



Catalog of Cultivation/Stewardship Opportunities for Board and Fund Development Volunteers

(Absolutely No Pitches for Money Required)

- ✚ **Personal Visits to Existing Supporters and/or Prospective New Friends**
Visits may be to thank the supporter, share stories or publications that illustrate how their money has benefitted girls, and/or get their opinions on issues related to girls. Good appointment setting techniques and active listening skills required. Can go in tandem with staff or other volunteer.
- ✚ **Phone Calls to Donors**
As a board member, you can call on behalf of the council to thank a donor, invite them to be your guest at a council function, get their feedback on a council issue, and/or just wish them Happy Birthday! Friendly voice and good listening skills required.
- ✚ **Send Personal Messages to Donors and/or Prospective New Friends**
Add a message to a standard council letter, or create your own. Add an electronic or hard copy press clipping, or girl photo, and encourage them to pass it along to their networks for added punch.
- ✚ **Host a Gathering of Donors and/or Prospective New Friends**
Why do the same old parties, when you can gather friends, relatives and business associates to learn about the world's best business literacy and entrepreneurship training program in the world for girls? Council staff and/volunteers will provide some eye-opening stories, and free cookies! Your friends will never see Girl Scouts the same old way.
- ✚ **Set a Visit with a Corporation, Foundation , Major Gift Prospect or Community Group that Welcomes Outside Speakers**
Sometimes the hardest part is just getting to the right people in high places. If you have an 'inside track', get the appointment set, and your council staff will go on the visit with you or provide the guest speaker.
- ✚ **Invite Alumnae to Reconnect and Celebrate the 100th Anniversary**
Nobody who holds sweet memories of their Girl Scout experiences wants to miss the party. Ask former Girl Scouts you know for permission to add them to the council mailing list, or encourage them to sign up for the Girl Scout Alumnae Online Network. It's like Facebook for Former Girl Scouts!
- ✚ **Fill the Pipeline with Fresh Prospects**
If you attend other non-profit special events, step into your Ambassador role and keep your antenna up. Forward names of corporate, foundation and individual donors the council should research. Forward leads you spot in your local newspaper or hear about through other networks.

Checklist for Board Member's Fundraising Readiness

- *Support the council with your **personally significant contribution**. Aim to **make Girl Scouts one of your top 2** charitable organizations, and **give at least 2%** of your income during the time you are a board member.*

- *Understand the mission. **Consistently** practice talking about the Girl Scouts with **pride and enthusiasm**. Use the new branded messages about Girl Scouts' success in building leaders. **Wear your pin** and invite people to ask you about Girl Scouts.*

- *Understand that fund development is **donor-centered**, and based on long-term relationship development and management. Set standards for success around **informing, retaining, upgrading and thanking** donors. Do your part with persistence and commitment.*

- *Be comfortable engaging donors and/or prospects in 'discovery' conversations. Ask questions, listen actively, and **report back** to your fund development staff partners.*

- *Know the various ways and channels that a supporter can get involved with the council: **volunteer, shop customer, planned gift society, alumnae group, in-kind, or cash donor**. Work with your staff to make it easy for people to support you.*