

Board of Directors Guide to structure, mindset, values, fundraising, and committees.

2025 Goal

Create an endowed scholarship fund by December



ATCHISON ART
ASSOCIATION



Why One-Liner:



Help local students get an education so they
can become a dynamic force in the community

The Big Picture

How do we do it?

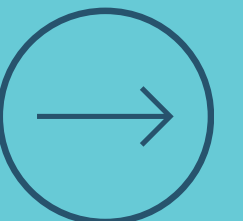
1 Get Clear

2 Identify Structure and System

3 Cultivate Mindset and Values

4 Fundraising Strategy

5 Sign up for Committees



The Iceberg Theory

What is seen and realized is driven by the underlying processes of human behavior.



What the world sees. Results

What we do to get there. Systems





Endowed Scholarship Fund

What is the Result we want?

**Disciplined Execution, Strategic Behaviors,
Community Engagement**

What are the Behaviors Needed?

**Clear Vision, Major Donors, Marketing, Community
Engagement, Match Day, and Other Fundraising efforts.**

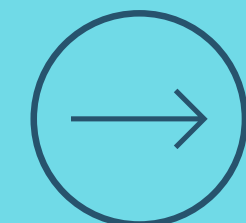
What are the Structures and Systems
that will get us to the top?

**Abundance, Power of Compounding, Network
Effect, Reciprocity, FOMO, Long Game thinking,
80/20 Rule, Framing Effect, Action over
Perfection, Abundance of Asks**

What Mental Models are required?

**Commitment, Ownership, Generosity,
Boldness, Teamwork, Vision & Legacy
Building, Innovation**

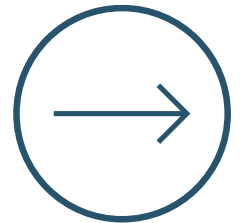
What Core Values do we need?



Iceberg theory shows that focusing on the upper levels will have a limited effect on the result unless we address the structure, mental models, and core values.



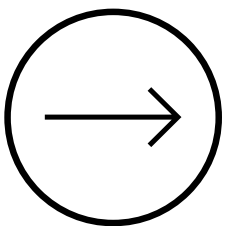
Structure & Systems



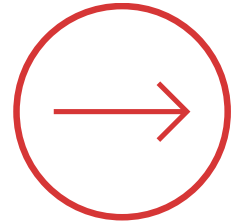
Raising 100k requires strategic behaviors,
disciplined execution, & community engagement.

What systems will get us to the top?

Structures & Systems



Clear Vision Leadership	Major Donor Relationships	Matching Strategy	Diverse Fundraising	Communication	Community	Stewardship
Committed ED, Board and fundraising committee	Personalized outreach, one-on-one mtgs. with high-net individuals	Leverage lead donors, secure a matching gift	Special events: dinner, Good art, peer to peer,	Emotional Story telling, testimonials, community	Small donor campaigns, reoccurring gifts	Donor appreciation, thank yous
Defined Goals with clear messaging for why it matters	Donor Cultivation, long term relations- engagement, appreciation, updates	Public challenge campaigns.	Online Giving Campaign, use social and email, webpage	Multi platform outreach, email, press, newsletter	Public Partnerships, engage civic, artist, schools	Transparency, show how funds are used
Ownership with regular check ins	Donor Recognition, offer acknowledgments	Match Day	Write grants and Foundations	Urgency, deadlines and milestones		Long-term commitment, build on momentum



Can you think of systems that are not mentioned
that will help us meet our goals?



Mental Models

Achieving this goal requires a strategic mindset and the mental models to drive decision-making, collaboration, and fundraising.



What midset do we need to succeed?

Mental Models



Mental Model	Paradigm	Why it Matters	Board Action
The Abundance Mindset	There are more than enough resources, donors, and supporters to reach our goal	Fundraising is about building relationships and expanding networks, encourages problem solving, helps board think bigger	Shift from "We don't have enough donors" → "How can I expand our reach" Focus on Stewarding and engaging donors
Power of Compounding	Consistent small actions led to exponential growth over time	Small donations add up, well-cultivated donors give repeatedly, building small leads to big later	Encourage monthly giving, Focus on events to keep momentum going.
The Network Effect	People give to People- they want to be part of something big	Donations spread through relationships, donors can introduce five new potential supporters	Encourage donor referrals "Who else might be interested in this"

Mental Models



Mental Model	Paradigm	Why it Matters	Board Action
Reciprocity	When we give value first, donors will want to give back	Donors give when they feel connected, part of something meaningful. Focuses on appreciation and stewardship	Make donor engagement a two way street, send thank yous, Show impact, testimonials and stories.
Social Proof	When others see people giving they want to participate	Publicize fundraising, create milestones and excitement.	Show real-time progress- "We're at 75k- help us reach our goal" Share donors publicly
Long Game	This scholarship is about long-term investment in the future	Shifts from a one-time donation to sustained giving and growth	"This scholarship has a permanent impact on the community

Mental Models



Mental Model	Paradigm	Why it Matters	Board Action
Multiple Asks = More Yeses	The More People you ask, the more Yeses you get. "No" is just a word.	BoD members fear asking, but data shows that multiple asks lead to more suces.	Make fundraising and the goal a daily, ongoing conversation to people who cross your path.
Confident Approach	Build the vision	Conveying a genuine belief in the goal and impact increases donations	Have a positive attitude and a solid belief in the potential when talking about the goal.
Long Game	This scholarship is about long-term investment in the future	Shifts from a one-time donation to sustained giving and growth	"This scholarship has a permanent impact on the community

Values

To create a strong, effective, and mission-driven fundraising effort, the board and staff need to embody key values.



What values would empower us and our donors?

Values

People 1st, donations 2nd

We prioritize building long term relationships over one time gifts

Find creative solutions

Think big, work smart, & maximize opportunities

Commitment to Mission

We believe in the power of art and education to transform lives.

Ownership

We each have a role in making this scholarship a reality

Generosity & Example

We invest in this scholarship ourselves before asking others to contribute

Transparency & Trustworthy

We steward donor funds responsibly and communicate with transparency



Values

Bold & Fearless Asking

We are not afraid to ask for support because we believe in the goal.

Innovation & Adaptability

We are open to new fundraising strategies and creative approaches

Teamwork

We succeed together. We support each other and share the workload

Long-term Legacy

We are building something that will last beyond our years and this goal.

Generosity & Example

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Transparency & Trustworthy

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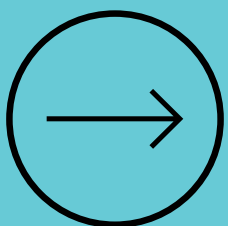




Fundraising Strategy

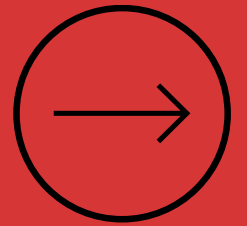


Fundraising Strategy



Fundraising Initiative	Committee Responsible/Lead	Deadline	\$ k
Secure Lead Donor - Matching Challenge Darrell Schmitt	Board of Directors/ Finance/John	Done	30
Launch Community Giving- Match Day	Fundraising Event & Community	July 2025	15
Identify and apply for relevant grants	Major Gifts & Donor Relations/Deborah	September 2025	10
Foundations	Major Gifts & Donor Relations/Deborah	September 2025	30
Plan and finalize other event: diner, auction etc	Fundraising Event & Community	June 2025	5
Online Giving, portals, social media	Marketing, Outreach & Communications	May 2025	5
Brainstorm & Identify Sources	Board of Directors	November 2025	5
Total Funds Raised	Everyone	December 2025	100

Committees



Committees divide responsibilities, increase efficiency, and ensure accountability

Invite people outside the organization to help you; get your friends involved.

Committee Overview



Committee	Ideal	Key Focus	BoD #
Major Gifts Donor Relations	Connected, persuasive, grant writing	Large donations, sponsorships and grants	2-3
Fundraising events Community Engagement	Event planners, Networkers	Match Day, Good People, auction	2-3
Marketing, Outreach, & Communications	Story tellers, digital savvy, Communication background	social media, press, donor messaging	2
Scholarship Development & Stewardship	Educators, donor-focused	Application, processes, donor impact	2
Finance & Accountability	Treasurer, finacially savvy individuals	Budget tracking, compliance	2

Major Gifts & Donor Relations Committee



Goal

Secure Large donations from individuals, businesses and foundations

Responsibilities

- Identify & Cultivate major donors, personal meetings
- Secure \$20k in lead gifts or matching funds
- Develop a tiered donor recognition
- Approach business for sponsorships and corp giving
- Research and apply for grants

Fundraising Events & Community Committee



Goal

Organize fundraising events and mobilize community participation

Responsibilities

- Plan and execute fundraising, Match Day, art auction
- Develop Giving Tuesday or crowdfunding campaign
- Partner with local organizations, schools, and artist to boost community involvement
- Engage business for in-kind donations like catering or auction items

Marketing, Outreach, & Communications Committee



Goal

Promote Scholarship fund through story telling, digital campaigns, media outreach

Responsibilities

- Create social media strategy, feature student stories, donor testimonials, and progress updates
- Send monthly donor email campaigns with fundraising milestones
- Develop press releases and media outreach for new papers, radio etc.
- Manage fundraising page and donation portal to make it easy for donors to access.
- Leverage urgency with countdown and challenge goals
- Pictures, Video, media content

Scholarship Development Committee



Goal

Define Scholarship criteria and ensure ongoing donor stewardship

Responsibilities

- Establish eligibility requirements, application process, and award criteria
- Recruit a review panel to evaluate applicants fairly
- Plan donor appreciation efforts (thank you note, recognition events)
- Ensure legal compliance of scholarship distribution

Finance Committee



Goal

Ensure fundraising transparency, budgeting, and progress tracking

Responsibilities

- Track fundraising goals and donations records
- Manage fund disbursement and reporting
- Ensure endowment stability
- provide quarterly reports
- Assist in grant management and compliance

Next Steps: Committees Sign up



Step 1

Join a committee,
based on skills and
availability

Step 2

Set a kick off meeting
for each committee to
establish action plan

Step 3

Committees check-in
at monthly meetings
on their progress

Committee	Chair	Member
Major Gifts Donor Relations		Deborah
Fundraising events Community Engagement		
Marketing, Outreach, & Communications		Deborah
Scholarship Development & Stewardship		Melinda
Finance & Accountability	John	

What is one thing I can do today to move our goal forward?



"The secret to
reaching our goal is
hidden in our daily
routines."
