

Getting and Keeping Great New Board Members

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Agenda:

- Introduction
- The Board Building Cycle (BoardSource)
- The Grinspoon Model
- Tricks and Tools
- Demonstration
- Q&A

Find all of our GIJP tools at: _____

What do you hope to learn here?



Common Concerns:

- “Board is weak and needs new blood”
- “We need more diversity of perspectives on the Board”
- “Board lacks major donors or anyone with connections to open doors to donors”
- “Same people in leadership roles for a very long time”

Temptation: Find the *right* Board members and problem solved!

The Nominating Committee's perspective

- Who are the right Board members for us?
- Where do I find them?
- When do I ask them?
- How do I train them?
- What will they do on the Board?

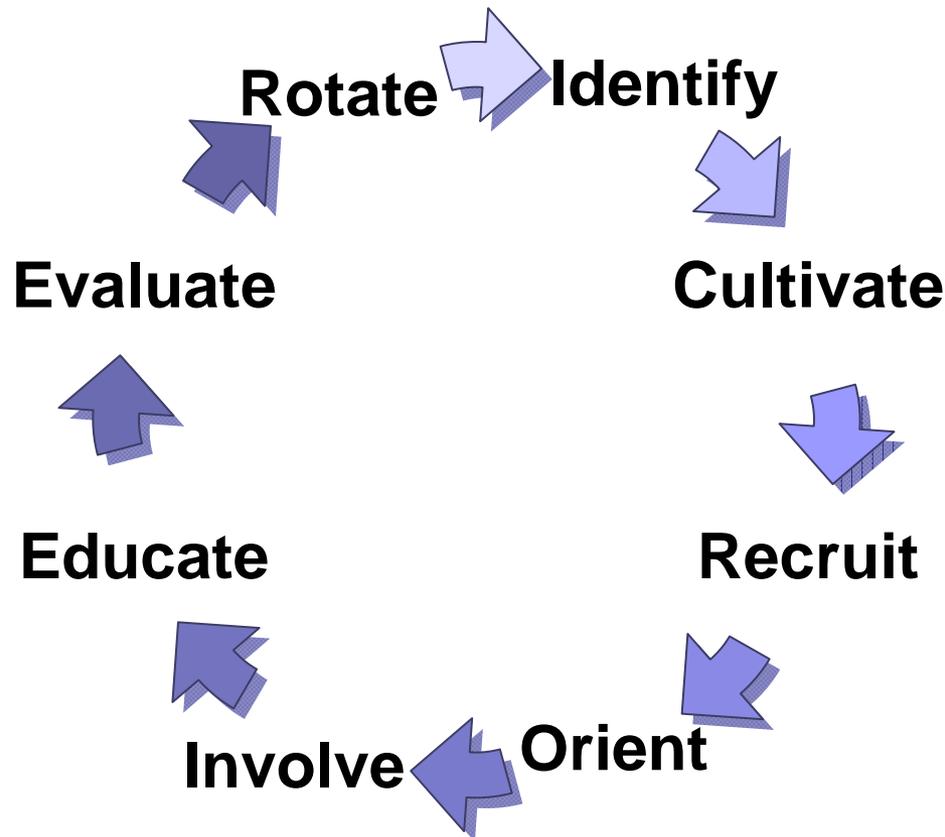
Temptation: Find the *right* Board members and problem solved!

- Who is the right Board member?
 - Board Profile Worksheet
- Where do I find them?
 - Prospective Board Member Information Sheet
- When do I ask them?
 - Identify/Cultivate/Recruitment Plan Sheet
- How do I train them?
 - Board Orientation and Member Agreement
- What will they do on the Board?
 - Board Committee Structure (Involve, Educate, Evaluate)



The Board Building Cycle

The Board Building Cycle



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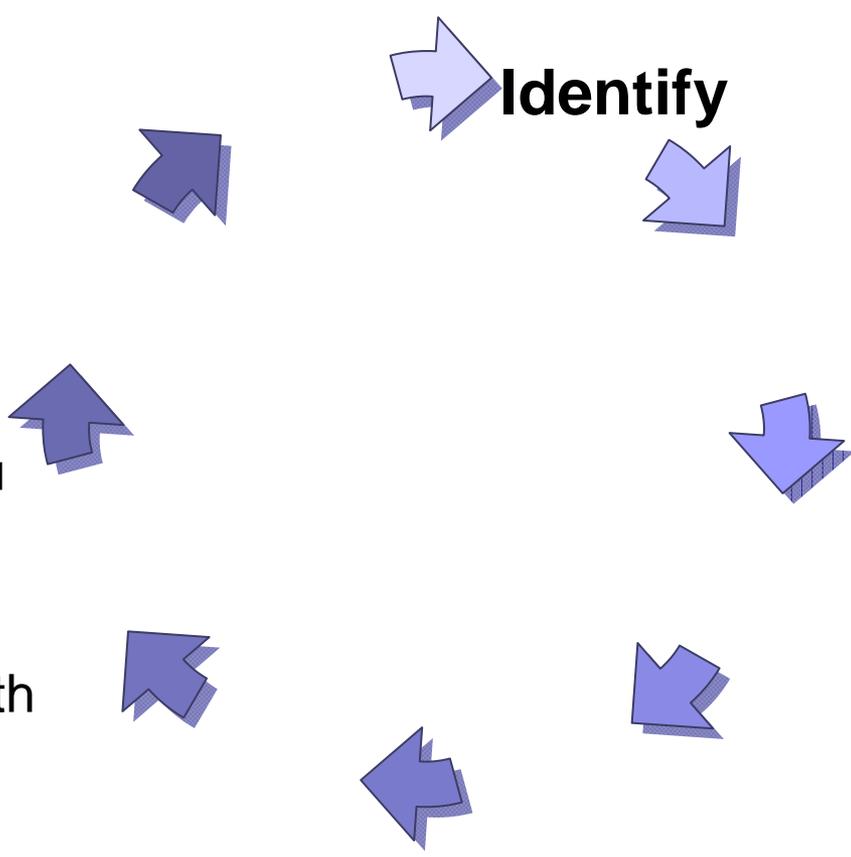
Step 1: Identify

Identify the needs of
the Board:

Skills, knowledge,
perspectives,
connections,
resources.

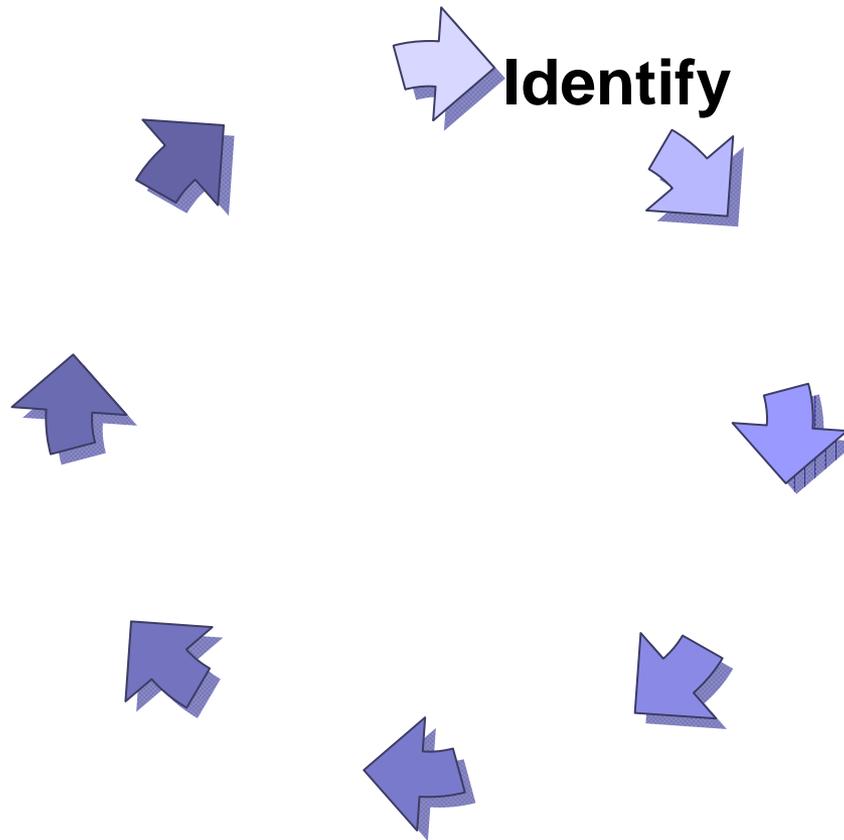
What do you have
now? What are you
missing?

Identify sources of
Board members with
the desired
characteristics.



Identify

Step 1: Identify



Identify

Tool: Board
Profile Sheet

Example:
Need
Marketing and
PR skills

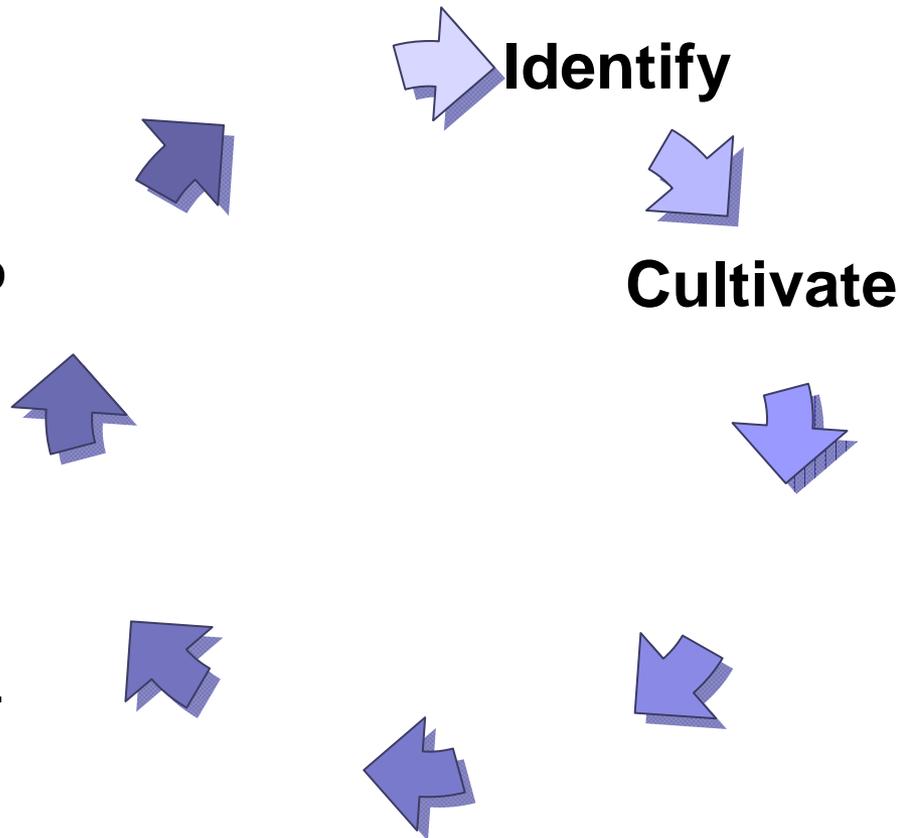
Step 2: Cultivate

Cultivate potential
Board members.

Ask current board
members, senior
staff, and
supporters/Alumni to
suggest potential
candidates.

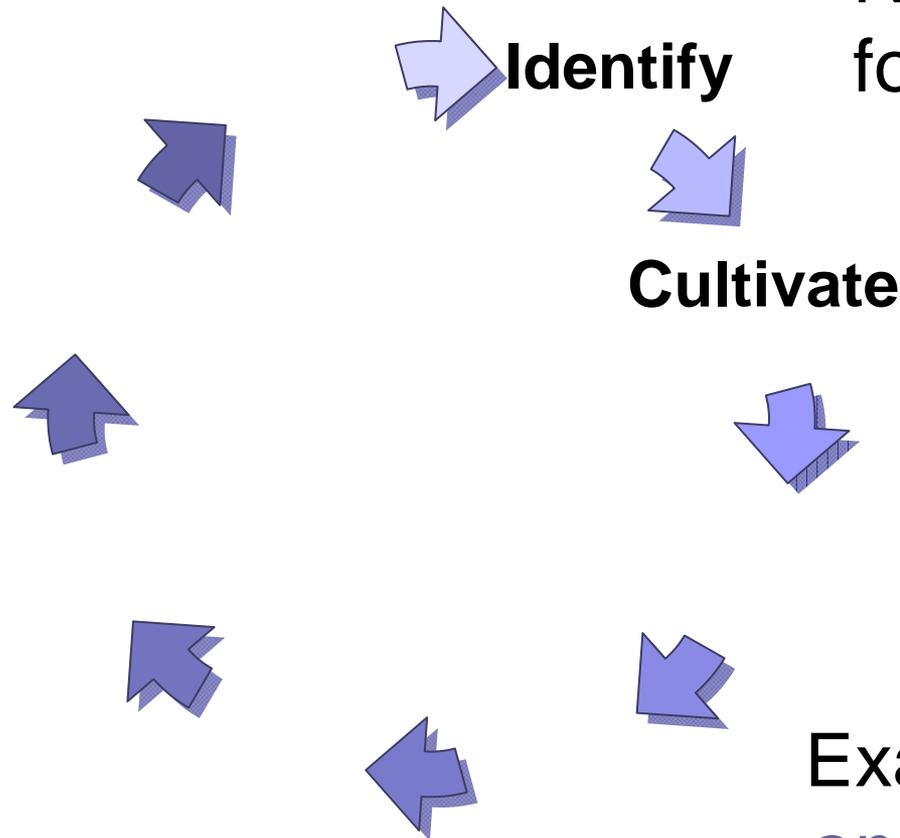
Find ways to invite
them to Camp, and
keep them informed
about your progress.

Seek ways to
involve.



Step 2: Cultivate

Tool:
Nominating
form



Example:
annual meeting

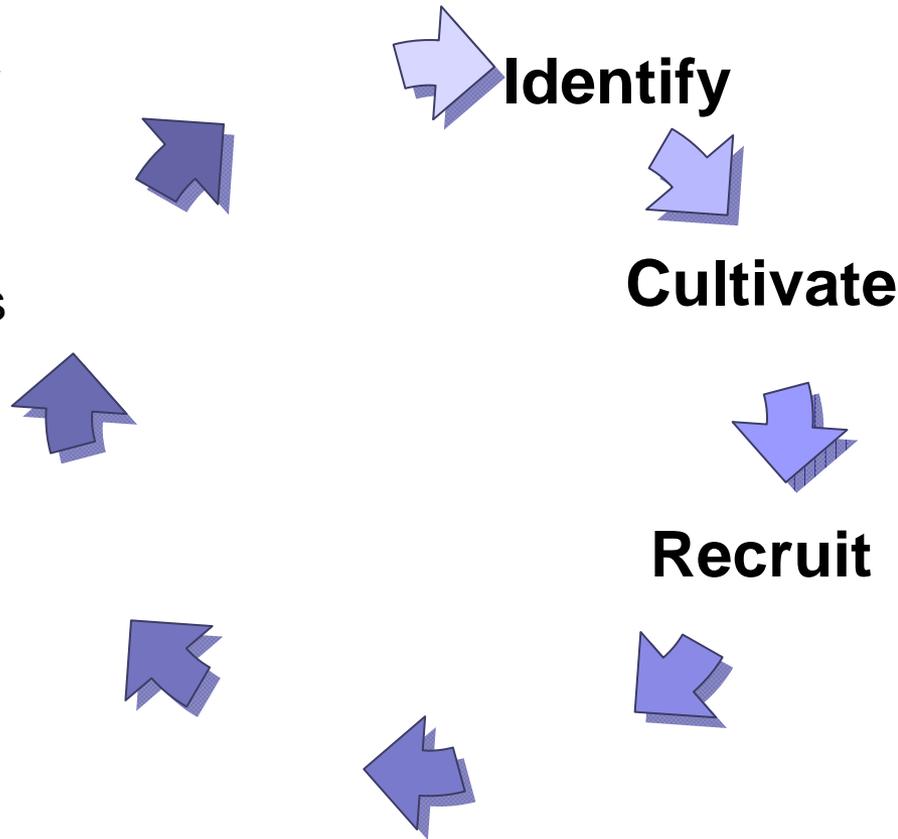
Step 3: Recruit

Recruit prospects.

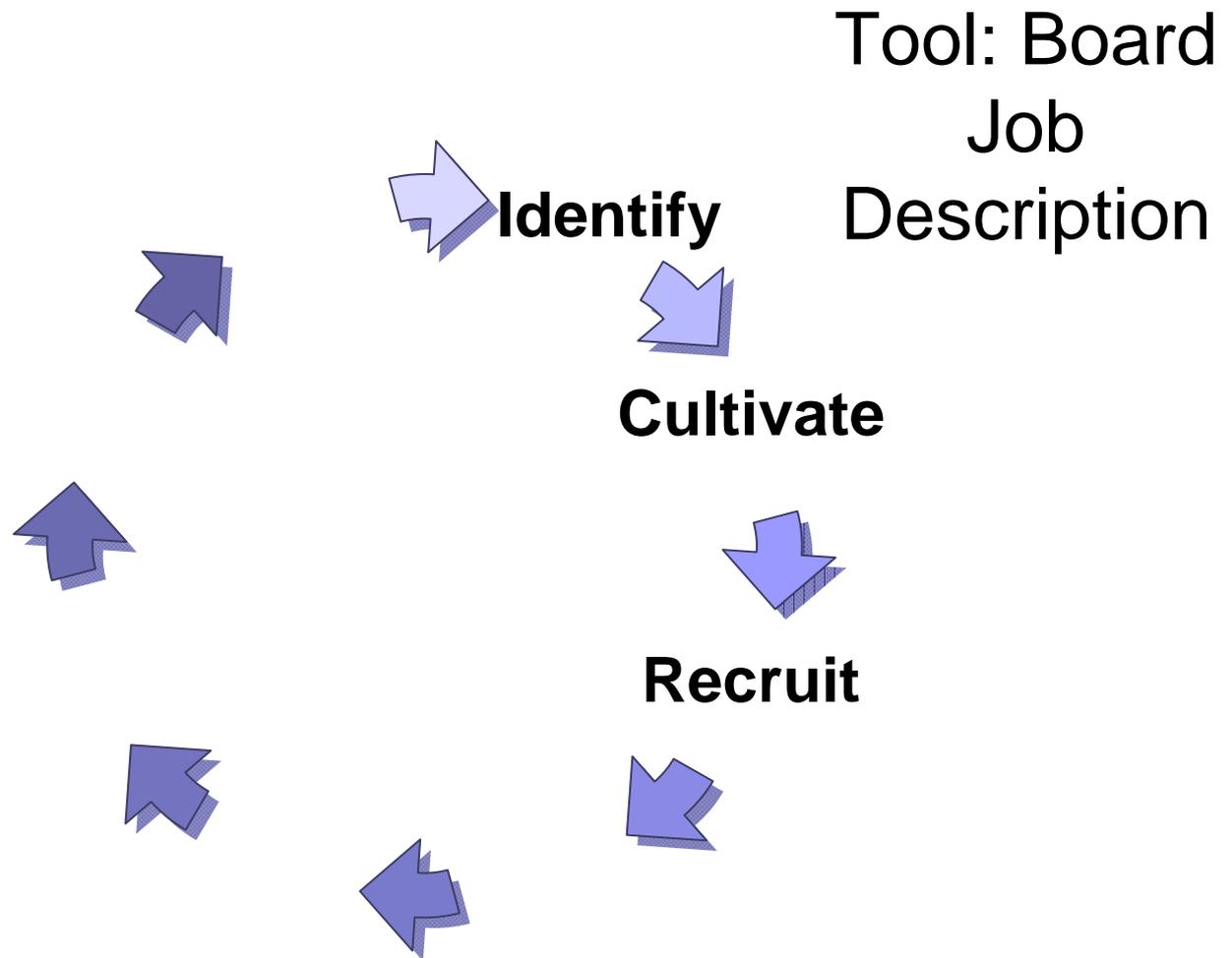
Describe why a prospective member is wanted and needed.

Explain expectations and responsibilities of Board members, and don't minimize requirements.

Invite questions, elicit their interests, and find out more about if they are prepared to serve.



Step 3: Recruit

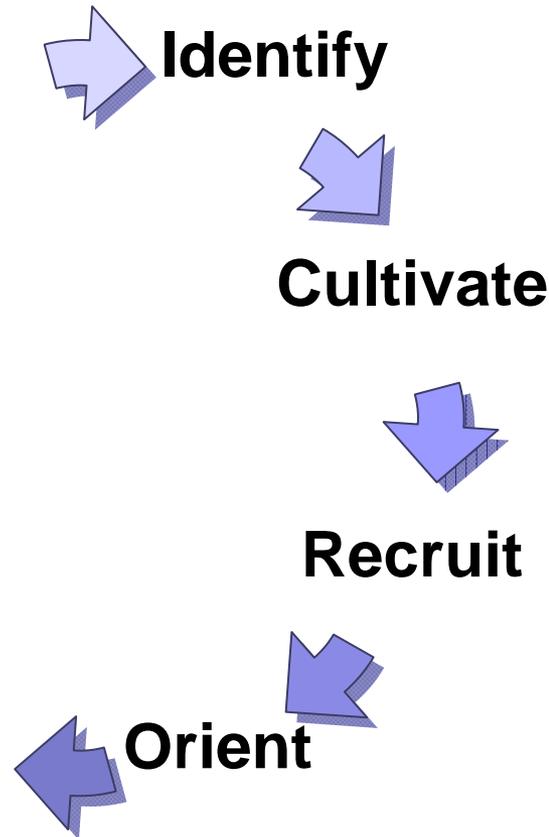


Step 4: Orient

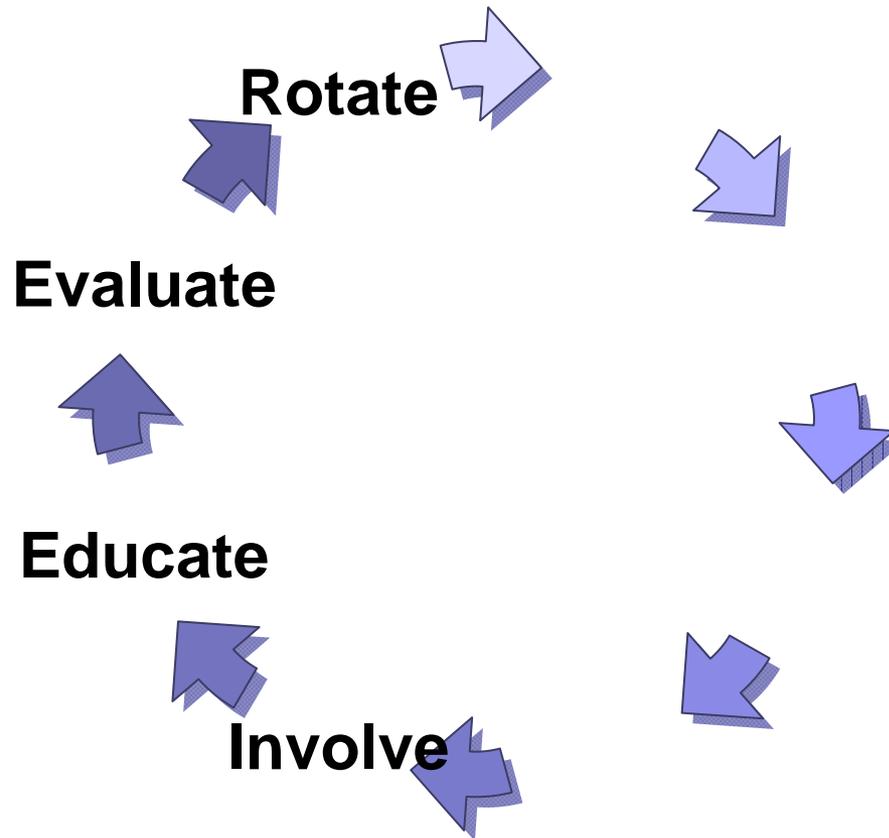
Orient new Board members both to the organization and to the Board.

- History, programs, pressing issues, finances, bylaws, and org chart

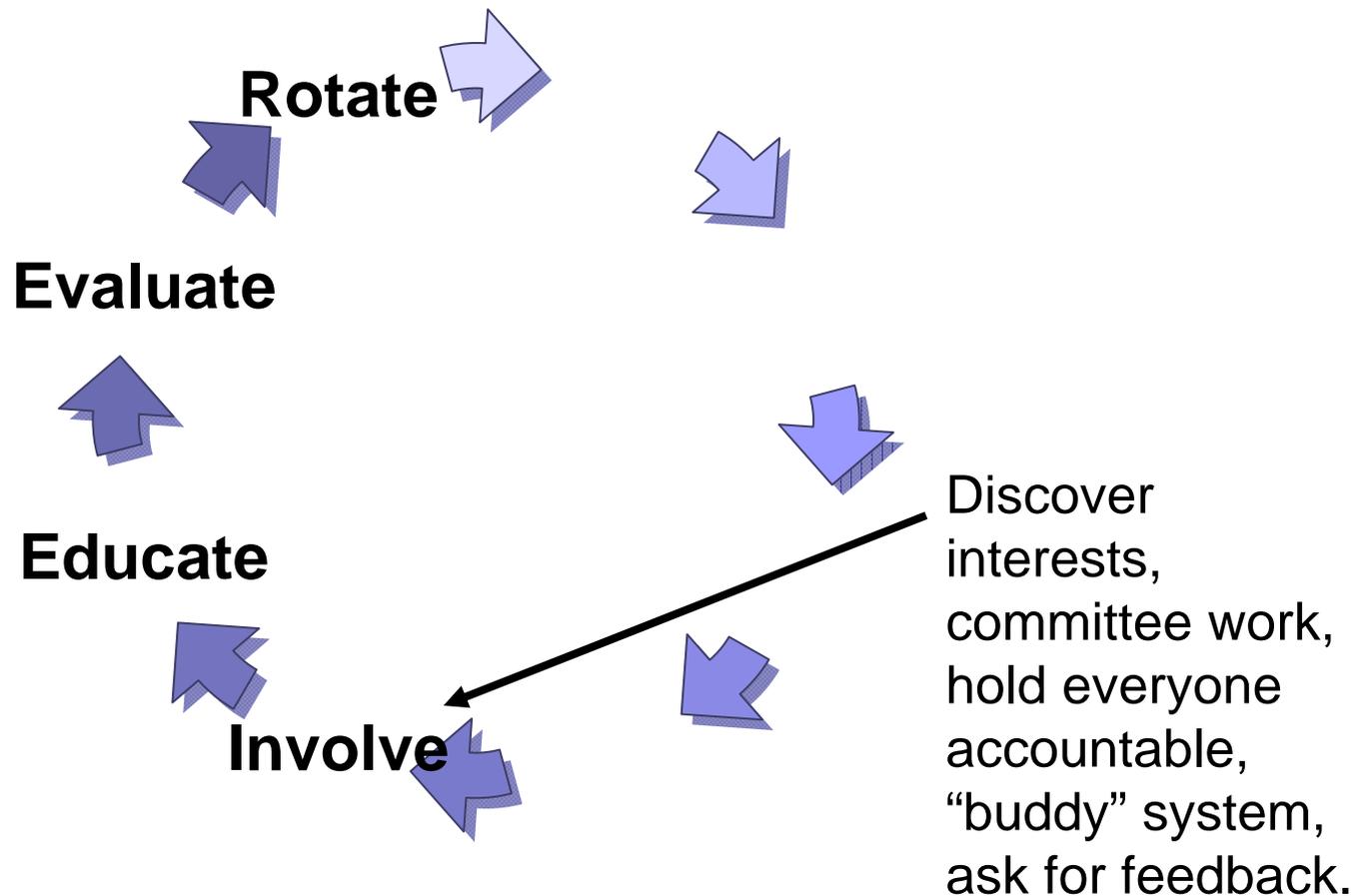
- Committees, Board member responsibilities, list of Board members and bios, key staff



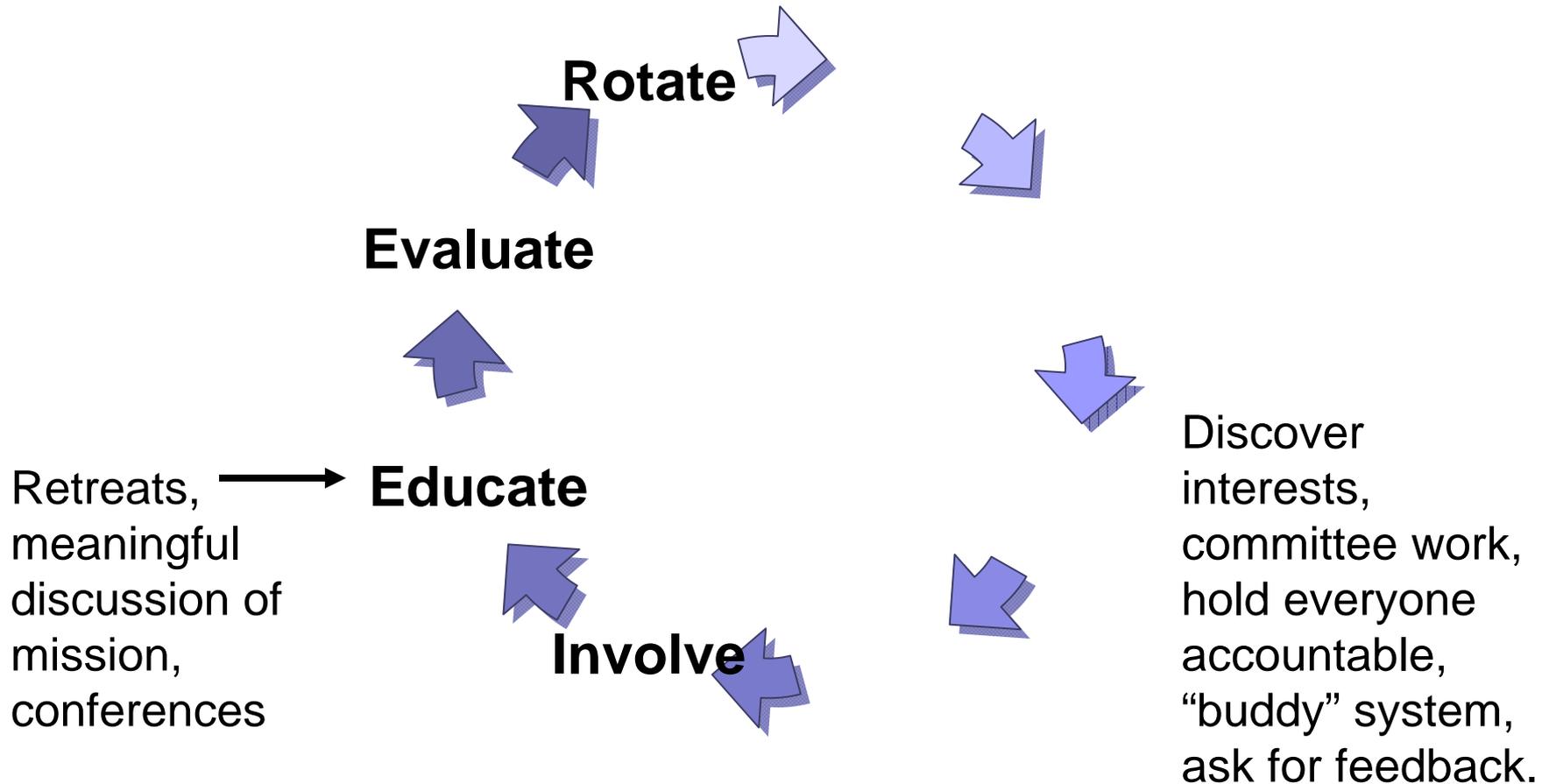
Steps 5, 6, 7, 8



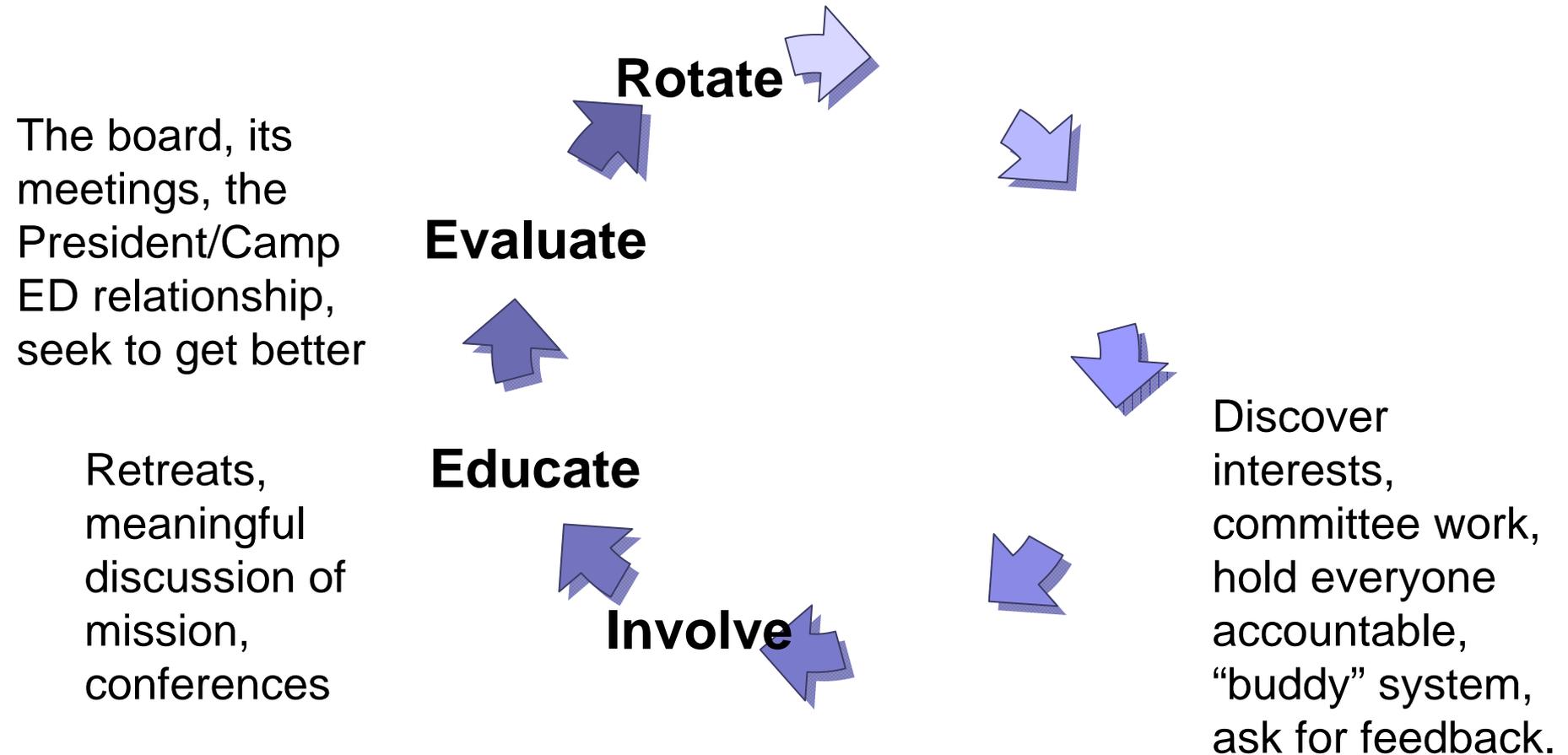
Steps 5: Involve



Steps 6: Educate



Steps 7: Evaluate

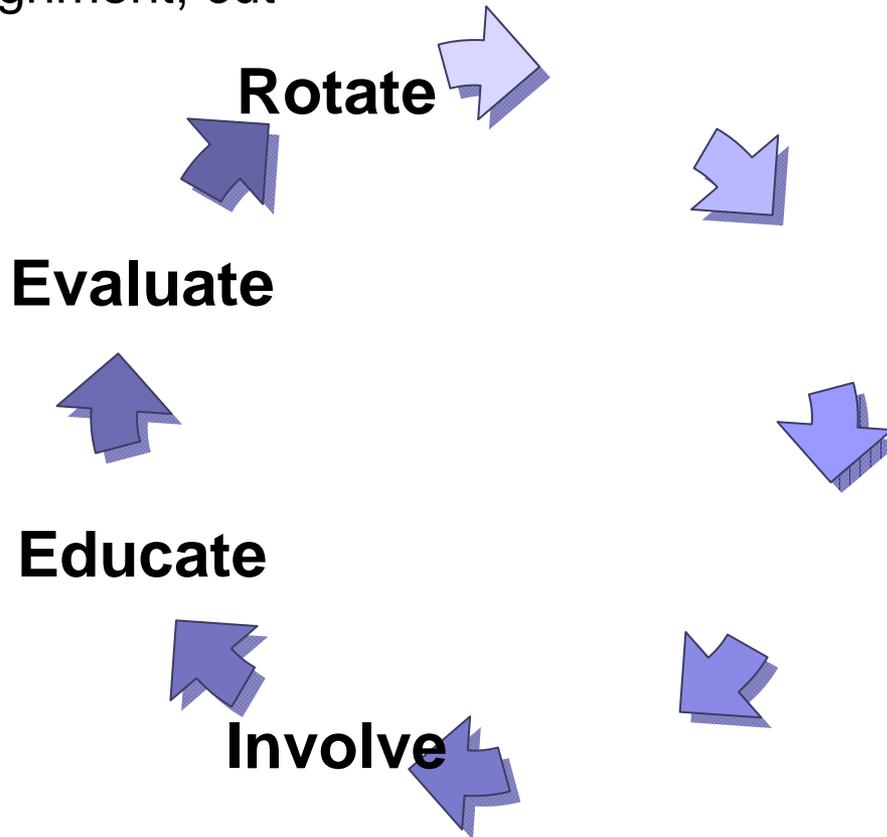


Steps 8: Rotate

Term limits, develop new leadership, reassignment, cut dead wood

The board, its meetings, the President/Camp ED relationship, seek to get better

Retreats, meaningful discussion of mission, conferences



Discover interests, committee work, hold everyone accountable, “buddy” system, ask for feedback.

Disclaimer:

Getting and keeping great new board members goes beyond recruitment -

Nominating new board members is just one step in the larger strategy to strengthen the Board overall.

Why?

- Successful, committed, smart, engaged volunteers want to serve on Boards that are high functioning, engaged, smart, and successful. *Or are actively working to become high functioning . . .*
- To recruit and retain the best Board members, you also need to nurture and nourish the Board as a whole

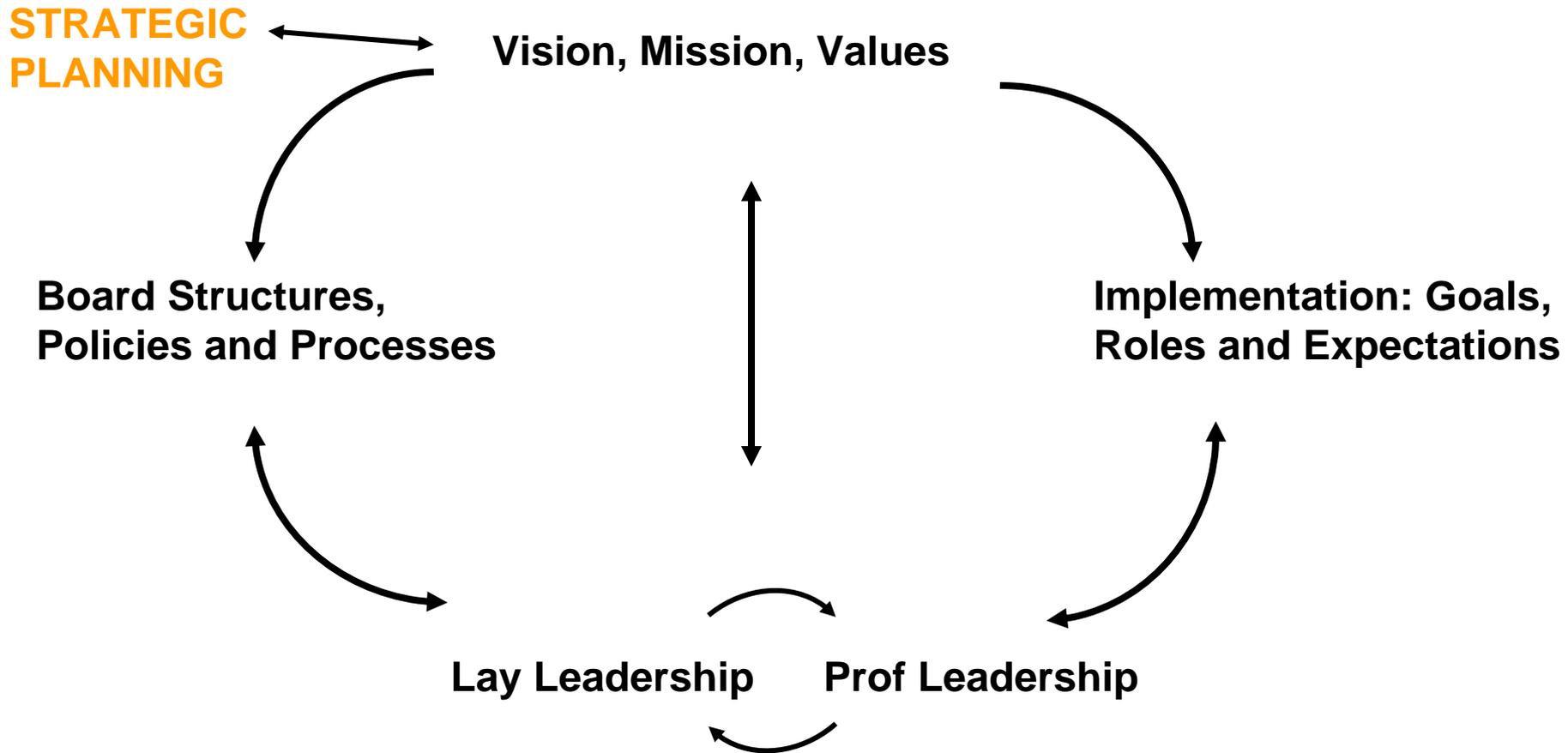
How?

1. Expand the vision of your nominating committee (if you have one) to become a “Governance Committee” or “Board Development Committee”
2. Work in partnership with Board Leadership to set ambitious, vision-driven goals for the Board.
3. Assess the Board’s strengths and weaknesses
4. Work year round as a committee

What is a *Governance Committee*?

- Responsible for the “on-going review and recommendations to enhance the quality and future viability of the Board of Directors” in 5 major areas:
 - Board Roles and Responsibilities
 - Board Composition
 - Board Knowledge and Learning
 - Board Effectiveness
 - Board Leadership

Leadership and Governance



Leadership and Governance

STRATEGIC PLANNING

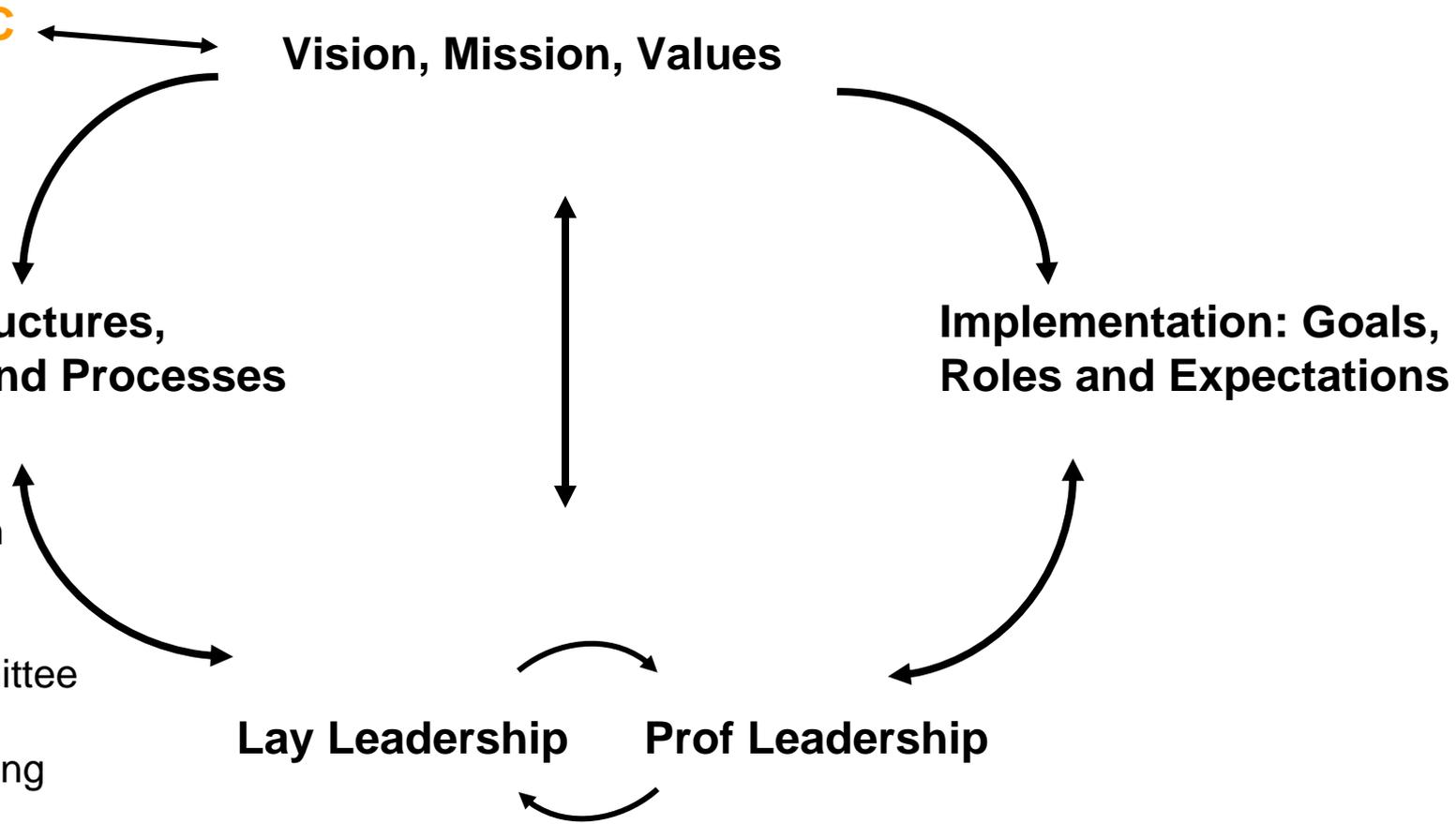
Vision, Mission, Values

**Board Structures,
Policies and Processes**

**Implementation: Goals,
Roles and Expectations**

Lay Leadership Prof Leadership

- Board structure
- Types of decision making
- Governance or Nominating committee
- By Laws
- Norms for engaging with each other
- Technologies for connecting
- Frequency of meeting
- Board self-assessment



Leadership and Governance

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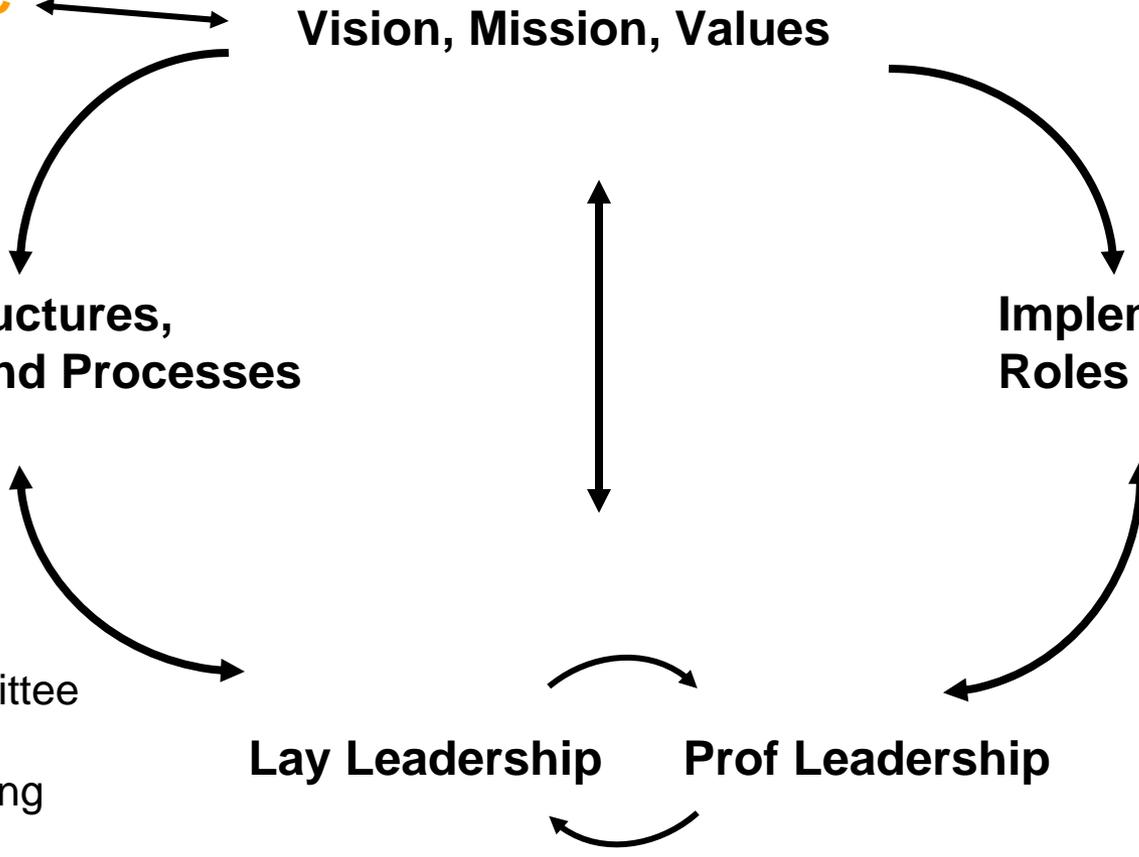
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- Clear Board expectations
- Clarity of deliverables, accountabilities and timelines



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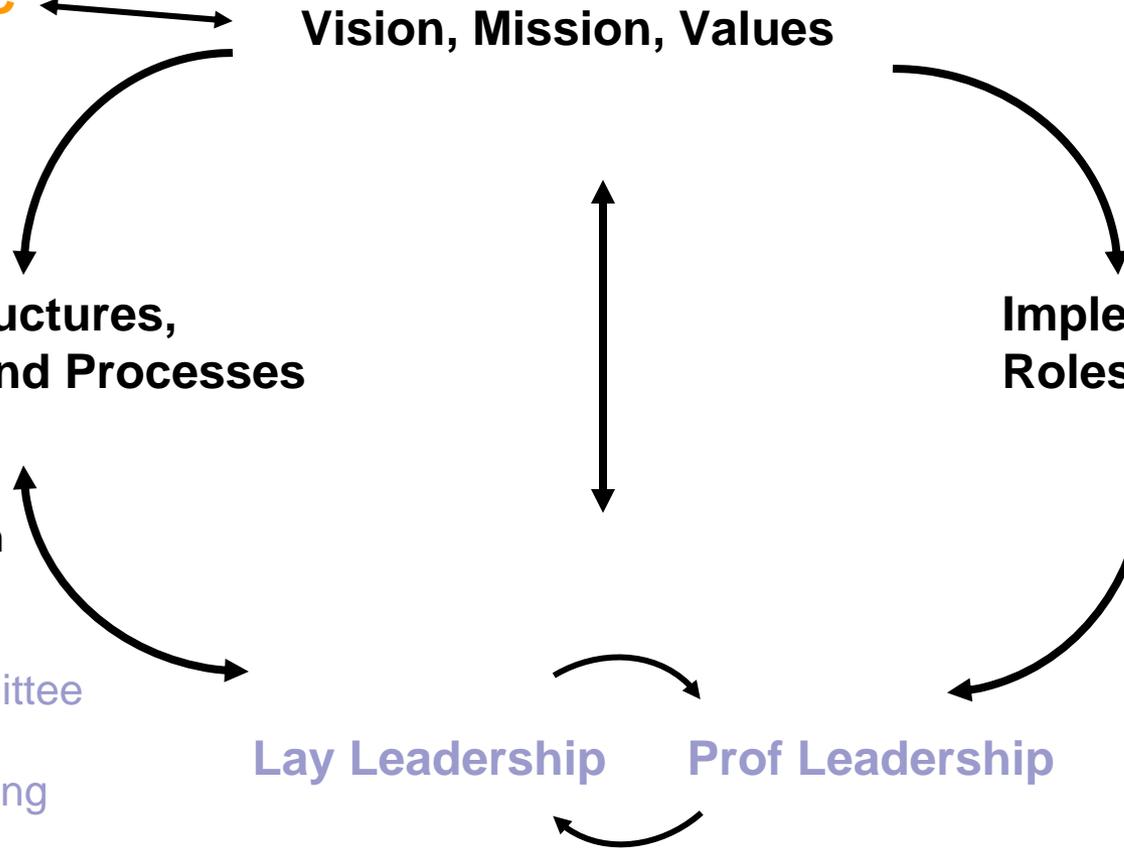
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Prof Leadership

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Tricks: finding new Board Members

- Recruit from parent body, seek professional skills.
- Cold call if you need to get started. People are happy to be asked and involved.
- Place non-Board members on Board Committees

Tricks: finding new Board Members

- Look among other Jewish Boards
- Synagogues
- Alumni (!)
- Donors
- Past Assistant Directors or Staff
- Reach out to Graduate Schools, such as Marketing and Communications, Business Schools, etc

Tricks: finding new Board Members

- Practice an “Elevator Speech”
- Honesty is the best policy. Do not sugar coat or minimize expectations.
- Raise the bar and raise the quality of contribution
- It takes only one yes: No, No, No, No, Yes
- Be picky: Reject some who are interested in Board service.

Tools: Materials to share with prospective Board members

- Annual Reports
- Newsletter/Brochures/Camp CD/registrations information/Web site information
- Schedule of Board meetings
- Roles and Responsibilities of Board Member (Member Agreement)
- Current Strategic Plan (if any)
- Committee job descriptions.

Tools on the thumb drive

- Board Profile Worksheet
- Prospective Board Member Information Sheet
- Identify/Cultivate/Recruitment Plan Sheet
- Board Member Agreement
- Board Meeting Evaluations

If Time: Quick Demonstration

