

Topic:

	<ul style="list-style-type: none"> • T-shirt sale conceived of by President and implemented by staff • Distribute FOY pamphlets at conferences 	<ul style="list-style-type: none"> • conceived of by President and implemented by staff • staff
FY08	<ul style="list-style-type: none"> • Donation envelope inserted into January issue of AL • Distribute FOY pamphlets at conferences 	<ul style="list-style-type: none"> • implemented by staff with help from ALA Development Office • staff

“Fundraising Roles”

One of the causes for discord in many nonprofits is the confusion over fundraising roles: Who is actually responsible for bringing in grants and donations? Who determines the overall fundraising strategy and policies? What tasks belong to the staff and what duties are carried out by the board? Without a true understanding of fundraising as part of the organization’s overall financial plan and without an appropriate division of labor, it is difficult to secure a strong fiscal base for the organization. The board and the chief executive need to be on the same page on this issue.

Where does the money come from?

Keeping all eggs in one basket — relying on one method of fund development — is not a smart formula for securing financial health. In fact, fundraising is only one of the ways a nonprofit can bring in income. Government grants provide about 30 percent of all revenue in the

The board also drafts the necessary master policies related to fundraising. It ensures that appropriate gift-acceptance guidelines are compatible with the mission of the organization. It clarifies board members personal responsibility to make a contri

of the chief executive's persona, to collaborate with board members by utilizing their important contacts, and to hire and supervise the rest of the development staff.

Setting the stage

Not all nonprofits raise funds. Some are lucky to be self-sufficient and earn adequate income from their products and services. Others have endowments that provide regular operating funds.