

PART IV: FUNDRAISING

Fundraising Job Description for Board Members

Board Member Duties

Board members must identify and evaluate prospects, cultivate and solicit gifts, actively support fundraising programs by their presence, and offer personal acknowledgments to donors and volunteers.

Board members are obliged to provide leadership and actively advocate the organization's priorities and the necessity of its fundraising efforts.

Board Duties

The board is responsible for attracting and supervising all the resources of the organization to carry out its programs and services.

The board must develop a strategic plan to deliver benefits to the community it serves and to attract public support.

The board must deliberate on and develop fundraising plans that address staff, systems, space, and budget.

The board is part of an essential team, with the obligation to lead, support, and work together with the volunteers in the design, supervision, and conduct of fundraising activities.

The board must take responsibility for guidance and direction on ethical and professional practices — including use of budget allocated for fundraising activities.

The board must ensure that budget appropriations for fundraising are evaluated as an investment strategy designed for reliable long-term results from faithful donors, committed volunteers, and reliable net revenue that meets organizational priorities.

The board must review the results and evaluate the performance of fundraising activities at all levels to their satisfaction, in accordance with established goals and objectives.

Donor Relations

Donor's Bill of Rights

Philanthropy is based on voluntary action for the common good. It is a tradition of giving and sharing that is primary to the quality of life. To ensure that philanthropy merits the respect and trust of the general public, and that donors and prospective donors can have full confidence in the nonprofit organizations and causes they are asked to support, we declare that all donors have these rights:

- I. To be informed of the organization's mission, of the way the organization intends to use donated resources, and of its capacity to use donations effectively for their intended purposes
- II. To be informed of the identity of those serving on the organization's governing board, and to expect the board to exercise prudent judgment in its stewardship responsibilities
- III. To have access to the organization's most recent financial statements
- IV. To be assured their gifts will be used for the purposes for which they were given
- V. To receive appropriate acknowledgement and recognition
- VI. To be assured that information about their donation is handled with respect and with confidentiality to the extent provided by law
- VII. To expect that all relationships with individuals representing organizations of interest to the donor will be professional in nature
- VIII. To be informed whether those seeking donations are volunteers, employees of the organization, or hired solicitors
- IX. To have the opportunity for their names to be deleted from mailing lists that an organization may intend to share
- X. To feel free to ask questions when making a donation and to receive prompt, truthful, and forthright answers

Gift Acceptance

Chihuahua & Small Dog Rescue, Inc. actively solicits gifts and grants to further the mission of the organization. There is a potential that the acceptance of certain gifts could compromise the ability of the organization to accomplish its goals or could jeopardize its tax-exempt status. Hence, the following gift acceptance policy applies:

1. The President of Chihuahua & Small Dog Rescue, Inc. and the board have the authority to solicit and/or accept gifts on behalf of Chihuahua & Small Dog Rescue, Inc.
2. Chihuahua & Small Dog Rescue, Inc.'s responsibility is to productively pursue gifts that will further the organization's mission, goals, and objectives. The primary consideration in the pursuit of gifts is how they can benefit the organization in the most ethical and unencumbered manner. To that end, the following caveats must be considered:

Core Values. Is the gift one that is consistent with the organization's standards, principles, and core values?

Compatibility of Cause. Will the gift unnecessarily challenge the organization's ability to further its mission, goals, or objectives?

Public Relations. Does the acceptance of the gift present the organization in an unfavorable light? Does it appear that there may exist a conflict of interest between the donor and the organization?

Motivation. Is there clear charitable intent and a commitment to the organization?

Consistency. Will the acceptance of the gift be compatible and in agreement with other fundraising activities or gifts of the organization?

Credibility. Are the circumstances surrounding the donor and the gift believable?

Organizational Stability. If controversy develops, will it be significant enough to weaken the structure of the organization?

Form of Gift. Will the nature of the in-kind contribution create problems, such as in advertising or sponsorship?

Source of Gift. Who is the donor? Is the gift from an individual or a corporation? Does the donor represent a perceived conflict of interest, or might the donor's objectives not fit with the mission of the organization?

Sponsorships and Endorsements

Corporate Partnership/Product Endorsement Policy

Chihuahua & Small Dog Rescue, Inc. will enter into corporate partnerships and/or endorse a product of a firm or individual only after careful consideration and research to ensure that doing so would be in the best interest of the organization.

When a request for a corporate partnership or product endorsement is received, or prior to the solicitation by Chihuahua & Small Dog Rescue, Inc. of such a relationship, the board of directors will research the firm or individual to ensure the partnership or endorsement will be consistent with the current programs, position statements, and strategic plan of Chihuahua & Small Dog Rescue, Inc. Criteria to be evaluated during this research process may include, without limitation, corporate or individual history, compliance with applicable laws, and marketing practices.

The decision to approve the partnership or product endorsement must be made by a majority of the full board of directors.

Special Event/Project Fundraising Policy

Chihuahua & Small Dog Rescue, Inc. welcomes, encourages, and appreciates sponsored fundraising events/projects that benefit our programs and services. Any fundraiser considered must meet all applicable local, state, and federal laws and regulations. The following guidelines shall be adhered to when considering such events:

1. Special fundraising events/projects shall be evaluated by the board of directors using the following criteria: profitability, demands on staff time, strength of support from the organizing group/volunteers, public relations exposure, costs/budget, and potential conflicts of interest.
2. The President must approve the use or inference of Chihuahua & Small Dog Rescue, Inc.'s name, services, or logo.
3. All promotional materials for special fundraising events/projects must be preapproved by the board of directors. Promotional materials include media releases, fliers, invitations, posters, point-of-purchase stands, tickets, etc.
4. The solicitation of corporate, foundation, individual, or association sponsors for a fundraising event/project must be preapproved by the President. This will avoid duplications and existing agency exclusives.
5. Chihuahua & Small Dog Rescue, Inc. reserves the right to disassociate itself from any event or project not in compliance with its policies, procedures, or guidelines.
6. Any special fundraising event/project considered must meet all applicable local, state, and federal laws and regulations.
7. Special fundraising events/projects not originated by the board of directors must be brought to the attention of and reviewed by the fundraising committee. If the fundraising committee deems a fundraiser to be in keeping with the mission and goals of Chihuahua & Small Dog Rescue, Inc., a recommendation will be made to the board concerning the proposed event/project. The decision to approve must be made by a majority of those present and voting at a regularly scheduled board meeting.