

MEMO

Date: November 4, 2010
To: Board of Directors
From: Barbara J. Bonifas, CEO
Subject: Fund Development

At the November board meeting, we will spend time discussing the board's role in fund development. The following is a summary of the plans for this session.

1. Raye Allen, Director of Major Gifts for United Way of Greater Cincinnati, will provide an overview of the board's role and will share her experiences with us.
2. Following that presentation, we will provide an opportunity for board members to share your stories with each other (in small groups). Please be prepared by completing the attached storytelling template and bringing it to the board meeting.
3. Based on questions we have received from board members, we will share information about the dollars raised in each campaign, as well as data on levels of giving by donors.
4. Finally, we will provide another small group opportunity for board members to develop a scorecard for the board regarding fund development. Board members will have the opportunity to discuss ways in which they can be involved in fund development and how we can measure the impact of those involvements. This will be shared with the large group and will form the basis for the board's scorecard to be presented in January.

In preparation for the board meeting, please do the following:

1. Complete the storytelling template and bring it to the meeting.
2. Think about ways in which the board can be involved in fund development and how that can be reported on a monthly basis.

Girl Scouts of Western Ohio
STORYTELLING TEMPLATE

Who?

- Paint a picture of who the girls are in your story.

What?

- What are they learning, benefiting from their Girl Scout experience?

Where?

- Where are the girls?

When?

- When is this taking place?

Why?

- Why are the girls participating in this activity?

How?

- How are the girls learning?

Summary

- What is the point of your story? Why does this illustrate the benefit that girls gain from their experience in Girl Scouting?