

THE ROLE OF TRUSTEES



Trustees play a vital role in supporting and overseeing a charity's fundraising, even if they are not directly involved in asking for donations. Their leadership, confidence, and understanding of fundraising help set the tone for the whole organisation.

Trustees are responsible for ensuring fundraising is ethical, lawful, and aligned with the charity's values. They also help approve fundraising strategy, monitor risk, and provide reassurance that fundraising activity is well-governed and sustainable.

Many trustees worry that fundraising means asking friends or family for money. In reality, their role is often about advocacy, opening doors, sharing networks, and supporting staff. When trustees are engaged and informed, charities are better placed to fundraise effectively and build public trust.

If you want to learn more about how Good Fundraising could help, please contact info@gfco.uk
