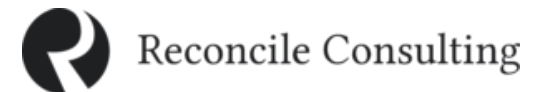
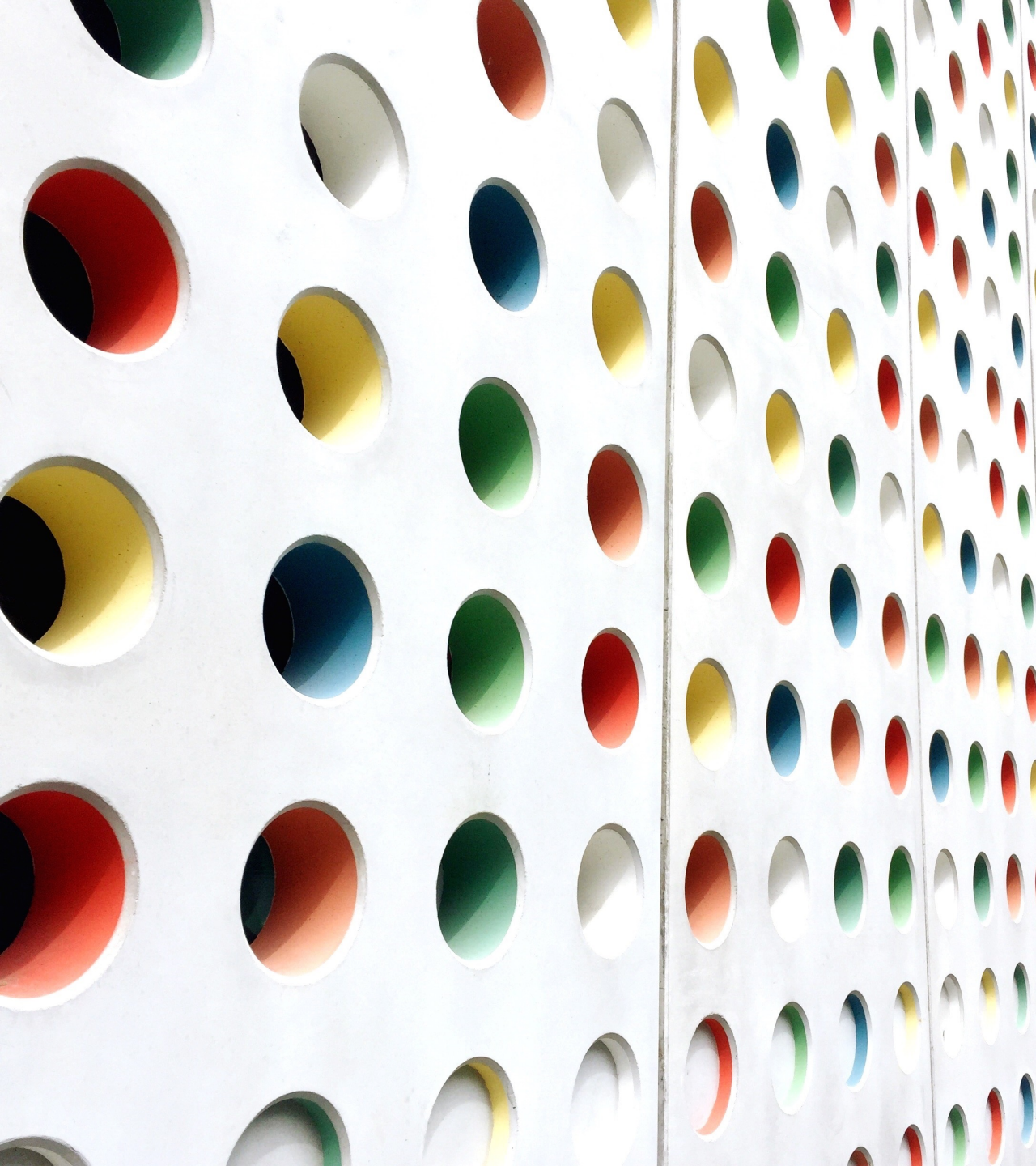


# 20/twenty

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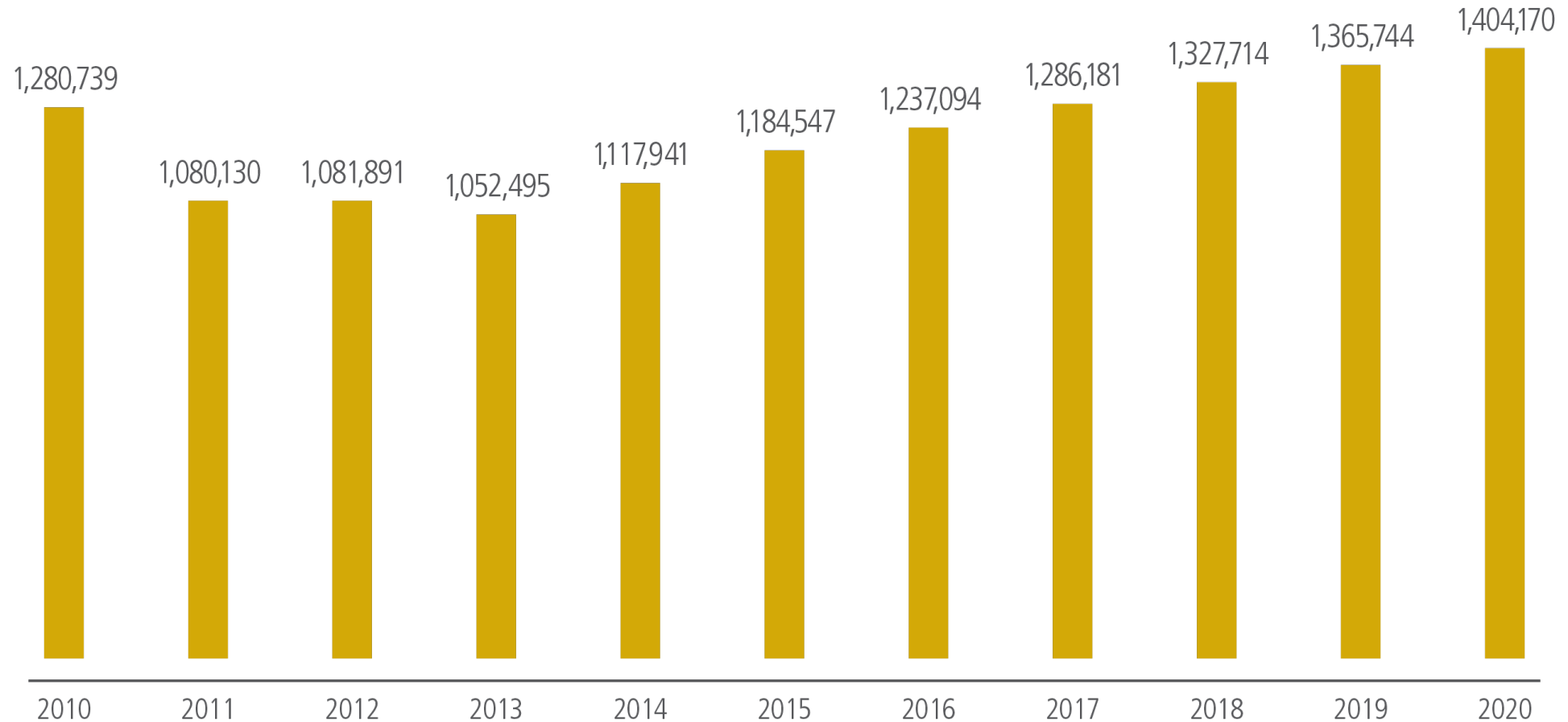
# A Board's Role in Fund Development

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MARLA HIGHBAUGH

# Nonprofit Landscape

The number of 501(c)(3) organizations, 2010-2020



# Locally

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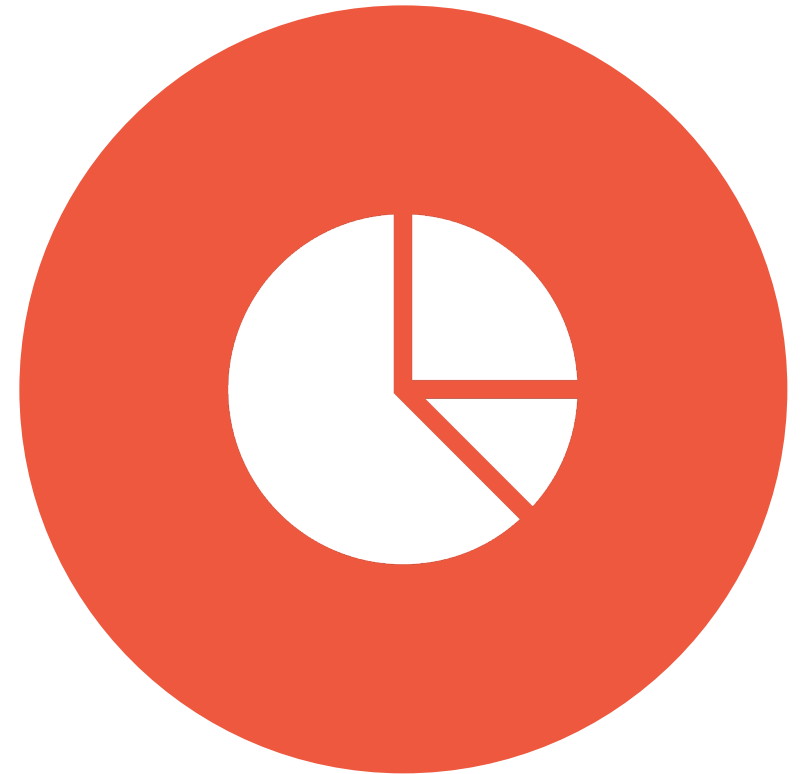
According to Cause IQ, there are 7,307 organizations in the greater Louisville metro area. Combined, these Louisville metro nonprofits employ 93,859 people, earn more than \$14 billion in revenue each year, and have assets of \$25 billion.

5/8

# Evaluate

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- Who is on your board
- Who do you need



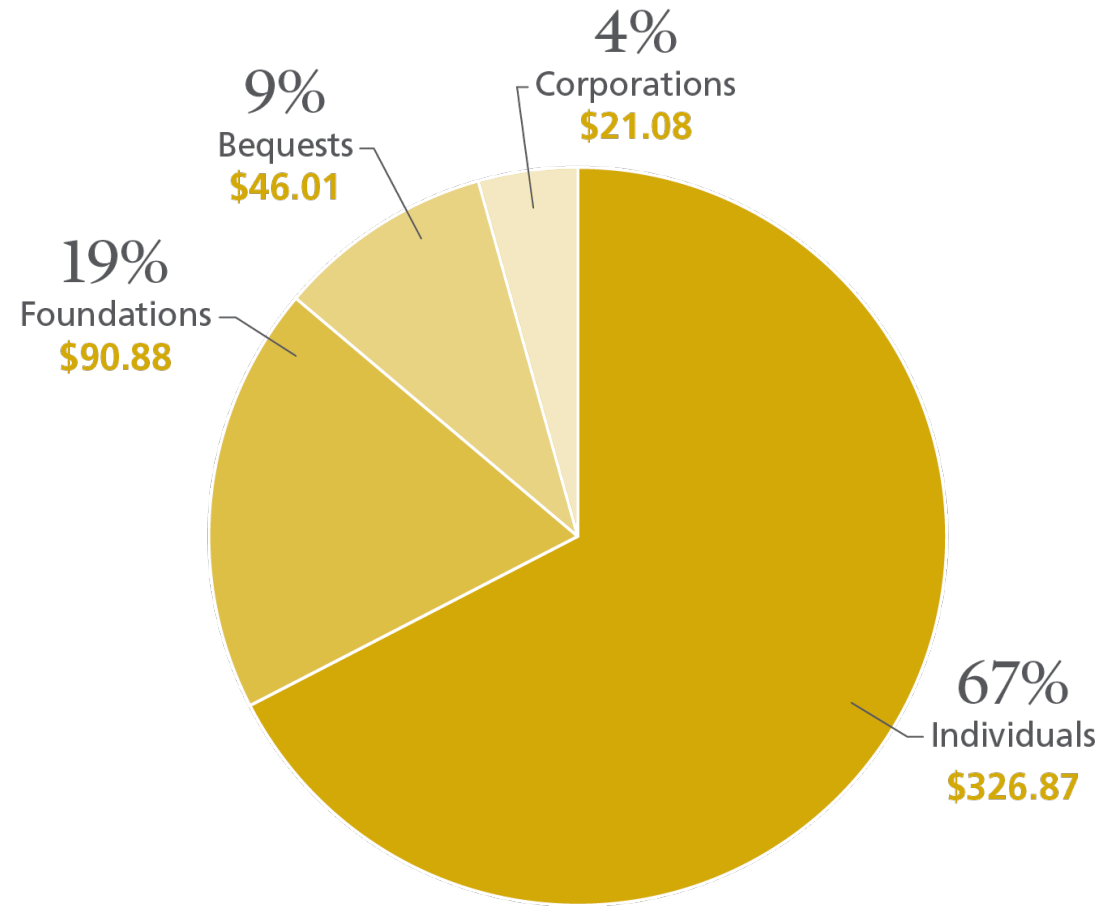
# Educate

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- Training/Onboarding
- Fundraising vs Philanthropy
- Mission and Vision
- Services and Programs
- Organization Demographics
- Opportunities

# 2021 contributions: \$484.85 billion by source of contributions

(in billions for dollars – all figures are rounded)





# Participate

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- Financial Commitment
- Attend Board Meetings
- Active Committee Member
- Willingness
- Share Skills and Interests
- Special Projects/Events



# Advocate

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- Publicly Support
- Make Recommendations

# Facilitate

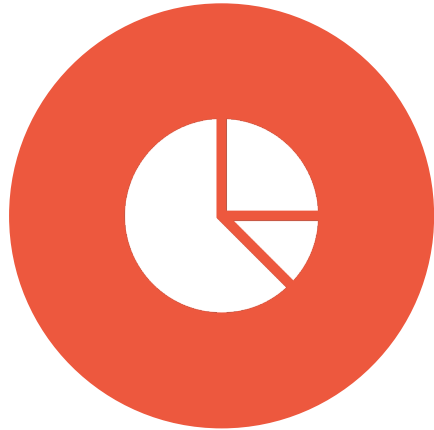
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- Relationship Building
- Simplify introductions of others to you and you to others



# Board Members Make The Difference

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**DIVERSITY MATTERS**



**BOARD MEMBER PARTICIPATION  
HELPS MAKE FUND  
DEVELOPMENT TEAMS MORE  
SUCCESSFUL**



**THE RIGHT PERSON  
AT THE RIGHT TIME  
TELLING OTHERS  
WHO YOU ARE  
AND WHAT YOU NEED**

5/8

- Evaluate
- Educate
- Participate
- Advocate
- Facilitate

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