



Board Fundraising Expectations

Board Fundraising Expectations

As a Board Member, you have several critical responsibilities that are vital to the growth of our organization. One of those obligations is Development and Fundraising. Here's how you can spread the word about Easterseals and make an impact:

Work with Development Staff:

- To identify and reach out to two corporate, foundation or individuals every six months who you believe have sponsorship or funding capacity.
- Corporate sponsorship opportunities are available for all of our events: Romancing the Grape, Turkey Trot, Clays for a Cause, etc.
- Check to see if your company matches your individual donations.
- Does your company have a foundation? If so, check to see if their giving priorities match the focus of Easterseals' initiatives.
- Does your company provide volunteers? Check to see if your company has a volunteer program that provides volunteers to nonprofit organizations.
- Connect Easterseals with your company's marketing or corporate philanthropy team.

Be an Easterseals Ambassador

- Seek out opportunities to be an ambassador for Easterseals. It can be a speech at your next business meeting or a simple conversation.

Invite Development Staff to Your Events

- Seek out opportunities to invite Development staff to events such as conferences, business meetings, clubs, etc. to network and engage leaders to learn more about funding opportunities with Easterseals.

Host an Event

- Plan an event at your home, local restaurant or club to bring together a small group of individuals with Easterseals staff to inspire them with your passion and commitment to Easterseals and its programs.

Intellectual and Business Capital

- Contribute your personal or corporate intellectual capital to help advance special projects and funding opportunities in the form of printing, graphic design, consulting, etc. based on Easterseals business needs at the time.

Donor Stewardship

- Thank and engage donors through conversation about what inspires them to give and also share your personal motivations.
- Development staff will provide names, contact information, and talking points. This can be done via phone or written correspondence depending on your comfort level.
- Go to donor meetings with a Development Staff member.

Donate

- Make your own gift and leave your own legacy. Our goal is to have 100% Board participation in giving personally. There are many ways to give including:
 - Make a contribution online, over the phone, or mail us a check
 - Give through United Way Payroll Deduction
 - Check to see if your company matches charitable donations
 - Donate stock
 - Give through Donor Advised Funds
- Other Ways to Give
 - Donate items for silent auctions or raffles
 - Shop at Kroger and register your Kroger Plus Card in the Community Rewards program in support of Easterseals
 - Shop on Amazon.com and designate Easterseals as your Amazon Smile charity

Volunteer

- **Bag Stuffing**
 - Various opportunities to help stuff race bags throughout the year. We partner with Ultrafit-USA to stuff their bags and in return, they make a charitable donation to Easterseals. Please see the volunteer opportunities sheet for a complete list of options.
- **Early Intervention:**
 - Opportunities include assisting with field trips, flipping pancakes for PJ's and Pajama Day, making ice cream sundaes, and much more. Please see the volunteer opportunities sheet for a complete list of options.
- **Turkey Trot**
 - Help us stuff 7,000 race goody bags on Sun., Nov. 5 at 10am at our Hilliard location.
 - Join us Thanksgiving morning at the Shops at Lane Ave for the Columbus Thanksgiving Day Turkey Trot. Volunteers are needed to assist with registration, packet pick-up, water tables, and handing out medals.
- **Romancing the Grape**
 - Assist with set-up, silent auction, wine pouring, and more.