

STARTING AT YOUR BASE

A Primer on Developing and Maintaining a Highly Effective and Inclusive Non-Profit Board

PRESENTED BY



OBJECTIVES & GOALS

1. Clearly define the roles and responsibilities of your board members.
2. Understand the skills, networks, and composition of your board, identify gaps .
3. Create a clear and compelling identity.
4. Involve, recruit and engage effective board members

THE BOARD BUILDING CYCLE



SOURCE: BOARDSOURCE

BOARD MEMBER ROLES & RESPONSIBILITIES

WHY? Clearly defined roles and responsibilities will:

- Provide structure for members to adhere to
- Assign and receive responsibility for everyone
- Emphasize fundraising
- Ensure that 100% of the board is giving and getting for the organization

BOARD MEMBER ROLES & RESPONSIBILITIES

CONTINUED

3 PRIMARY LEGAL DUTIES

DUTY OF CARE

Ensuring prudent use of all assets and provide oversight for all activities that advance the nonprofit's effectiveness and sustainability.

DUTY OF LOYALTY

Make decisions in the best interest of the nonprofit corporation.

DUTY OF OBEDIENCE

Ensure that the nonprofit obeys applicable laws and acts in accordance with ethical practices; that the nonprofit adheres to its stated corporate mission.

BOARD MEMBER ROLES & RESPONSIBILITIES

CONTINUED

TEN BASIC ROLES & RESPONSIBILITIES

1. Determine the organization's mission and purpose
2. Select the chief executive
3. Support the chief executive and assess their performance
4. Ensure effective organizational planning
5. Ensure adequate resources
6. Manage resources effectively
7. Monitor and strengthen the organization's programs
8. Enhance the organization's public standing
9. Ensure legal and ethical integrity and maintain accountability
10. Recruit and orient new board members and assess performance

ASSESSING YOUR BOARD COMPOSITION

WHY? Getting to know your board composition will:

- Identify your organization's needs in terms of diversity of skills and expertise
- Generate a guide to board member recruitment

CREATING A BOARD PROFILE

- Assess the current board and plan for the future
- Develop an appropriate 'profile grid' for the organization
- Different skills and strengths are needed depending on the state of an organization's development

BOARD PROFILE GRID EXAMPLE

	Current Members						Prospective Members					
AGE	1	2	3	4	5	6	A	B	C	D	E	F
Under 18												
19-34												
35-50												
51-65												
Over 65												
GENDER												
Male												
Female												
RACE/ETHNICITY/DISABILITY												
Black/African-American												
Asian/Pacific Islander												
Caucasian												
Hispanic/Latino												
Native American												
Other												
Disability												
RESOURCES												
Money to give												
Access to money												
Access to other resources (foundations, corporate support)												
Availability for active participation (solicitation visits, grant writing)												

CREATE A CLEAR & COMPELLING IDENTITY

WHY? Aligning your board and staff to a common vision, mission, and message will:

- Provide your organization with a unified front
- Empower board members as fundraisers

INDIVIDUAL BOARD MEMBER SELF-EVALUATION

- Utilize key questions to assess each board member's understanding of your organization

BOARD OF DIRECTORS HANDBOOK

- Create and utilize the Board of Directors handbook as a powerful tool for Board Members to reference.

BOARD MEMBER SELF EVALUATION EXAMPLE

	YES	NO	NOT SURE
1. Do I understand and support the mission of the organization?			
2. Am I knowledgeable about the organization's programs and services?			
3. Do I follow trends and important developments related to this organization?			
4. Do I assist with fundraising and/or give a significant annual gift to the organization?			
5. Do I read and understand the organization's financial statements?			
6. Do I have a good working relationship with the chief executive?			
7. Do I recommend individuals for service to this board?			
8. Do I prepare for and participate in board meetings and committee meetings?			
9. Do I act as a goodwill ambassador to the organization?			
10. Do I find serving on the board to be a satisfying and rewarding experience?			

RECRUIT & ENGAGE EFFECTIVE BOARD MEMBERS

HOW & WHERE TO FIND BOARD MEMBERS

WHERE TO FIND SUGGESTIONS FOR BOARD CANDIDATES

- Colleagues
- Board members of other nonprofits
- Articles and reports in local media
- Chief executives and other senior staff
- Board members
- Volunteer centers

WHOM TO CONSIDER FOR MEMBERSHIP

- Current and future major donors
- Community leaders
- Corporate executives
- Small business owners
- Individuals in related professions
- Local leadership programs

WHERE TO LOOK FOR PROSPECTIVE MEMBERS

- Religious institutions
- Professional and fraternal associations
- Organizations representing various ethnic or racial groups
- Local colleges and universities

RECRUIT & ENGAGE EFFECTIVE BOARD MEMBERS

CONTINUED

EVALUATING PROSPECTIVE BOARD MEMBERS

- Keeping current information about prospective board members is important to understand who is a good fit for your board.

ORIENTING NEW BOARD MEMBERS

- Using the available resources, conduct a thorough orientation of finances, operations, and history to begin engaging your new board member.
- Continued education may be necessary to develop crucial skills.

RECRUIT & ENGAGE EFFECTIVE BOARD MEMBERS

CONTINUED

ENGAGING AND USING YOUR NEW BOARD MEMBER

FUNDRAISING

- Engage board members in fundraising

SERVING ON A STANDING COMMITTEE

- Executive Committee
- Governance Committee
- Resource Development

SERVING ON A TASK FORCE

- Personnel Policy Review
- Audit
- Marketing
- Bylaws Review
- Strategic Planning
- Capital Repairs
- Awards Gala
- Policy review and creation
- Board assessment

BOARD ACTIVITIES

- Board retreat and planning session
- Community nonprofit activities
- Community educational opportunities