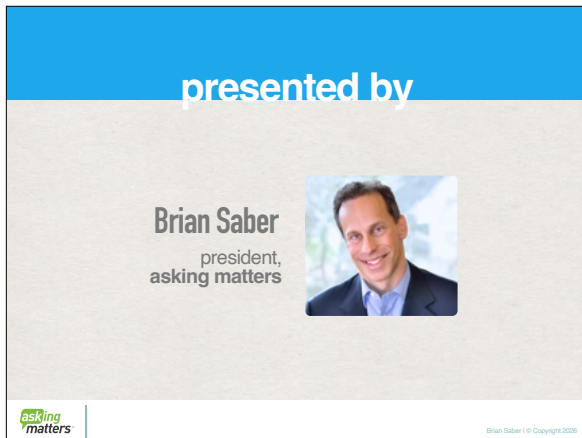








agenda

- Recruitment to orientation
- Story development
- Mission moments
- Strategic responsibility
- Accountability

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Recruitment to orientation

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recruitment



We want YOU!

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recruitment

criteria for recruitment

- thought leadership skills
- access to resources
- willingness to engage in fundraising
- ability to work as part of a team
- representation of different viewpoints
- passion for the mission

recruitment

access to resources

- significant personal gift
- in-kind products
- in-kind services
- experts
- volunteers

recruitment

resource development

- work with staff to create a resource development plan to be adopted by the board
- provide oversight for the implementation of the resource development strategy
- lead and manage board solicitation process
- work to engage the entire board in resource development

orientation

orientation

- staff/program orientation
- review of board manual
- meeting with chair for committee assignment
- board mentor connection
- check-in plan

Story development



mission moments



mission moments

the value proposition for board service is counterintuitive

- attend 4 or more board meetings (generally in the evening when you might rather be relaxing). The meetings may or may not be interesting.
- work on a committee that may also be meeting in the evening or by conference call when you are working.
- pay for the privilege.
- as a bonus, you get to fundraise.

mission moments

the rewards that motivate board service

- deep personal concern for the achievement of the mission; for the change that the organization can make in the world
- the experience of being part of an effective and supportive group
- the personal satisfaction of having an impact on the direction and viability of the organization

mission moments

strengthening mission connection for individual board members

establish an expectation that board members will visit programs a certain number of times each year
require board members to report at a board meeting what they learned on their visits

mission moments

strengthening mission connection at board meetings

bring mission stories into the boardroom from
staff and clients
discuss how to use these stories in fundraising

Strategic responsibility

strategic responsibility

create a
culture that
encourages
the full
engagement
of all board
members

strategic responsibility

goals that are clear, impactful, and agreed to



strategic responsibility

impact questions

- what is our scenario for long-range sustainability?
- how are we informing and listening to our different constituencies?
- what is our plan for building staff leadership capacity?
- are we measuring the right outcomes for our programs?

strategic responsibility

	gap	enhancement	long-range
needed to run	\$1,250,000	\$1,250,000	\$1,250,000
+ desired to enhance		\$150,000	
+ desired to fulfill			\$750,000
confirmed revenue	\$1,150,000	\$1,150,000	\$1,150,000
gap to be raised	\$100,000	\$250,000	\$850,000

questions?



asking matters

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takeaways
next steps

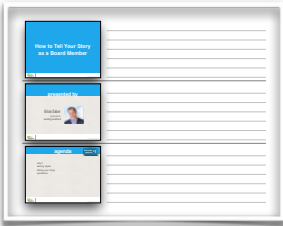


asking matters

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next steps

- you'll get a link to the recording, as well as a PDF of the slides and the handouts (with next month's newsletter)
- the recording will be in MP4 (video) and MP3 (audio) formats



asking matters

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