



Basics & More™

Fundraising Fundamentals for your busy schedule
basicsandmorefundraising.com

SAMPLE BOARD MEMBER APPEAL

Dear fname:

Thank you! As a member of the board of XXXX, your expertise and participation are vital to our success. If I haven't said it lately, I do so appreciate your commitment of time and your dedication.

As you know, we've developed a strategic development plan and will be working towards securing online gifts, major gifts, foundation grants, and increasing our individual giving.

That's why I am writing you today.

Are you aware that many foundation funders' grant application guidelines often include the question of board giving? If an organization cannot demonstrate that their directors are not 100% financially on board, the grant application is automatically declined.

We're almost there! Your gift, along with those of your colleagues, will enable XXXX to proudly say "100% of the Board of Directors of XXXX gives."

I know I can count on you. Please, send your gift by [date]. And to make it easier on you, we've implemented a way that you can give a little, to give a lot! How does \$10 or \$25 or even \$50 a month sound? Simply go online and click donate. Then select the option to give a recurring monthly gift to XXXX.

You're awesome, fname. Thank you.

Sincerely,

PS: Please return the enclosed envelope with your gift by [date].