



📅 Board of Directors Meeting

📅 Thu, Jun 15 2023
10:00am-12:00pm MDT

Zoom Conference
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Meeting Agenda

10:00am (5 min)

I. Call to Order & Roll Call

👤 *Fisher Atkins*

10:05am (20 min)

II. Introductions & Ice Breaker

👤 *Fisher Atkins*

10:25am (10 min)

III. Approval of previous meeting's minutes (Decide)

👤 *Carol Clark*

📎 [2023-05-15 Board Minutes.pdf](#)

10:35am (55 min)

IV. Committee & Staff reports (Discuss)

👤 *Donna Davies*

1. Campaign Research Committee

📎 [Capital-Campaigns.pdf](#)

2. Staff report on Roles & Responsibilities

📎 [Checklist-Roles-Responsibilities.pdf](#)

11:30am (20 min)

V. Vote & Note Action Items (Decide)

👤 *Carol Clark*

1. Vote on moving forward with formalizing roles & responsibilities in job descriptions

11:50am (10 min)

VI. Adjourn

👤 *Fisher Atkins*

The Your Logo Here Foundation

Meeting Minutes: Board of Directors

Date: May 15, 2023

Time: 9:00 AM

Location: Foundation Headquarters, 123 Main Street, Anytown

Attendees:

- Sarah Anderson
- John Thompson
- Emily Roberts
- Michael Patel
- Olivia Johnson
- David Wilson
- Samantha Lee
- Christopher Hughes
- Jennifer Carter
- Robert Davis
- Jessica Ramirez
- Mark Evans

Absent:

- Laura Mitchell

Guests:

- Anthony Foster
- Rebecca Turner

1. Call to Order

The meeting was called to order at 9:00 AM by Sarah Anderson, the Chairperson of the Board.

2. Approval of Previous Meeting Minutes

The minutes of the previous Board of Directors meeting held on April 20, 2023, were reviewed. John Thompson moved to approve the minutes, and Emily Roberts seconded the motion. The minutes were unanimously approved as presented.

3. Reports

3.1 Chairperson's Report

Sarah Anderson provided a report highlighting the progress made since the last meeting, including recent initiatives, collaborations, and upcoming events.

3.2 Executive Director's Report

Rebecca Turner presented a comprehensive report on the foundation's activities, including updates on programs, fundraising efforts, and community partnerships.

4. Financial Report

Michael Patel presented the financial report, including the current financial status, budget updates, and any noteworthy financial transactions. The report was reviewed and discussed by the board members.

5. Program Updates

Jessica Ramirez provided an overview of recent program activities, milestones, and outcomes. The board members engaged in a productive discussion on program effectiveness and explored opportunities for expansion and improvement.

6. New Business

6.1 Fundraising Event Proposal

Emily Roberts presented a proposal for a fundraising event aimed at raising funds for a specific program. The board members discussed the feasibility, logistics, and potential impact of the event. A decision was tabled for further evaluation and research.

6.2 Committee Updates

David Wilson provided updates on the activities and progress of various committees, including membership, marketing, and governance. The board members were briefed on ongoing committee projects and upcoming initiatives.

7. Other Matters

7.1 Board Member Recruitment

The board discussed the need for new board members to bring diverse perspectives and expertise to the foundation. Jennifer Carter volunteered to lead the recruitment efforts and develop a process for nominating and selecting new board members.

8. Announcements

8.1 Upcoming Community Event

Robert Davis announced an upcoming community event relevant to the foundation's mission and encouraged board members to participate and support the event.

9. Next Meeting and Adjournment

The next Board of Directors meeting is scheduled for June 10, 2023, at 9:00 AM in the Foundation Headquarters. There being no further business to discuss, the meeting was adjourned at 10:30 AM by Sarah Anderson.

Respectfully submitted,

Samantha Lee
Secretary, Board of Directors



CAPITAL CAMPAIGNS: THE BOARD'S ROLE

Many organizations choose to fund growth through a capital campaign — a multi-year effort to raise a large amount of money for a specific purpose, such as a building project, the expansion of programs, or the acquisition of an endowment. Capital campaigns are typically a huge stretch for an organization compared to what it raises annually. In most cases, funds are sought from all available sources — individuals, corporations, foundations, and governments — and much of the money is raised in face-to-face solicitations.

More than any other fundraising engagement, capital campaigns are dependent on the board's commitment. The board must fully support the idea, be ready to commit the time and effort, participate in events, and help materialize the major part of the lead gifts, the top gifts that justify the continuation of the campaign. Overall, the board operates on two levels during a campaign: It supports or endorses key decisions, and it helps raise money.

Is your organization contemplating a capital campaign? Is your board ready to support the effort? Here's some information on the board's role in a capital campaign.

1. UNDERSTAND THE KEY STEPS IN A CAPITAL CAMPAIGN.

- Define the project.
- Describe the reasons for conducting the campaign.
- Test the market/conduct a feasibility study.
- Set the campaign goal.
- Recruit the campaign leaders.
- Develop a campaign plan.
- Identify and cultivate potential donors.
- Solicit leadership gifts.
- Announce the campaign to the public.
- Recognize and thank donors.
- End campaign and celebrate.

2. ORDER THE FEASIBILITY STUDY.

A feasibility study is an essential first step and is usually conducted by an external consultant. It consists of a series of confidential interviews or focus groups with the organization's key supporters and prospective major donors to get their reaction to the project and its cost. This information is used to determine if a campaign has a good chance of succeeding.

3. EVALUATE THE FEASIBILITY STUDY AND DETERMINE WHETHER THE CAMPAIGN IS WORTH THE EFFORT.

Consider these questions:

- Is the project consistent with the organization's mission and goals?
- Is the project something the organization actually needs to advance its mission or simply wants?
- Will the project have a meaningful impact on the organization and its constituents?
- Is the project urgent? Is the moment right to launch a capital campaign?
- Will the campaign strike potential donors as exciting and vital?
- How will the campaign itself be funded? Is the organization prepared to make a case for using a percentage of the funds raised to implement the campaign? (See [Measuring Fundraising Effectiveness: Why Cost of Fundraising Isn't Enough](#).)?

If the feasibility study raises serious doubts about the campaign's chance of succeeding, the board should consider scaling back, postponing, or abandoning the effort.

4. ENDORSE THE CAMPAIGN GOAL AND COMMIT TO BE INVOLVED IN THE CAMPAIGN.

Campaign goals are the benchmark by which a campaign's success is measured. Consider these questions:

- Is the goal reasonable? Does the feasibility study indicate that it can be met?
- Does the organization have a successful history of fundraising? Have there been prior campaigns? Have they been successful?
- Is the board positioned to step up its fundraising efforts to ensure the goal is met?

5. APPOINT THE CAMPAIGN LEADERS.

The board chair appoints the members of the campaign steering committee, which will play a leadership role in planning and executing the campaign. The organization's staff usually manages the logistics of the project and campaign.

6. IDENTIFY AND CULTIVATE POTENTIAL DONORS.

The board should review the list of current donors to help determine which donors might have an interest in the campaign and how they might be willing to give and then help cultivate those they have relationships with.

7. HELP SOLICIT LEADERSHIP GIFTS.

Board members and staff work together to solicit the largest gifts the organization expects to receive during the campaign. These gifts may represent as much as 80 percent of the total amount to be raised. This is sometimes called the quiet phase because it takes place before the campaign has been announced to the public. The quiet phase is often the most important stage of the campaign as the organization concentrates its efforts on a small number of prospects with the most potential. If the leadership gifts do not materialize, the board should consider scaling back the campaign.

8. PARTICIPATE IN THE PUBLIC PHASE OF THE CAMPAIGN.

After securing the leadership gifts, the organization announces the campaign to the public. At this time, board members should take advantage of every opportunity to discuss the campaign and the organization's work with their networks, attend campaign events, and continue to cultivate donors, solicit gifts, and thank donors. All members should also make a personal donation to the campaign that represents a financial stretch for them.

9. MONITOR THE PROGRESS OF THE CAMPAIGN AND MAKE CHANGES IF NECESSARY.

Even the best planned and organized campaign can fall short of its goal. The board should monitor performance and strategize should a shortfall occur. Options include trimming down the original plan, cutting costs, finishing the project in phases over a longer period of time, extending the length of the campaign, and going back to major donors to make a case for additional funding.

10. HELP END THE CAMPAIGN AND CELEBRATE.

CHECKLIST

of Board Roles and Responsibilities

Basic board roles and responsibilities are the foundation for a successful board. BoardSource has designed this checklist so you can quickly remind yourself of your key responsibilities. It's also a great board orientation tool! Can you check all the boxes?

SET DIRECTION AND STRATEGY

- Has the board affirmed or revised the mission and determined the organization's vision?
- Does the board ensure that the mission, vision, and values are reflected in the organization's strategic plan?
- Is the board confident that it has authorized voice from the community it serves?
- Is the board considering purpose when determining organizational strategy?

ENSURING THE NECESSARY RESOURCES

- Does the board's composition reflect the strategic needs of the organization?
- Is the board confident that the chief executive's skills and other qualities are a good match for the organization's strategic needs?
- Has the board adopted policies related to funds to be pursued and/or accepted in support of the mission?
- Does the board expect all its members to be active participants in financially supporting the organization?
- Does it have the right committee to support its fundraising efforts?
- Does the board seek and review information related to the organization's reputation?

PROVIDING OVERSIGHT

- Does the board contract with an outside auditor for the annual audit?
- Does the organization have up-to-date risk management policies and plans and appropriate insurance?
- Does the board monitor progress toward achievement of goals related to the organization's programs?
- Does the board have a clear understanding of the organization's financial health?
- Does the board have a positive working relationship with the CEO?
- Does the chief executive receive an annual performance review by the board and are all board members familiar with the chief executive's compensation package? Is it aligned with IRS rules and similar organizations in your community?

BOARD OPERATIONS

- Is there a board governance committee stewarding board development and process?
- Does the board regularly assess its own performance?
- Are organizational and board policies regularly reviewed?
- Do committees and task forces actively engage board members in the work of the board?
- Do board meeting agendas focus the board's attention on issues of strategic importance?
- Do board members have easy access to information needed for effective decision making?

[Source: Nonprofit Board Fundamentals](#)