

# Advancing Philanthropy for Boards and Volunteers

## Program Summary

Volunteer leadership through boards, advisory councils and committees is a vital resource to the nonprofit sector. All forms of institutions – educational, healthcare, cultural, community and religious – benefit from individuals who share their passion, expertise and connectivity to others in support of causes they care about.

This program, which can be scheduled from two- to four-hours, is focused on strengthening your board or volunteer leaders in two critical ways. First, participants receive an immersive experience in understanding donor motivation, especially among high net worth individuals. And second, we define the responsibilities of the individual and the collective group toward providing the most optimal volunteer support to advance the mission of your organization. The program also includes an optional personal leadership coaching session for your board chair or executive committee. This coaching can take place the same day, or on an alternative date.

## Program Syllabus

### **Understanding Philanthropy and Donor Motivation**

Using the latest research in philanthropic studies, the session begins by exploring the minds of high net worth donors to provide context on why individuals choose to support certain organizations or causes.

### **Volunteer Structures: Understanding Roles and Responsibilities**

An examination of how effective boards are structured for fundraising, defining individual roles and collective goals of the board, and building a board culture that attracts promising new members.

### **Partnering with Your Advancement Team**

Boards and other volunteers can be an asset – and a liability – to the efforts of an organization's advancement officers and leadership. Examples of partnerships in identifying new donors, soliciting major gifts, supporting events and other outreach activities are shared to illustrate how high-performing fundraising organizations maximize the involvement of their volunteers.

### **Campaigns**

The program concludes with an overview of best practices in campaigns, with an emphasis on the vital role of volunteer leadership. This is especially valuable if your organization is planning a new campaign, or if your volunteer leaders have limited campaign experience.

Every participant receives a copy of *Achieving Excellence in Fundraising, Fourth Edition*, the definitive resource in applied philanthropic research.

[GRENZEBACHGLIER.COM](http://GRENZEBACHGLIER.COM)

GG+A  
200 S. Michigan Ave. Suite  
2100 Chicago, IL 60604  
312.372.4040