gtmd
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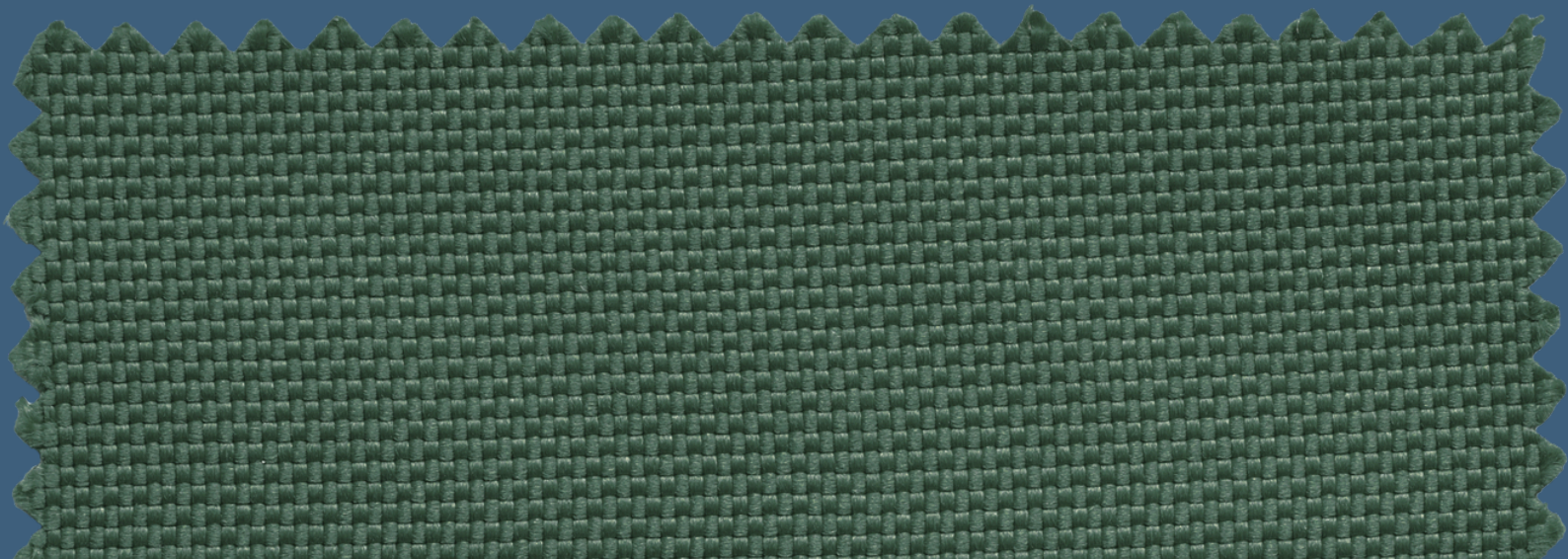
The Board Member's Guide to

GIVE TO THE MAX DAY



BE PART OF MINNESOTA'S STORY OF GENEROSITY

Board members are a crucial part of any organization's mission! From ensuring that finances are healthy to providing thought leadership on organizational governance and strategy, board members are one of the biggest advocates for any nonprofit.

This is why GiveMN put together some tips for how board members can participate during Give to the Max Day and support the causes with which they volunteer! Whether it's making thank you phone calls, donating, or fundraising on behalf of the organization, **each board member has an important role to play.**



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YOUR LEADERSHIP STORY

Serving on a board can be one of the most meaningful – and demanding – nonprofit volunteer experiences. **So before diving in to *how* you can help, let's spend some time reflecting on *why* you help.** Identifying your "why" can help you tell the story of the organization better and more authentically during Give to the Max Day...and all year round!

Why did you join your organization's board? Why do you think your organization's mission is important?

What about your organization's work excites you most? Why?

Do you have a personal experience with the work or mission of your organization? Why is that important to you? How might your story inspire others?

Why do you think others should support the work of your organization?

Is there anything else you think people should know about your organization?

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YOUR ROLE IN GIVE TO THE MAX

No matter what your experience or unique skills are, there is a role for you to play in fundraising on behalf of your organization. **Fundraising is more than asking for money!** It includes telling the organization's story, building relationships, celebrating, and sharing gratitude, too!

Use the list below to identify where you might best leverage your time and talents.

WHICH ACTIVITIES CAN YOU DO?

Think about what gives you the most energy, where you might have professional expertise, and what you're willing to do on behalf of your organization. Check all that apply!

- [ ] Make thank you calls to donors
- [ ] Write thank you cards/letters to donors
- [ ] Post on social media about your organization's GTMD campaign
- [ ] Reach out to friends/family/colleagues and encourage them to support your organization's GTMD campaign
- [ ] Make a personally meaningful donation to your organization
- [ ] Create a Fundraiser on GiveMN.org to rally support for your organization
- [ ] Submit an employer match at your place of work
- [ ] Serve on your board's development committee (if applicable)
- [ ] Other:

GiveMN tip: Forward a campaign email from your organization along to people in your network with a quick note at the top!

Here's some sample language: "Hi [first name/friends]! I'm a proud board member at [Organization]. This Give to the Max Day, we're raising [$ Goal] to [address your mission]. I'm including a forwarded message below. Will you join me in making a gift? [If applicable: Every dollar you give will be doubled until we reach our goal.] Thank you! [donation link]"

After you've developed your list of potential activities, get in contact with your organization's staff person or board leader responsible for fundraising. Show them your list and ask what you can do to support their work!

Fundraising is a team activity that requires us all to come together – **your participation is a gift to your organization!**

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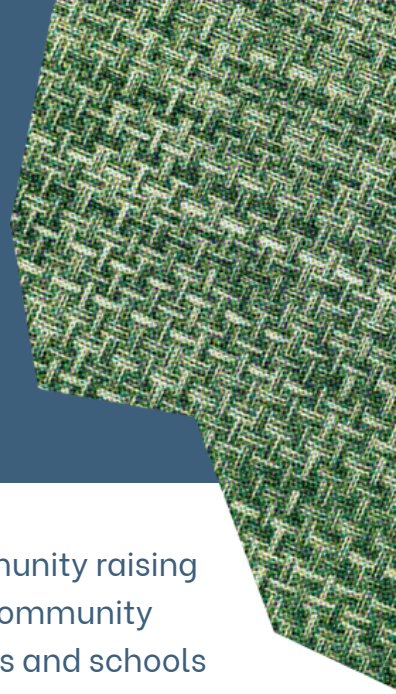
LAST MINUTE TIPS



Whether you're writing heartfelt thank you notes to donors or out in community raising thousands of dollars, your role during **Give to the Max Day** is important. Community members like you that lend their time, talents, and resources to nonprofits and schools doing important work is what makes Minnesota a great place for all of us to work, live, and play.

AS YOU REFLECT ON YOUR PERSONAL WHY AND HOW YOU CAN HELP DURING GTMD, THE GIVEMN TEAM ENCOURAGES YOU TO KEEP THE FOLLOWING IN MIND:

The best advocacy you can do is the advocacy you are willing to do. Not everyone has to ask for money in order to help with fundraising! If you're not comfortable asking, consider what other ways you can support your organization. Thanking donors, spreading the word of your organization's mission, and other activities are equally important!

Ask a board leader or staff member leading your organization's fundraising how you can help. Someone at your organization may have a GTMD plan, so ask how you can contribute to their plan and support their work.

Celebration is key! Fundraising in the fall can require a lot of time and energy from staff and board members. Think about ways you can help celebrate and recognize the work of your colleagues. The generosity your organization is inspiring is worth celebrating!

NEED MORE CAMPAIGN HELP?

Reach out to our team of technology experts at Help@GiveMN.org anytime or visit the GTMD26 Resources Hub on GiveMN.org for more templates, guides, and tools to help make your campaign the best it can be.

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