

## BOARD OWNERSHIP AND PHILOSOPHIES ON FUNDRAISING – RESOURCE LIST

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### OVERALL SOURCES:

- [The Next Generation of American Giving](#), August 2013, Mark Rovner, Author, published by Blackbaud
- [Giving USA 2014 Report](#), researched and written by Lilly Family School of Philanthropy (Indiana University)
- [How America Gives](#), October 2014, Chronicle of Philanthropy, [www.philanthropy.com](http://www.philanthropy.com)
- [I'm not Rockefeller: 33 High Net Worth Philanthropists Discuss Their Approach to Giving](#), September 2008, Kathleen Noonan and Katherina Rosqueta, Authors, published by the Center for High Impact Philanthropy (University of Pennsylvania)
- [www.BoardSource.org](http://www.BoardSource.org) – multiple documents including Board Leadership Forum Binder, Unit 10 Fundraising
- [www.ForImpact.org](http://www.ForImpact.org) – Website for the Suddes Group with a focus on a sales-based approach
- [www.DesignGroupInternational.com](http://www.DesignGroupInternational.com) – Website for Mark Vincent's blog with a focus on stewardship
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- **Other sources are listed below**

### SALES

#### Watch:

- [TED TALK](#) - Simon Sinek explores the way human beings receive and respond to messaging, and reveals the key to successful communication: *People don't buy what you do, they buy why you do it.* <https://www.startwithwhy.com>
- FORIMPACT.ORG VIDEOS - Some may require a subscription but some do not. <http://www.forimpact.org/platform/>

#### Do:

- Look at your "sales" messages. Do you not only convey the "what" but the "why?"
- Determine the degree to which board and staff roles are clearly described. Do you have staff-driven or board-driven fundraising?

### STRATEGIC

#### Read:

- [The Source: 12 Principles of Governance that Power Exceptional Boards](#), Board Source
- [The Essence of Strategic Giving](#), Peter Frumkin

#### Do:

- If you read Frumkin's book check out the "philanthropic prism" – assess how well you use all 5 points for donor strategic alignment.
- Aside from the prism, at a basic level, are your strategies aligned with the larger context about charitable giving in the United States? Are you maximizing all opportunities to leverage what the facts tell us?

### STEWARDSHIP

#### Read:

- The Stewardship Debacle article <http://www.philanthropy.iupui.edu/insights-newsletter/article/the-stewardship-debacle>
- [Becoming a Steward Leader](#), editors Mark Vincent and Joseph Krivickas

#### Do:

- Start a discussion to assess your organization's stewardship approach, whether you are a secular or non-secular organization. How well do you manage relationships and resources in the "from them, through us, to others" approach?
- Where are you on the transactional vs. relational spectrum? Where do you want or need to be?