



Recruit the Board Your Organization Needs

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CompassPoint
NONPROFIT SERVICES





Meet at least two other people...

- Name, organization
- 1 role you serve for your board
- 1 or 2 things that are recruitment priorities for your board.

Who do you know?

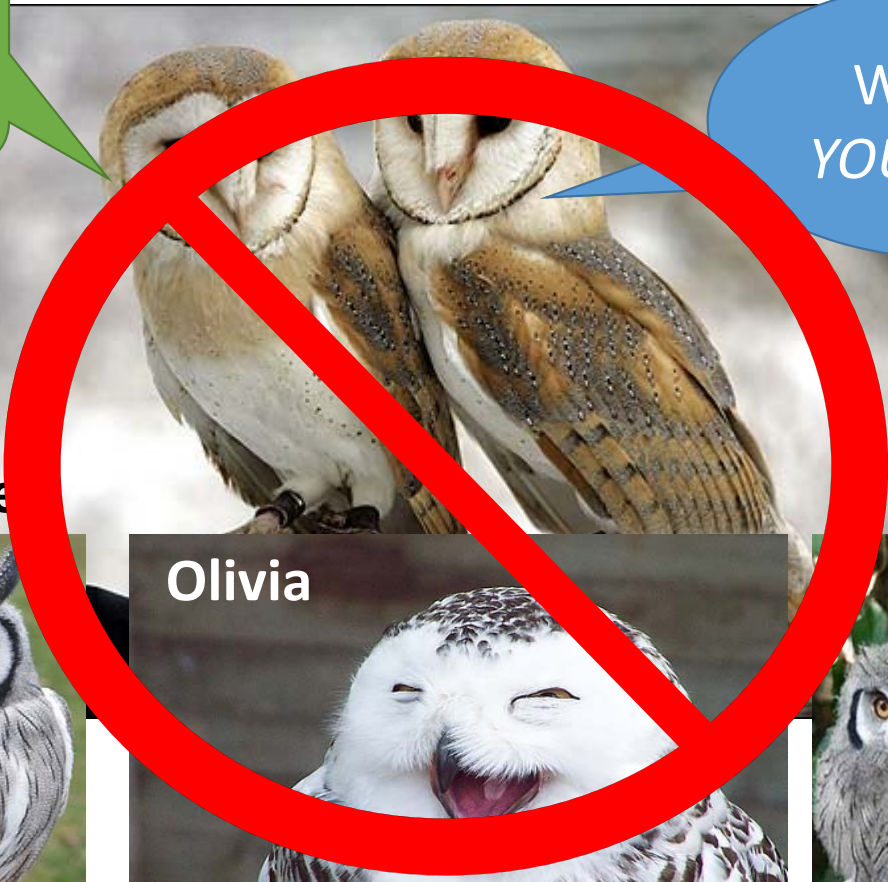
Who do YOU know?

Oscar

Odette

Owlettes

Olivia



What do you need?

PLANET 501 © 2013 TALES FROM THE NONPROFIT GALAXY BY MIRIAM ENGELBERG

BOARD MEETING STYLES



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WWW.PLANET501C3.ORG

CompassPoint Governance & Support Framework

Governance



- Act as a body (whole board)
- Representing interests of community and the public
- Outside looking in
- Board has authority

Legally Mandated

GOVERNANCE	MANAGEMENT SUPPORT
Purpose: The board acts to <i>govern</i> the organization	Purpose: The board acts to provide <i>management support</i> to the organization
Process for action: The board acts as a <i>collective</i> body	Process for action: Board members provide support to staff as <i>individual volunteers</i>
Type of Responsibility: Governance fulfills a legal responsibility to the community therefore is a mandated function.	Type of Responsibility: The level and type of support expected from individual board members is at the discretion of the CEO, not legally mandated, and dependant on specific organizational needs.
Role: Exercise duties of care, loyalty and obedience	Role: At the CEO's invitation, provide expertise, thought-partnership, access to resources, ambassadorship
Example Activities <ul style="list-style-type: none"> • Hire, evaluate, terminate (as appropriate) CEO • Monitor finances, approve budget, ensure financial and programmatic sustainability • Board development, management and governance effectiveness • Manage the audit 	Example Activities <ul style="list-style-type: none"> • Fundraising activities • Speaking engagements • Attending events • Consultation/advising staff on technical issues • Participate on organizational committees

Support



- Act as individual volunteers
- Representing interests of organization to the public
- Inside looking out
- CEO/staff have authority

Value Add

Governance: Collective Group



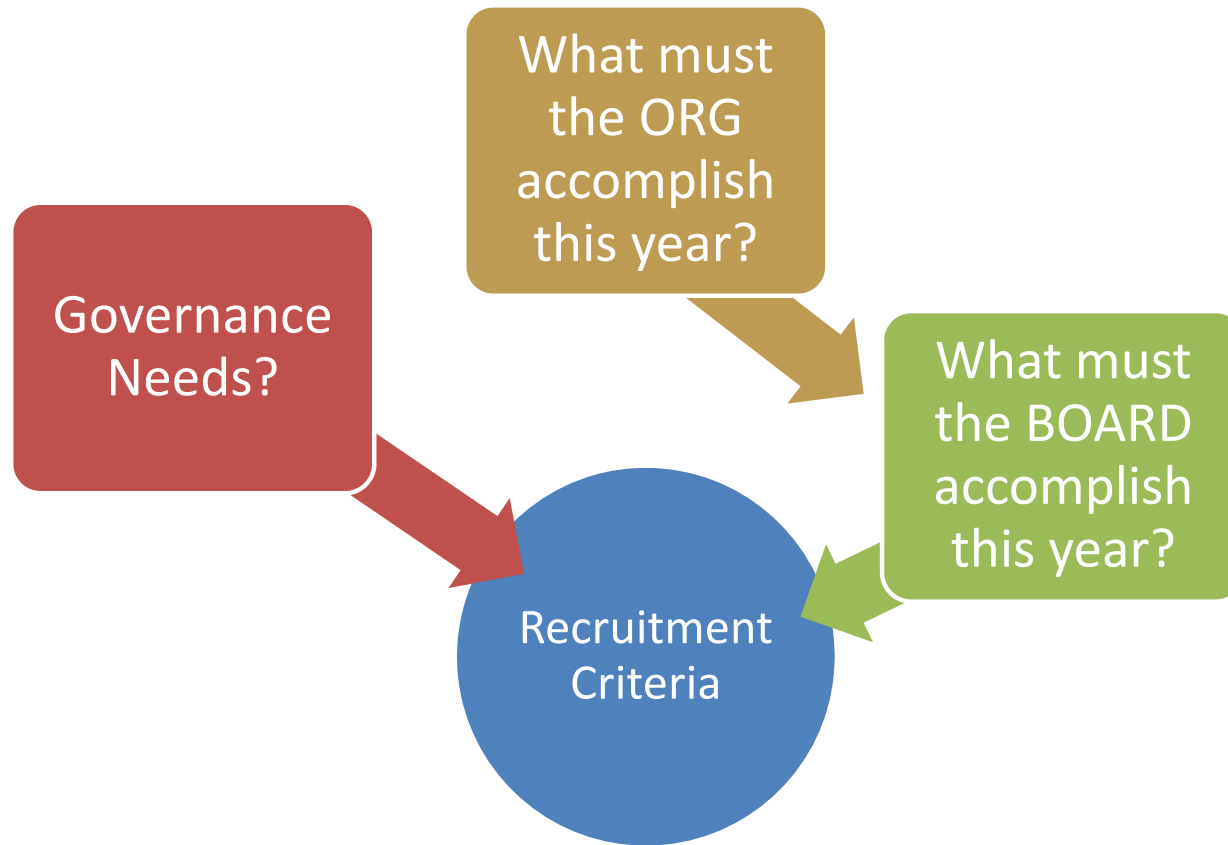
Everyone has to participate

Management Support: Individual Members



Some members volunteer
for tasks, projects,
Each to their own strengths,
interests and organizations
needs.

Needs Assessment



Adapted from Critical Path Recruitment, Jan Masaoka, Blue Avocado

EXAMPLE





PUTTING A TEAM TOGETHER (ED Perspective)

Would you ever hire 11 people and then say to them

“Now find something useful to do... and organize yourselves to do it!”





JOINING A TEAM (Board's Perspective)

Would you ever take a job when you didn't know what you were supposed to do...?

Or how to do it?



PROCESS RECAP



1.

Name Priorities



2.

Establish objectives (workplan) for the board



3.

Name recruitment priorities based on needs



4.

Approach people with concrete roles and which they can start on right away

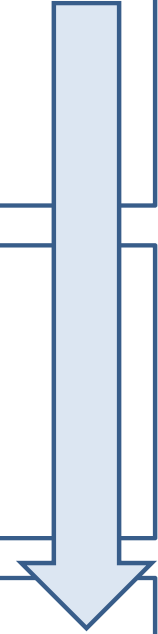


Your turn!

GOVERNANCE
PRIORITIES

ORGANIZATION
PRIORITIES

BOARD
PRIORITIES



RECRUITMENT PROCESS AND TOOLS



1. Name a lead person or form a task force to coordinate and ensure follow-up and momentum
2. Use a list or matrix to track on priorities and candidates in pipeline
3. Overview of process to clarify who does what
4. “About us” Frequently Asked Questions
5. Board application
6. Onboarding plan



HOW DO ANY OF THESE DIMENSIONS INCREASE A GROUP'S EFFECTIVENESS?

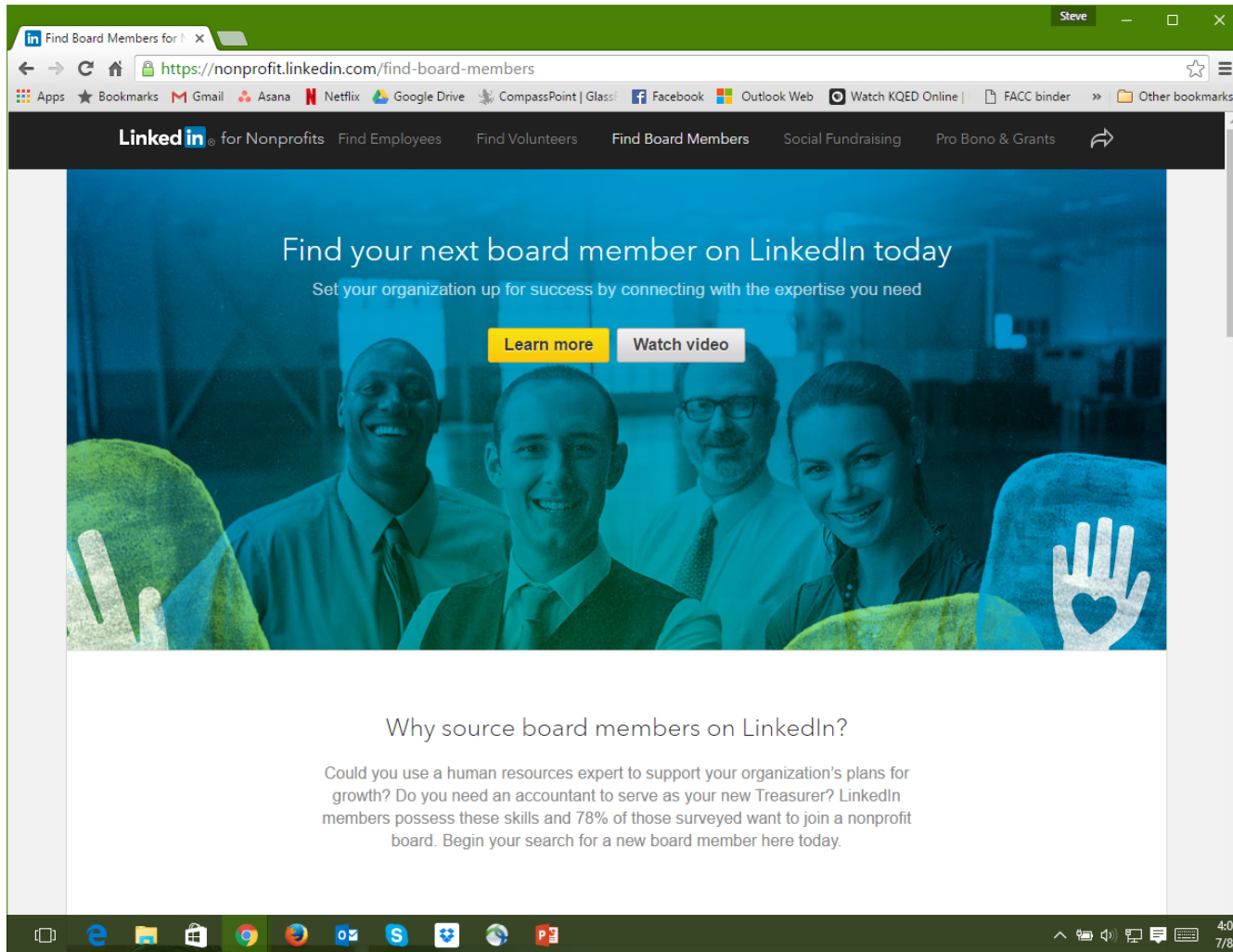
1. Different cultural backgrounds-race, ethnicity, class, gender
2. Age/generational
3. Clients/constituents/members

Recruit for needs, not “representation” to avoid tokenizing.



How are you currently getting candidates?





How?

Search the Linked In database for free. Filters for interest in serving on board, professional expertise. Other search features are premium.

Post your groups board job description for \$50 a month

WHERE TO FIND CANDIDATES



1. “Blue Ribbon” pipeline & nominating (see handout)
2. Volunteer sites/board fairs
3. Your newsletter, website, lobby
4. LinkedIn; other social media
5. Your clients and constituents
6. Your staff
7. Community groups
8. Ask your funders for ideas

Check out online!

Linkedinforgood.linkedin.com
boardnetusa.org
volunteermatch.org
bridgestar.org







HELLO

I AM...

ACCOUNTABLE



1. The board chair should see that it gets done
2. But if the board chair isn't doing that?
3. It's the executive director's responsibility to take any weak part of the organization and act to make it work.

Someone Leads... many people can participate

Everyone &
“cultivates”
& ratifies

Board lead
& ED hold
process





Thank you!
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