

CHAPTER 5 RESOURCE

Friendmaking Job Description for Board Members

Every board member can find an easy role to support fundraising – without ever having to make an ask. All board members can focus on making friends, engaging with potential and current donors, and bringing them closer to your organization.

Make Friends First. Ask Later.

1 Position Summary

- As a board member, you are a **connector**, not a solicitor. Your primary job is to widen the circle of people who know, trust, and care about this organization.
- You bring your own relationships, networks, and credibility – things no staff member can supply on your behalf.
- You represent the organization in rooms where staff aren't present: your workplace, your social circles, your community groups.

2 Core Responsibilities

- **Show up as a friend of the cause.** Talk about why you serve on this board, naturally and often, without a script.
- **Make introductions.** Connect the organization to at least a few people in your circle each year – a coffee, an invitation, a name shared.
- **Listen before you ask.** Notice what matters to the people you introduce, and let that guide the relationship.
- **Say yes to a role.** Choose at least one of the four Friends First roles below and lean into it this year.
- **Give first.** Make your own gift at a level that's meaningful to you, before inviting others to give.

3 Choose Your Role(s)

The Ambassador

Talks about the cause everywhere you already go – no formal ask required.

The Occasional Asker

Steps in for a specific, well-supported ask a few times a year.

The Influencer

Lends credibility by personally introducing the organization to new people.

The Steward

Keeps existing donors close, thanked, and connected over time.

EXPECTED TIME COMMITMENT 2–3 hours a month – mostly conversations you'd be having anyway

WHAT THIS REQUIRES

- Curiosity about people
- Willingness to talk about the cause
- A handful of relationships to draw on
- Patience – friendmaking takes time

WHAT THIS DOES NOT REQUIRE

- Sales experience
- A script or pitch
- Asking friends for money uninvited
- A large personal network