11 Creative Ways to Find New Board Members (and Engaging Board Orientations)

Alyson Ball

Alyson@BoardsThatExcel.com

BoardsThatExcel.com



Review of Board Recruitment Process

- Board Development Committee leads
- Starts at the beginning of each year
- Starting point: Skills needed
- First Board Meeting: Board Recruitment Priorities
- All communication with candidates handled by the Board Development Committee
- Board votes on new members at the same, near-end board meeting each year
- Notification of selection and welcome by phone call and official letter from the (new) Board President

11 Creative Ways to Look for Exceptional Candidates

- General Comments about your search
- Ways to publicize your search
- Internal Searches
- External Searches

General Comments about Your Search

- Looking for Board Candidates is good PR
 - Take the opportunity to share your client stories
 - Share statistics about your community and your work
- Don't look or act desperate
- Keep the end in mind:
 - People with a particular passion for your work
 - Skills and experience you need
 - People with time and energy to do what you need
- In the process, you may find good Volunteers and/or Board Committee Members
- Remember: You are talking to potential donors

Ways to Publicize Your Search

- 1. Post on your Web Site
- 2. Post on Volunteer Web Sites
 - United Way
- 3. Put an ad in the newspaper
 - Free notices in the business section?
- 4. Post a sign in your lobby

Internal Searches

- 5. Create a system to follow up thoroughly
 - If "no time" then hold name for another year
- 6. Talk to ex-board members
- 7. Send an email out to your members or volunteers or clients
- 8. Create "feeder teams" of board candidates
 - Volunteers
 - Non-Board Committee members

External Searches

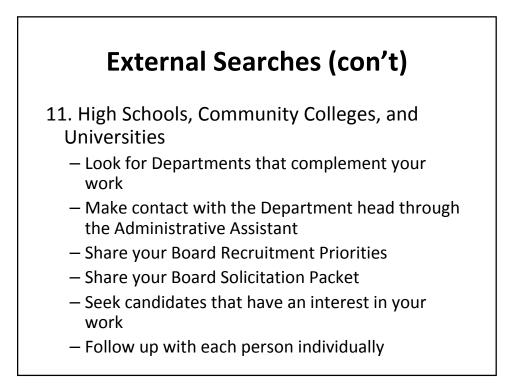
- 9. Major Donor Brainstorming Breakfast
 - Keep the breakfast strictly to one hour
 - Explain your Board Recruitment Priorities
 - Share the Board Recruitment Packet
 - Ask for help thinking of potential candidates
 - Follow up with attendees in one week
 - Contact all potential candidates
 - Include ex-board members in this breakfast

External Searches (con't)

10. Human Resource Departments

- Lawyers, Accountants
- Make an appointment to speak with them
- Share the Board Recruitment Priorities
- Share the Board Recruitment Packet
- Seek candidates who are interested in your work
- Follow up with each candidate individually

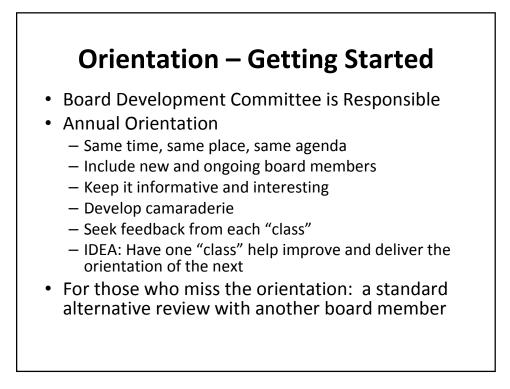
Look for Human Resource specialists for your board.



Board Member Orientation

- Getting stared
- Annual Board Orientation
 - Agenda
 - Handouts and information
- Ongoing Orientations

NOTE: Orientation is critical to the success of the board member experience.



The Orientation Session – The Agenda

- General
 - Welcome
 - Obligations of Board Members
- Organization-specific
 - Mission Statement memorize
 - Staff organization, Priorities for the year
 - Budgets, Fundraising, Expense categories
 - Strategic Plan
 - Partners and Program Specifics
- Board Specifics
 - Annual Personal Contribution
 - Committee assignments and priorities
 - Board Calendar, events, and obligations
- Q&A, Discussion, and Socializing



Creative Searches Summary

- Publicize
- Internal Sources
- External Sources

Be sure to professionalize your board search with a Board Solicitation Packet.

Engaging Orientations Summary

- Make it an annual habit same time & place
- · Combine new and ongoing board members
- Look for ways to mix new and continuing board members
- Continue orientation throughout the year

Additional Resources

- Best Practice Booklets
 - www.BoardsThatExcel.com/the-market/
 - 10 other booklets (planning, boards, committees)
- Articles about boards and organizations
 - www.ezinearticles.com
 - Search for "Alyson Ball"
- Teleconsulting with Alyson
 - www.BoardsThatExcel.com/ask-alyson/

