

BOARD ENGAGEMENT



STRONG BOARD RECRUITMENT = STRONG BOARD ENGAGEMENT

BOARD RECRUITMENT

This process will make it both easier to handle engagement concerns as they arise as well as reducing the risk of having them.

1. Start Early, know what you need by using a board matrix
2. Solid process in place: application/interview, share expectations asap, follow up, review it all at the orientation, sign agreement
3. Rural areas may consider virtual options - board members can be from anywhere!
4. Sometimes 'less is more' - At the least, make sure they are aligned with values

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These suggestions are not 'one size fits all', but may be 'all sizes fit one'. Some take time, but are worth the ROI for the strength of the nonprofit in the long run.

1. Assign to a committee
2. Find 'the one'
3. Individual clear communication - have a conversation and find out why.
4. Annual retreat (even if short can be a good reminder)
5. Create a board portal for increased efficiency of information sharing
6. Story telling - Tell them how they are making a difference

THOUGHTS...

What works for you may be a combination of only some or all of these and not 'one size fits all', so pick what works for your agency, but there is not typically ONE great answer. If one does not work, go on to the next.

All this can take time, but your ROI on creating a strong board and embedding these practices into your nonprofit will greatly increase your chance of longterm success.

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