Board Development
How to woo and win a great board member

The Scope of the Position
- Roles and Expectations
- Time Commitment
- Board Giving Policy
- Conflict of Interest Policy
- Whistle Blower Policy
- Grievance Policy and Procedure

Board Development Process
- Identifying potential candidates is everyone's job
- Skills assessment of sitting board
- Identify the skills missing from the board
- Identify the skills necessary to meet the organization's strategic initiatives
- Develop your board talking points to use with potential candidates

Board Big Picture Issues
- Responsible for ensuring the necessary skills are identified to properly perpetuate the board
- Responsible for finding great people
- Responsible for maintaining the integrity of the process: confidentiality, diversity, respect & dignity

Board Development Process
- Subtle (or formal) background checks
- Formalize slate for presentation to the board
- Court your most desired candidates
  - Wine and Dine, make it special
  - Include the candidate's S.O. in the process
  - Formal presentation with Q & A
  - Provide complete transparency about the org
  - Make the ask and give them 48 hrs to think about it if necessary
  - Formal call in 48 hrs to get the response
You Get A “No.”
- Go for a commitment for future service
- Ask for service at a lesser commitment level
- Maintain the relationship

Continued Board Development
- Education: Identify board educational needs and provide resources to enhance skills.
- Bring in guest speakers
- Provide info on local board seminars
- Encourage attendance at Leadership Conference and other workshops
- Survey board members to assess their board education needs

You Get A “Yes.”
- Formalize the acceptance with a formal letter
- Immediately provide access to necessary information like board roster, email account, add to distribution lists, etc...
- Provide a formal board orientation and provide a “board notebook” with necessary info to begin work

Continued Board Development
- Evaluation: Healthy Boards Evaluate Oftent
  - Organizational Programs
  - Strategic Plan Progress
  - Fund Development Plan
  - Legal Compliance
  - Ethical Performance
  - Individual Performance
  - Board’s Annual Work

Board Orientation Book
- Bylaws
- Budget
- Board Roster
- Chorus Roster
- Proof of Directors Insurance
- Copy of board minutes
- Organizational History and Elevator Speech
- Anything helpful to a new board member

Protect Organization Integrity
- Healthy boards are not afraid to make difficult decisions regarding board member behavior.
- Board Meeting Attendance
- Committee Work
- Financial Commitment
- Toxic Behavior
- Unprofessional Behavior
- Unethical Actions
Before A Crisis...
- Write a Board Legacy Statement
- Frank conversation about how noncompliance issues will be addressed, come to a consensus
- Engage in meaningful self evaluation process
- Leadership publicly recognizes accomplishments
- Formal annual board evaluation

And Most Importantly...
Write Board Development Policies and Procedures and then do what you say you will do!