



**Take Your Board from Bored to Blazing:
Create a Fired-Up High
Performing Board**

Gail Perry, MBA | CFRE

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Create a Fired-Up, High Performing Board!

Practical strategies to awaken new energy.

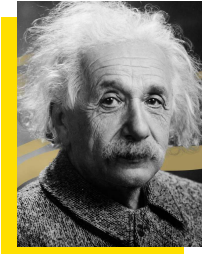
Inspire your board members to a higher calling and a deeper commitment.

Simple shifts that can change everything.

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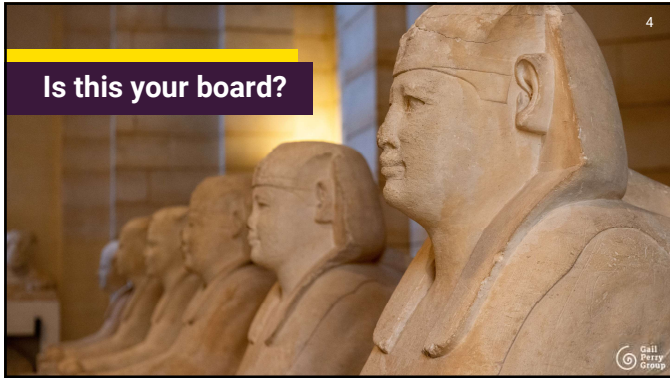


"No problem can be solved from the same level of consciousness that created it."

Albert Einstein

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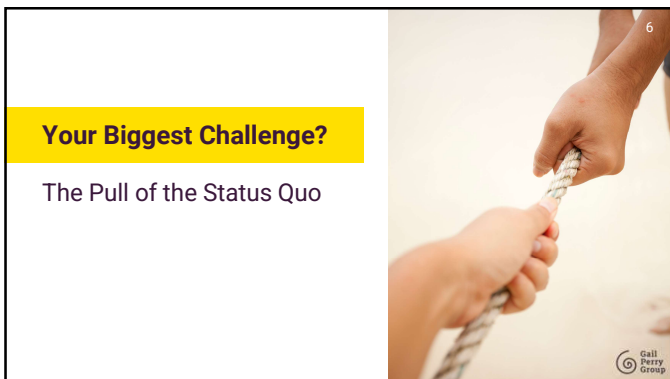
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Get your Board Members **FIRED UP**

Fire-up their passion.
Interesting meetings.
Roles and scope.
Educate your board about fundraising.
Decide on action items.

Understand what your board wants.
Personally take charge.



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Get your Board Members **FIRED UP**

FIRED UP
 their passion.



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Why do **YOU** care about our organization?



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Why do you care about our organization?



- Find a partner & introduce yourself
- Share your own personal perspective (30 seconds)
- Find another partner when alerted




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Key fundraising lesson:



 **The Why**  **The What**



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What did you hear that really resonated?



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Try this question:

What legacy do you want to leave from serving on this board?




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At our last Trustee meeting, I asked, **“What legacy do you want to leave from serving on this board?”**

Well, you would have thought I had opened the flood gates. One man told us about his cousin in hospice...and how we helped his family through that terrible time.

This turned out to be the best meeting we’ve had so far on with this group in the last 3 years!

Laurie Taylor
Lower Cape Fear Hospice Foundation



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Want Different Results?

“I can’t change them. But... I can change me.”




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Get your Board Members
FIRED UP

INTERESTING meetings.

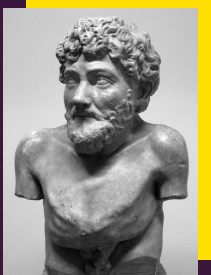



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"After all is said and done,
more is said than done."

--Aesop





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12 Ways To Liven Up Your Board Meetings

1. Focus on results.
2. Be creative with the agenda.
3. Focus on problems, challenges, broad issues.
4. Look at trends within routine reports.
5. Plan big.
6. Cheerleading sessions.



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12 Ways To Liven Up Your Board Meetings

- 7. Use consent agendas.
- 8. Interview the Executive Director.
- 9. Have an interesting item for a discussion.
- 10. Select a theme for each meeting.
- 11. Create "mission moments."
- 12. Break into groups.



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How Can You Liven Up Your Board Meetings?



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Get your Board Members **FIRED UP**

R OLES and scope.




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**What is their Role?
And what is not their role?**

Make it clear.
Give examples of what
you mean.




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**What is their Role?
And what is not their role?**

Keep them busy
on what YOU need
from them!



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Get your
Board Members
FIRED UP

E **DUCATE**
your board about
fundraising.



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Where Does The Money Go?







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10 Terrific Questions

- Why do we even need private contributions anyway?
- Why does it cost so much?
- Where exactly does the money go?
- Why does it take so much staff?
- How many people are we helping in this program?







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10 Terrific Questions

- How much does it cost per person helped?
- What else do we really need?
- How many people are we turning away?
- Story of someone whose life we changed?
- What would we do if we had an additional \$100k?
(or \$500k or million)





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Get your Board Members **FIRED UP**

DECIDE on action items.



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Decide on Action Items!


Give them something specific to do!



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What action items do you want to give your board?



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Peer Pressure: The Best Motivator



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Get your Board Members **FIRED UP**

UNDERSTAND what your board wants.



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A Board Member Deserves a **TERRIFIC Experience!**



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The Number One Reason People Join Nonprofit Boards?

Who else is on the board!

—June Bradham
"The Truth About What Nonprofit Boards Want"




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What Do Board Members Want?

To feel that their time is used wisely.

—June Bradham
"The Truth About What Nonprofit Boards Want"



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What Do Board Members Want?

To work with people who are as passionate and excited about the organization as they are.

—June Bradham
"The Truth About What Nonprofit Boards Want"



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What Do Board Members Want?

To meet the other board members.

—June Bradham
"The Truth About What Nonprofit Boards Want"




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What Determines How Much \$\$ Your Board Members Will Give?

How much they enjoy their experience as a board member.

—June Bradham
"The Truth About What Nonprofit Boards Want"




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Down Time Together is Essential

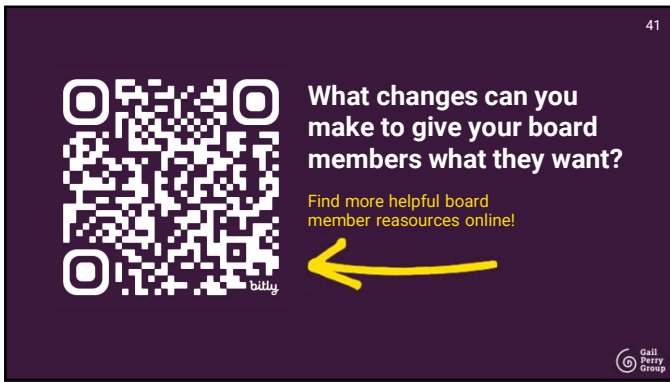
Social Time For Board Members Builds Trust and Collegiality




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Personal Changes to Make

Be the cheerleader.






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Personal Changes to Make

Model the energy you want your board to have.





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Personal Changes to Make

Lighten Up! Make it fun for your volunteers.



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“It was such a thrill to see the body language and faces of our board members change from reservation, reluctance, and uncertainty to smiles, laughs and excitement.”

— **Abby Johnston**
Director of Development,
Saint Mary’s School, NC



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thank you



Gail Perry
MBA | CFRE

✉ g.perry@gailperry.com

📱 [@gailperrync](https://www.instagram.com/gailperrync)

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