



**POWERED BY  
PROFESSIONALS**

Nonprofit Fundraising  
and Events Since 2002



**Nonprofit  
Resource Hub**



**BELLESBOARD**

# ASK THE EXPERTS

## FUNDRAISING EVENTS & BOARD ENGAGEMENT STRATEGIES

Darren Port, Founder/CEO of Powered by Professionals

Christine Deska, Co-Founder/President of BellesBoard & Nonprofit Sector Strategies

# WHAT IS THE NONPROFIT RESOURCE HUB?



NRH is a trade association whose mission is to serve, be a resource to, educate, and connect its members to the nonprofit community. At the same time, NRH serves the nonprofit sector as a bridge connecting nonprofit organizations to resources and to each other.

For more information, visit:  
[www.nonprofitresourcehub.org](http://www.nonprofitresourcehub.org)

# BOARD ENGAGEMENT IS NOT...

...checking a box

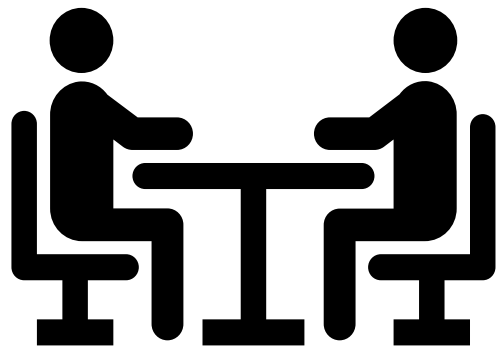
...an isolated "task"

...a test of your patience

# BOARD ENGAGEMENT IS ...

- An ongoing effort
- Part of your strategic plan
- A great opportunity

Tip #1:  
Set clear expectations.

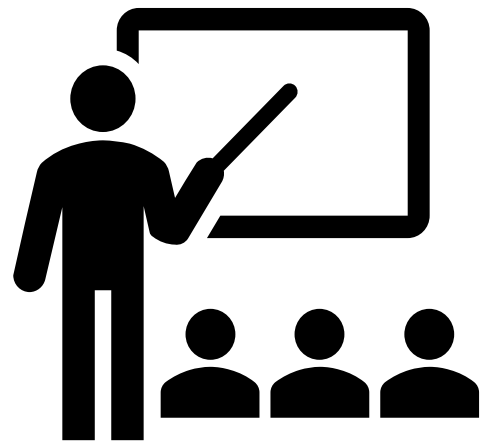


Clearly outline responsibilities in board member agreements, including:

- Targets and types of involvement, such as
- Event hosting,
- Personal asks, and/or
- Introductions to potential donors.

Ensure that when recruiting new board members, fundraising is clearly communicated as part of their role.

Tip #2:  
Offer ongoing training & support.



Offer training sessions to equip board members with the skills needed for effective fundraising, such as making a pitch, cultivating donors, and building relationships.

We at BellesBoard provide free templates via our AI-Powered Fundraising Coach:

### For Board Members: Messaging Templates

Select from the dropdown menu to access your customizable template message.

I would like to send... (select a choice below) —

[Introductory note →](#)

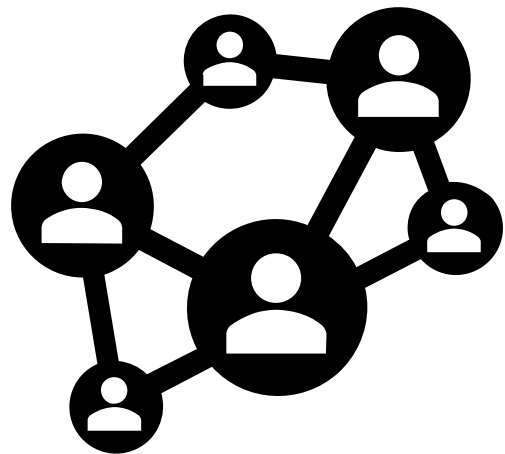
[Thank You note →](#)

[Mission Impact note →](#)

[Mission Moment Highlight note →](#)

[Invitation for an in-person tour/visit →](#)

Tip #3:  
Leverage personal  
networks to elevate your  
next event.



Show board members how to tap into their networks for potential donors, sponsors, and partners.

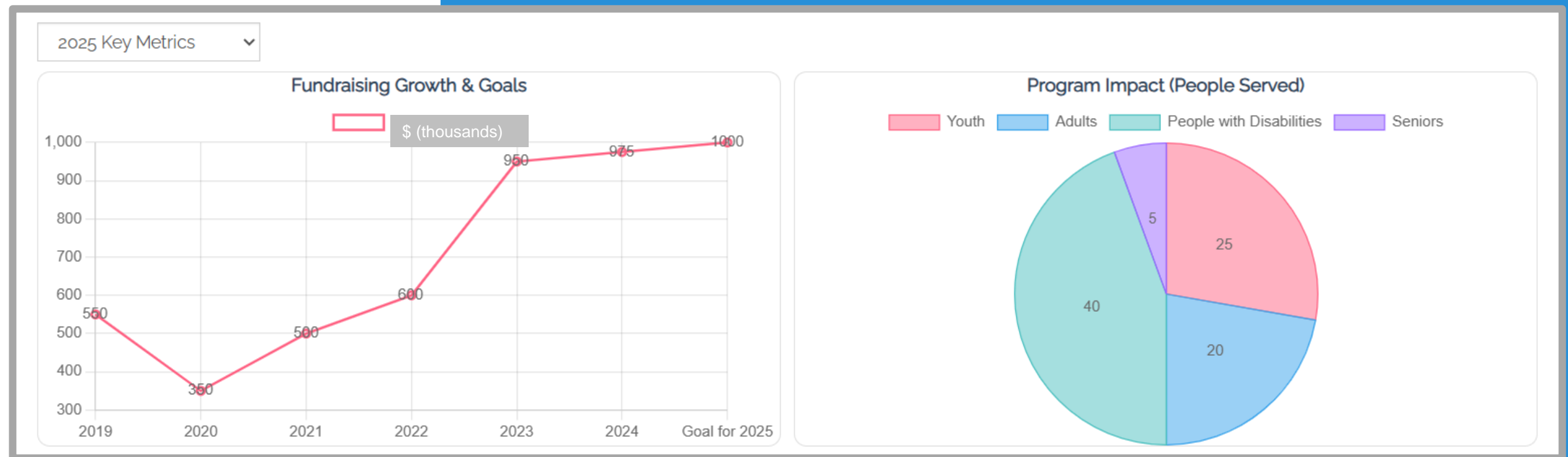
Involve board members in donor recognition and stewardship activities.

This can include:

- thank-you calls,
- writing personal notes, or
- attending donor appreciation events.

## Tip #4: Communicate consistently and clearly.

- Keep board members informed about fundraising goals, successes, and challenges.
- Regular updates in a central secure portal will help:
  - Maintain engagement,
  - Allow members to see the impact of their efforts,
  - Create accountability.





# 2024 FUNDRAISING STRATEGIES

- **Build Out Contact Lists:** Develop a robust strategy for expanding and engaging with your contact lists, ensuring a broad and engaged audience for fundraising efforts.
- **Leverage Peer-to-Peer Fundraising:** Work with you to fundraise within your networks, maximizing reach and engagement through personal connections.
- **Strengthen Networking Efforts:** Focus on networking to build valuable relationships with potential donors, partners, and community leaders.
- **Review Companies Aligned with Your Mission:** Identify and engage companies whose corporate social responsibility goals align with Trail Blazers' mission, fostering mutually beneficial partnerships.



# EVENT PLANNING BEST PRACTICES

## Tip #1: Host a Kick-Off Cultivation Event



Nonprofit Fundraising  
and Events Since 2002

- Use this as a pre-event gathering to build buzz and early excitement
- Invite core supporters, board members, and potential sponsors
- Share your vision for the main event, spotlight your mission, and make early soft asks
- Great venue for networking, storytelling, and identifying champions

# EVENT PLANNING BEST PRACTICES

## Tip #2: Form a Dedicated Event Committee



Nonprofit Fundraising  
and Events Since 2002

- Build a team of board members, staff, and passionate volunteers
- Assign clear roles: sponsorship outreach, auction coordination, guest recruitment, etc.
- Regular check-ins keep the team accountable and momentum strong

# EVENT PLANNING BEST PRACTICES

## Tip #3: Build a Detailed Timeline & Task Tracker



Nonprofit Fundraising  
and Events Since 2002

- Start with your event date and work backward
- Identify major milestones (e.g., sponsorship deadline, RSVP cut-off, program finalization)
- Assign responsibilities so nothing falls through the cracks

# EVENT PLANNING BEST PRACTICES

Tip #4: Create an  
Organizational Chart



Nonprofit Fundraising  
and Events Since 2002

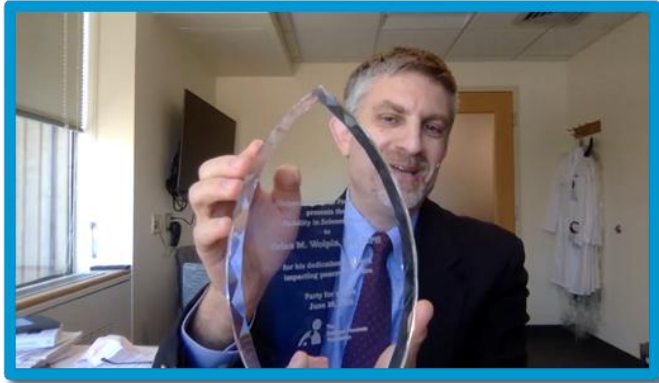
The TOP EXPERT tip;  
Laying the foundation to  
a successful event

EVENT / GALA / RUN WALK  
DAY, MONTH, YEAR

Credibility / Influence / Leader / Top in Field  
Nobility in Science Award

Philanthropist / Executive / Influential Family  
Vision of Hope Award

Celebrity / Athlete / Politician  
Awareness Award





EVENT / GALA / RUN WALK  
DAY, MONTH, YEAR

Credibility / Influence / Leader /Top in Field  
Nobility in Science Award

Philanthropist / Executive / Influential Family  
Vision of Hope Award

Celebrity/Athlete/Politician  
Awareness Award

Patient/CareGiver  
Co-Chair

Key Vendor/Business Partner  
Co-Chair

Board Member/Big Donor  
Co-Chair

Friend of Honoree  
Co-Chair

Important Influential/Connected Supporters  
Honorary Chairs



**EVENT / GALA / RUN WALK**  
**DAY, MONTH, YEAR**

**Credibility/Influence/Leader/Top in Field**  
Nobility in Science Award

**Philanthropist/Executive/Influential Family**  
Vision of Hope Award

**Celebrity/Athlete/Politician**  
Awareness Award

**Patient/CareGiver**  
Co-Chair

**Key Vendor/Business Partner**  
Co-Chair

**Board Member/Big Donor**  
Co-Chair

**Friend of Honoree**  
Co-Chair

**Important Influential/Connected Supporters**  
Honorary Chairs

**Former Award Recipient**  
Presenter

**Patients, Program Leaders, Students**  
Courage/Perseverance Award Recipients

**Nurse/Teacher**  
Compassionate Care Award

**TV/Radio/Celebrity**  
Mistress/Master Ceremonies

**Auctioneer/Influencer**  
Special Guest

**Committee Members/Former Award Recipients/Donors/Longtime Supporters/Team Captains**  
Inspiration Team – Host Committee

**Listing out your Board and Advisory Board**  
Board of Directors

**Donors**

Individual, Corporate, In-Kind (Auction, Sweepstakes, Food & Beverage), Ticket Sales



# THANKS!

*Time for questions!*

Darren Port, Powered By Professionals  
darren@poweredbyprofessionals.com  
917-825-5291

Christine Deska, BellesBoard  
cdeska@bellesboard.com  
718-415-9304



Nonprofit Fundraising  
and Events Since 2002

