



WHAT IS A “TRIPLE A BOARD?”

A board with a AAA Rating is one where every board member is motivated to be an *Ambassador, Advocate* and/or *Asker*—these boards thrive when there is a *culture of philanthropy* throughout the organization.

THE CULTURE OF PHILANTHROPY

- Involves the full “development team”—board, other volunteers, staff, and highly engaged donors
- Commitment to mission, vision, and values
- An understanding that each interaction with anyone in the community is part of the development process
- Everyone thinks “development”
- Staff, board, and other volunteers understand the importance and purpose of the organization
- Visitors, employees, donors, and volunteers feel the culture when they interact with our organization

THE AMBASSADOR

- Has made an appropriate financial commitment to the organization
- A role everyone needs to play
- Has key roles in cultivation of prospective donors and stewardship of continuing donor-investors
- Needs to be well oriented and coached in the message
- Master of the “elevator speech” (and the “elevator question”)
- Catalyst for donor-investor renewal

THE ADVOCATE

- Has made an appropriate financial commitment to the organization
- Accepts assignments for strategic information sharing (formal and informal) about the organization
- May advocate on a formal basis with city officials, foundation officers, another organization with which the organization is partnering or informally with colleagues or potential board recruits.

- Is informed about the case for support and understands the strategic plan and vision
- Coached on desired results of personal advocacy and handling objections

THE ASKER

- Has made an appropriate financial commitment to the organization
- Enjoys sharing his/her enthusiasm for the organization and asking for investment
- Well informed, well trained
- “Matched” with prospective donors (or current donor-investors) for maximum possibility of success
- Teamed with another board ‘Asker’ or staff leader
- Staff organizes the ask so the Asker’s focus can be on the single purpose of getting (or renewing) the gift
- Benefits from the work of the Ambassadors and Advocates