

2024 Board Campaign Best Practices

Targets

- 100% board participation
- 100% of board asks made by January 31, 2024
- Minimum of 15% of AGC comes from Board Giving
- Recruit/engage Board Chair and AGC Chair for assisting with strategy and face to face asks

Planning

- Follow the 2024 AGC Timeline
- Recruit AGC campaign chair
 - Set ongoing meetings with AGC Chair to discuss strategy, meeting schedules, ask amounts and progress
- Develop the campaign specific goal during the Goal setting budget meeting with Philanthropy.
- Prepare the solicitation plan
 - Look at your current board list and most recent giving, which can be found in your 2024 Opportunities List in your Center Folder.
 - Are there opportunities for upgrades?
 - Build a plan to include multi-year asks for board members who traditionally give the same amount year-over-year (3 year commitments).
- At your October & November Board meetings set the stage with your board so that they expect a meeting invitation to discuss their service and conduct their ask.
- In Face-to-Face meetings with each board member discuss the following:
 - Their board experience
 - Thank them for their 2023 Gift
 - Make ask for 2024 Gift (preferably a 3-year pledge using our multi-year pledge form which is also in your Center Folder)
 - Confirm their status as either an Ally, Advocate or Ambassador
 - Discuss your vision for their service in that role