

## A Board Share of Budget

### The concept:

To help individual board members to set specific goals on how they will bring in their “share” of a budget line item that the board shares as a group.

### Considerations:

- Time, treasure and talent varies from member to member, so contribution should be individualized according to each member’s gifts and resources
- Recruiting a new donor is as much a contribution (or more) as writing a check.

### Steps:

- Set your budget
- Identify the portion you intend to call “board giving”
- I have seen this set at \$50,000, \$100,000 and up

One or two board members may be key donors and give significantly more than the average amount you intend to challenge the rest of the board with. You need to adjust for them. Either include a portion of their larger gift as their “fair share”, or ask them to go above and beyond their intended key gift with activity in one of the alternative categories listed below.

- Divide the board giving total by the number of board members to arrive at a board member income target number.
- Identify several categories in which every board member is required to participate, during the course of the year, regardless of their time, talent and treasures; for example, annually, every board member might be required to...
  - Introduce the ED to 5 new potential donors
  - Recruit one team or two sponsors for the Golf Tournament
  - Underwrite and fill one (or two, or ???) table at the banquet
  - Give a monthly (preferred) or annual gift
- The chair and/or ED should then meet with board members individually and discuss how they should meet their goal using
  - The minimums above
  - Plus additional work in one or more of those categories
  - And other possible income generating ideas
    - I will get 3 people to donate a car or boat to the donation center
    - I will bring in 10 foursomes to the Golf Tournament
    - I will work with my mission committee to get YFC in the budget
    - I will donate the income from the use of my vacation home for two weeks a year.
    - Etc.
- Assign values to each required, additional and other income attempts, so they add up to the board member income target number.

This becomes one of the categories of goals each board member sets annually. Others would include committee participation, ministry visits, board meetings, training, role as an officer, etc.