

# Does 100% Board Giving Matter?

It's a common question – and it's vital to know the answer.

By Emily Davis

Yes, it matters, and here's why:

- **When every single board member gives to the organization, it demonstrates a crucial commitment.** Board members must set an example for staff, volunteers, and other donors.
- **Board members must, in some way, be involved with fundraising on behalf of the organization.** If you're a board member who hasn't made a financial contribution to the organization, how can other donors be expected to follow your lead?
- **Many funders see 100% board giving as a guideline for receiving donations.** Without every board member contributing to the organization financially, you're likely to miss out on funding opportunities.
- **By contributing to your organization, each board member provides an essential, insider's view** into what it means to be a donor to the organization.

Here are some other important points about 100% board giving.

**Board giving means a financial contribution of a set amount.** This doesn't include in-kind gifts of services or skills. Board members' role is inherently to provide knowledge and time to the organization they choose to help lead.

**The size of the gift per board member varies.** Your organization may have a set number for board donations from \$50 – \$50,000 per board member. If you haven't included this information in your board job description as well as each board member's letter of commitment and orientation, now is the time. Get clear about the financial goals for board fundraising and revisit these goals annually.

**Not all board members can commit to a set and specific annual donation amount.** Another strategy is to work with board members on their individual fundraising goals. That is, every board member can work to set an amount of financial contributions. Often this is a better alternative for smaller organizations.

“Board members must set an example.”

“Include this information in your board job description.”

**100% board giving includes both giving and getting.** One of the most important components of board service is opening up networks and access to new donors. Board members should consider raising funds from individuals, corporations, service organizations, and more to reach their annual fundraising goals.

**Most board members aren't professional fundraisers.** Be sure to offer access to trainings and education about fundraising. 

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## The Power of Board Donorship

Assure 100% commitment from your board with these and other articles from the Society for Nonprofits' Library at NonprofitWorld.org:

**Reciprocal Board Agreements: What Do Board Members Give? What Do They Receive in Return?** (Vol. 28, No. 1)

**What's the Key to Raising Money in a Tough Economy?** (Vol. 26, No. 4)

**How to Assess and Improve Your Board's Performance** (Vol. 24, No. 1)

**35 Questions that Will Transform Your Board** (Vol. 24, No. 3)

**Why You Need a Prenuptial Agreement** (Vol. 13, No. 1)

Also see Learning Institute programs on-line: Board Governance (NonprofitWorld.org/LearningInstitute).