



Same school; different perspective – how can you ensure governors and development directors are on the same page?

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Board engagement

- Ensure development is integral to your school's vision
- Align your expectations
- Identify a development champion, and build understanding from there
- Consistently communicate with and educate your Governors about development
- Understand what they need / want, just like any constituent segment

Development is a team sport

- Fundraising is a Board responsibility – it's not just about how much money is raised but how it is raised
- Development Directors ask your Governors:
 - to support/attend your events
 - to advocate/network on your behalf
 - for financial buy-in
- Governors ask your Development Directors:
 - to give assurance on fundraising policies and procedures
 - to give assurance that regulatory and ethical compliance is in place
 - to manage expectations as to what can be raised and for what type of project
- Ensure development is integral to your senior leadership team