

# Fundraising Recommendations: Board

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- Danielle would like all board members to be involved in fundraising
- Recommend that Danielle share her views that each board member:
  - Complete matrix analyzing term and activity of board members. Reassess composition and target additional members where appropriate
  - “Give or get” approximately \$20K annually
  - Make three introductions to individuals, companies or foundations for Danielle each quarter (or in a reasonable timeframe over the year, after discussing with the board)
  - Write personalized notes on annual giving letters to friends, business associates, etc.
  - Assign board members a certain number of existing donors (for example, all donors who have given over [\$500] should have a board contact assigned for correspondence and thank you notes)
  - Support AFYA on social media (like/share on Facebook and Twitter)