Empowering Your Board to be Passionate Mission Advocates and Fundraising Champions
Why Advocate for Sailing?

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My Personal Story

Maybe a laser isn’t such a good idea...
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 non-profit boards?

Professional development

Business development/networking

To make a difference/to give back
Why do people of diverse backgrounds join **sailing** organization boards?

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?

*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

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**

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

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

Results: Demotivation, complaints, reduced participation, resignation
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?

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*