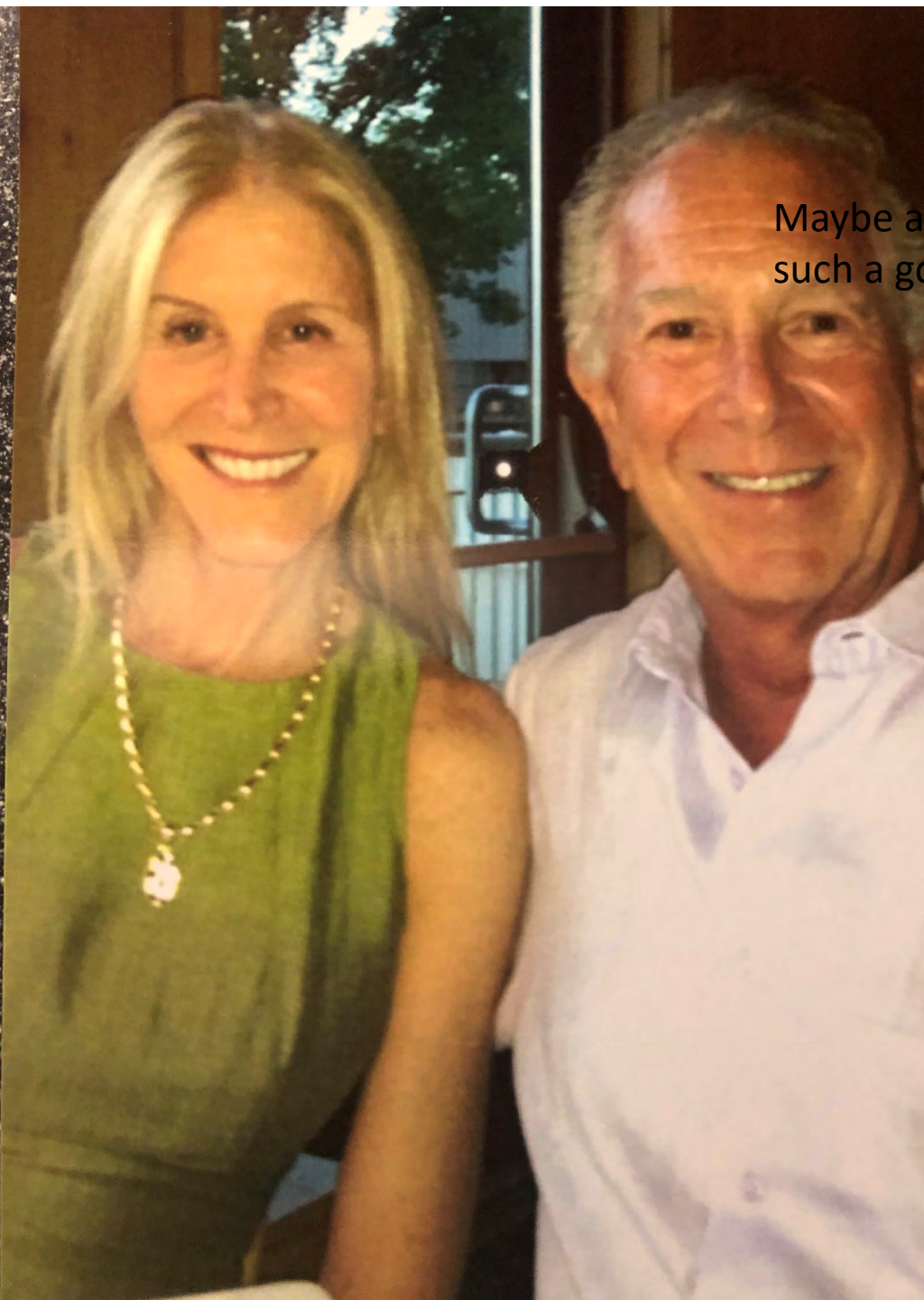


***Empowering Your Board
to be
Passionate Mission Advocates
and
Fundraising Champions***



Maybe a laser isn't
such a good idea...



013

MS
JULY 2019
US
SAILING

***So, why are you passionate about sailing?
what's your personal sailing relationship story?***

**And why is “the
story” important?**



Let's do a survey--

Who are you?

- »Part-time sailing center staff
- »Full-time sailing center staff
- »Volunteers
- »Simply sailors
- »Board members
- »Professional fundraisers



The Importance:

Your personal sailing relationship story is your greatest asset/key to performing your role

- > Your reason for being there
- > Your personal motivator
- > Gives you legitimacy
- > Makes you interesting
- > Inspires others



Why do people join NONPROFIT boards?

Professional development

Business development/networking

To make a difference /to give back



By Frits Ahlefeldt

Why do people of diverse backgrounds join sailing organization boards?



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The common denominator is--

*They all like sailing
and they all have a
personal sailing
relationship story*

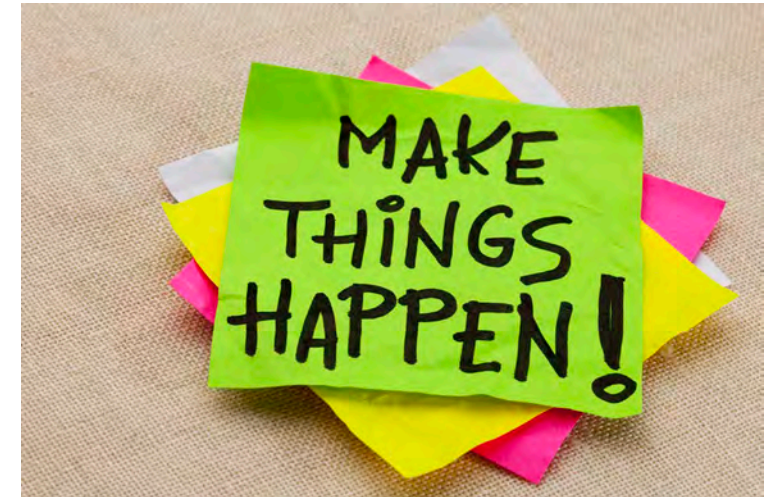


How do you motivate/coordinate BMs to become mission advocates and fundraising champions?

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THEIR personal sailing relationship story is THEIR greatest asset/key to supporting your organization

- > THEIR reason for being there
 - > THEIR on-going motivator
 - > Gives THEM validation
 - > Makes THEM interesting
 - > Inspires THEM and others



The Keys to Board Member Success as Mission Advocates and Fundraising Champions

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1. **Know Why YOU** chose your BMs!

- Their personal business accomplishments, strengths, expertise and guidance
- Role to play in your organization
- Their personal sailing relationship story



2. **Know Why BMs** support your organization!

- Their interest and passion for sailing
- What specific talents and skills they want to offer



3. **Know How to Deploy Them!**

- Play to their strengths and why they're involved
- Train/encourage them to best tell their stories

Dead-ends to Board Member Success as Mission Advocates and Fundraising Champions

DEAD END →

Most BMs are not “natural” or experienced frontline advocates and fundraisers
(and even fewer may want to be)

DEAD END →

Trying to training them to be what they aren't can be frustrating to everyone

DEAD END →

Results: Demotivation, complaints, reduced participation, resignation

“Having Successful BM Conversations in 3 Acts”



Act 1:

ED Conversations with BM to be a mission advocate/fundraiser:
Not what they had in mind

Act 2: Scenes 1 and 2

ED Conversations with BM to be mission advocate/fundraiser:
Telling his/her story

Act 3:

Conversations with BM and Social Friend:
How'd you get involved?

How do you motivate/coordinate BMs to become **mission advocates** and **fundraising champions**?

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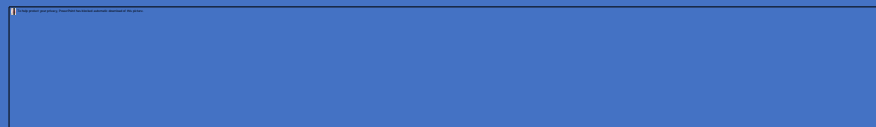
**Give them opportunities
to do the easiest thing—
tell their sailing
relationship stories**



FINIS

Thank You

Steven Schwartz



Your Opinion Matters

Please open the **NSPS app**
and complete the **session survey** found in the
menu bar for a chance to win a **free drink ticket!**

Thank you for attending this session