

Finding the **best board members** for your organization involve the following steps:

**Identification of potential board members for present and future:**

Be on the lookout at all times for new prospective board members. You cannot expect to find the best individual or individuals if you are rushing at the end of the year to select who you would like to ask to serve on your board. Also, do some preplanning, and talk to the individual ahead of time to make sure what your organization does is of some interest or passion of the prospective board member. A good tip is to also look in your newspaper for the people who are in the news and successful in their profession.

**Categories: Segments (age, ethnicity, gender, professions, etc.)**

When thinking of finding new board members do not seek to appoint people who are only like yourself! Think of the following traits when narrowing down your selection of who you want to ask to serve on your board. Skills Qualities Resources  
Influence Access

**Invitation to serve on Board**

It helps if you first talk to someone informally, maybe over lunch, about serving on your nonprofit board. If the person shows interest the formal invitation usually is made by a member of the board's nomination committee or board president.

**\*\*Note** that if a person is too busy but you really need them to help your organization it is good not to pressure someone to join the board; rather, ask if it would be okay to only to bring them in on short term projects to help as an advisor to the board.

**Introduction**

Once someone agrees to be on the board the job is not complete until that person is fully versed and understands all aspects of what the organization does and sometimes does not do.

Below is a helpful list of things that should be included in a board welcome packet:

History of organization in concise, interesting way  
Mission/purpose  
Philosophy  
Methodology (the way the organization does its work)  
Programs  
Services  
Management Structure  
Staff and Volunteer Roles

It is important in this overview process that the new board member fully understand the current and possible future challenges that face the organization. Also, it is very important to understand where the organization is NOW in its development in relationships both internal and external.

**Information (State of the Organization: present and changing)**

"Your organization is like a tree; it is either dying or growing!" Only the board can determine the outcome! One key to having a successful organization is in looking at its committee structure.

Most nonprofits have the following committees:

Executive Committee    Board Development/ Nominating Committee

Personnel Committee    Finance Committee

Fund Raising (All board members are responsible for raising funds, not just a select few!)

Programs Committee    Facilities Committee

Communication & Marketing Committee

For nonprofits one of the biggest failures is not having a committee to communicate both internal & external the basic who, what, when, where and why of your organization!

**Involvement (Individual and Collective Board ACTION is needed to meet the organization's needs, objectives, and goals.)** Everyone is a player on a successful nonprofit team. No one sits on the bench!

The following are just a few of the activities your board should be involved in:

Policy/Governance

Support (giving and acquisition)

Stewardship (of organization's assets)

Planning (in meaningful partnership with executive director)

Committee Service

Individual Efforts

**Inspiration**

Use the marketing perspective: What's in it for the Board Member?

What turns the Board member **"ON"**?

Interpret and associate the organization's mission, purpose and accomplishments with the Board Member's needs, dreams, desires, hopes, etc. This is the main responsibility of the executive director. While this is easier said than done in most if not all cases it is not impossible.