



Best Practices for Engaging and Equipping Board Members for Effective Board Service

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Overview

- Official Role of the Board
- What Makes an Engaged Board
- Modes of Governance
- Ultimate Board Engagement: Fundraising
- Evaluating Your Progress
- Resources

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Primary Board Roles

- Set direction through effective planning
- Secure needed resources to fulfill mission
- Provide oversight

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What Board Members Want

- Meaningful work and engagement
- Use their skills
- Enjoy their service
- Make social and professional contacts

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What Board Members Need

- Talk about your passion and vision in Board meetings
- Have more discussion and less reports
- Understand what we are trying to accomplish
- To be part of forming the strategic plan
- Understand how funds are used
- Tools and training

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Modes of Governance

- Fiduciary - what
- Strategic - how
- Generative - why

Source: Richard Chait, William Ryan and Barbara Taylor: "Governance as Leadership: Reframing the Work of Nonprofit Boards"

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Ultimate Engagement: Fundraising

- Boards that Avoid Fundraising
 - Disengaged
 - A burden more than an honor
 - Weakening attendance and interest
 - Not enough social interaction
 - Deadly Meetings

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Ultimate Engagement: Fundraising

- What's Really Going On?
 - Equate Fundraising with "Asking"
 - Unclear about the case for support
 - Don't feel supported by staff

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Ultimate Engagement: Fundraising

- Boards that Tackle Fundraising
 - Engaged
 - Passionate
 - Sense of urgency
 - Connected to strategic plan
 - Understand what they are raising money for
 - Have good tools and support

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Evaluate Your Progress

- Let Board Members help
 - Decide what to measure
 - Assess the progress
- Sample Evaluation Tools

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Resources

BoardSource www.boardsource.org

Governance as Leadership: Reframing the Work of Nonprofit Boards by Richard Chait at al

The Complete Guide to Fundraising Management by Stanley Weinstein

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