

Building Blocks: Growing Future Gifts

The Role of the CEO in Fundraising



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BACKGROUND AND DISCLAIMERS

Dr. Ed Schneider will review his experiences and strategies in building the fundraising capacity in several non-profits organizations.

University Professor and Dean (TX State University)

Public Garden Administrator (Santa Barbara & Minnesota Landscape Arboretum)

Botanical Research Institute of Texas (Natural Science, Education & Sustainability)

Coordination across several units/divisions of campus

Value of meeting with stakeholders and keeping them informed

Keeping good donor records (call reports, databases)

The value of strategic/operational planning

VALUE OF STRATEGIC PLANNING

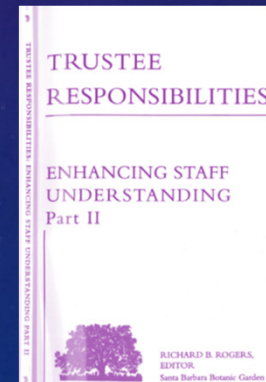
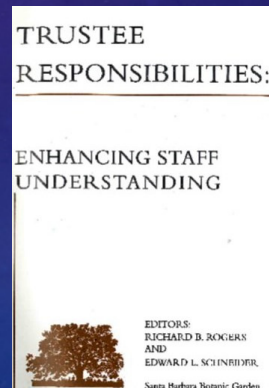
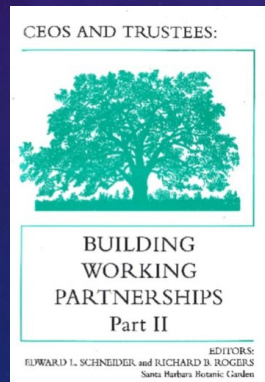
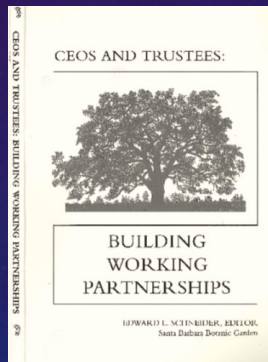
- CLARIFIES PURPOSE OF ORGANIZATION AND VALUE PROVIDED
- KEEPS US FOCUSED, BUILDS CONSENSUS & ALIGNMENT AROUND COMMON GOALS
- HELPS DATA-DRIVEN DECISIONS
- FUELS INNOVATION & PROGRESS
- LINK ACTIONS/TASKS TO BUDGET

REVIEW OF EXPERIENCES IN BUILDING THE FUNDRAISING CAPACITY IN SEVERAL NON-PROFITS ORGANIZATIONS.

Director, Santa Barbara Botanic Garden (SBBG)

Building your Board of Directors/Trustees

(migration from a social to a philanthropic board)



BUILDING YOUR BOARD OF DIRECTORS/TRUSTEES

Nomination Committee/Nomination process (recruitment)

In absence of a institution or board policy; the CEO needs to state expectations of all new board members (during recruitment process).

Every perspective board member must recognize and accept their fundraising responsibilities

Develop a strong, comprehensive orientation program

Continually engage (challenge) your Board members and committees

Critical to building a successful fundraising program is ensuring an engaged, informed, and committed Board of Directors.

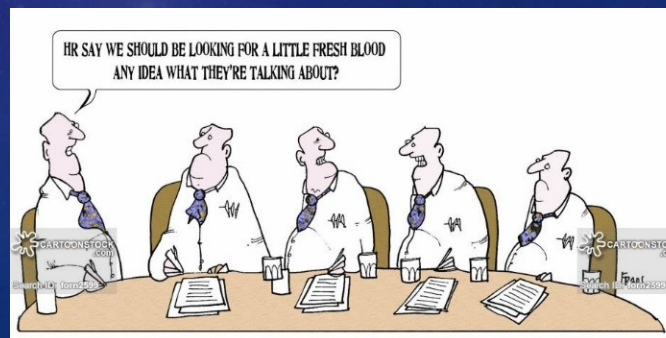
Build your relationship with the Executive Committee and especially the Board Chair

Leadership succession planning

As the leader of the Board, the CEO is responsible for the Board's commitments.

“I’ll do anything but fund raising”

Board Assessments



EXPERIENCES IN BUILDING THE FUNDRAISING CAPACITY IN NON-PROFITS ORGANIZATIONS

Director, University of Minnesota Landscape Arboretum (UMLA)

Build The Staff Team; build synergy

Hire a strong, committed development officer and development team

Successful Executive Directors build effective partnerships with the Chief Development Officer and the development team in which all entities take responsibility for making the TEAM work.

Many donors want to talk directly with the Executive Director resulting in the Director often making the philanthropic ask for support.

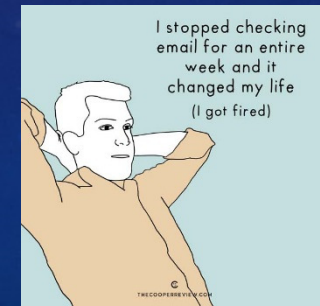
What about the other Director(s)?

Administering the Public Garden

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CONCLUDING REMARKS

Each Garden/Institution has uniqueness in geography, community, Board composition & financial ability, staff, and experience level of Executive Director

All Board members (not just the development Committee members) should make stretch gifts, and be part of the fundraising team

Creating an effective board is a continual process that includes recruitment, engagement and development.

The CEO is in fact the chief fundraiser of the organization!

A Good Board is a Victory, not a Gift (Jerold Panas)