



**NONPROFIT**  
BOARD BUILDER LLC

# Fundraising Scripts For Board Members

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A Note for the Founder: Share these templates with your board members. Encourage them to adapt the language to fit their own voice and their relationship with the person they are contacting. The most effective outreach is always the most authentic.

## Script 1: The Personal Email

Best for: Close friends, family, and trusted colleagues. This format allows for more detail and personalization.

Subject: Something I'm passionate about & an invitation for you

Hi [Friend's Name],

I hope you're doing well.

I'm writing to you today for a personal reason. As you may know, I serve on the board of directors for [Organization Name], and the work we are doing has become incredibly important to me.

Recently, I was reminded of why this matters so much. [Share a very brief, powerful story or statistic.

Example: "We helped a young woman named Sarah, who was facing homelessness, secure not just stable housing but also the job training she needed to start a new career. Seeing her confidence today is what this is all about."]

Our board has just approved a bold plan to [Mention a key goal from the strategic plan, e.g., "double the number of people we serve," "launch a new mentorship program," "expand our services to the east side of the city"]. We are all so energized by this vision, and as a board, we are leading the charge by making our own personal financial commitments to get this plan off the ground.

I'm reaching out to a few people I respect to ask if you would consider joining me in supporting this mission. A gift of any amount would make a huge difference in helping us reach our goal.

You can learn more about our work and make a secure donation here: [Insert Donation Link]

Thank you so much for taking a moment to read this. It means a lot to me.

Warmly,

[Your Name] Board Member, [Organization Name]

## **Script 2: The Social Media Post**

Best for: LinkedIn, Facebook, Instagram. This is about broad awareness and social proof. It should be paired with a compelling image or a short video.

### **Post Text:**

I'm so proud to serve on the board of [Organization Name], an organization that is doing incredible work to [State the core mission in one line, e.g., "tackle youth homelessness in our city"].

This year, we're on a mission to [State the big goal, e.g., "provide 500 local kids with safe shelter and educational support"]. But we can't do it alone.

Our board is 100% committed, and now we're inviting our community to join us. Every dollar helps us get one step closer to our goal. Will you join me in supporting this vital work? #[[Relevant Hashtag, e.g., #EndHomelessness #CommunityImpact]] #[Organization'sHashtag]

Link to donate in my bio/below! [Insert Donation Link]

### **Script 3: The Phone Call / Text Message Script**

Best for: Very close contacts where a formal email feels too stiff. The goal is a quick, personal touch that leads to a follow-up.

#### **For a Phone Call:**

"Hey [Friend's Name], do you have a quick minute?

(Wait for confirmation)

"Great. Hey, I was calling for a good reason. You know that nonprofit I'm on the board of, [Organization Name]? We're in the middle of a really exciting push to [mention the big goal, e.g., fund our new mentorship program], and I'm helping them get the word out to people I care about. The work they're doing is amazing. Would it be okay if I sent you a link with a little more info? No pressure at all, but I just wanted to share it with you personally."

#### **For a Text Message:**

"Hey [Friend's Name]! Hope you're having a great week. Quick question - you know that nonprofit I'm on the board for, [Organization Name]? We're doing a big push to fund our [mention program/goal] and I'm reaching out to a few friends. Would you be open to me sending you the donation link to check it out? No pressure at all!

### **Follow-Up Scripts for Your Board**

A Note for the Founder: The magic of fundraising is often in the follow-up. Share these templates with your board to help them navigate the crucial conversations that happen after the first ask.

### **Scenario 1: The "Thank You" (For a Contact Who Donated)**

Goal: To express immediate, genuine gratitude and connect their gift to impact. This should be sent as soon as they are notified of the donation.

#### **Email Version:**

Subject: Thank you so much!

Hi [Friend's Name],

Wow. I just saw that you made a gift to [Organization Name], and I wanted to reach out personally to say thank you so much.

Your generosity truly means the world, not just to me, but to the people we serve. Because of your support, we are one step closer to [Mention the specific goal, e.g., "our goal of providing 500 local kids with safe shelter"]. It's support like yours that makes this work possible.

I'm so grateful to have you join me on this mission.

Thank you again,

[Your Name]

#### **Text/Messaging Version:**

"Hey [Friend's Name]! I just saw your donation come through. Thank you SO much for your incredible generosity! It means a lot to me personally, and it will make a real difference for [Organization Name]. So grateful for your support!"

## **Scenario 2: The Gentle Nudge (For a Contact Who Hasn't Responded)**

Goal: To provide a polite, no-pressure reminder a few days to a week after the initial outreach.

### **Email Version:**

Subject: Re: Something I'm passionate about

Hi [Friend's Name],

Just wanted to quickly follow up on my email from last week about [Organization Name].

We're getting really excited as we get closer to our goal of [Remind them of the goal, e.g., "launching our new mentorship program"], and every bit of support helps.

No pressure at all, but I just wanted to make sure it didn't get buried in your inbox. If you have any questions about the organization or our work, please don't hesitate to ask!

Thanks again,

[Your Name]

### **Text/Messaging Version:**

"Hey [Friend's Name]! Just a quick and friendly follow-up on my note about [Organization Name]. We're making great progress toward our goal! No pressure at all, just wanted to keep it on your radar. Hope you're having a good week!"

## **Scenario 3: The Gracious "No Worries" (For a Contact Who Said No)**

Goal: To preserve the relationship and thank them for their consideration. This shows class and keeps the door open for the future.

**Email Version:**

Subject: Re: Something I'm passionate about

Hi [Friend's Name],

Thank you so much for getting back to me and for considering a gift to [Organization Name]. I completely understand that now might not be the right time.

Your friendship/support means a lot to me, and I really appreciate you taking the time to look it over.

Hope to catch up soon!

Best,

[Your Name]

**Text/Messaging Version:**

"Hey [Friend's Name], thanks so much for letting me know! I totally understand. I really appreciate you even considering it. Hope you're doing well!"