



The Mark Randall Company

Malibu, California

[800] 455-5543

How do you build a Board with influence and fundraising clout?

☒ **TEST YOUR LEVEL OF KNOWLEDGE BY ANSWERING THESE QUESTIONS**

Yes No

- ☐ ☐ **Begin recruiting at the “grass roots” level and work up?**
- ☐ ☐ **Get a celebrity to do public relations activities on your behalf?**
- ☐ ☐ **Have prominent individuals lend their names for your letterhead?**
- ☐ ☐ **Set up an “advisory board”?**
- ☐ ☐ **Hire more staff?**

Yes No

- ☐ ☐ **Establish a support group to do the fundraising?**
- ☐ ☐ **Plan the biggest special event in town to get maximum publicity?**
- ☐ ☐ **Ask your closest friends to serve on the board and seek their help?**
- ☐ ☐ **Let the board do it? It's their job?**

If you answered “yes” to *any* of these questions, we suggest you talk to professional fundraising counsel. Because *powerful* and *influential* boards don't just happen! They are *created* by skilled professionals who use time-tested principles and astute development strategies.

The Mark Randall Company specializes in helping executive and development staff build stronger boards—capable of “giving and getting.”

If your board members provide little or no financial support or you have been unable to recruit people of means to serve on your board, call **The Mark Randall Company** at [800] 455-5543.

We find talking informally about your particular situation and how we might apply our skills and experience to help you further your efforts is a good way to begin a relationship.

There is no obligation.

ADVANCING THE ART OF FUNDRAISING

*This promotional piece was developed to help you understand how we at **The Mark Randall Company** think and approach the art of fundraising. We hope if reading this stimulates questions, you will call us for the answers.*