



Board Recruitment, Management, and Role

A Board of Directors is the body who oversees the long-term goals of the agency, fundraisers, and manages the executive director. Boards of Management or Boards of Trust are in place to create connections with local community members, fundraise, and assist as needed. Before sitting on a board, it is important you understand the overall role of the board.

Recruitment

Boards are typically made up of 3 or more people. Each board should have representation from all key industries in the community, one banker or CPA, a legal representative, and a representative from the target audience. The board should clearly reflect the ethnic makeup of your community, but especially your target audience. Members should be balanced by gender, and there should be a representative from each decade of life beginning with 20. In order to ensure your board is well balanced, create a board matrix which identifies all areas covered above, list each member, and check all boxes that member fills. The unchecked, or underrepresented roles will identify the needs of the board and assist with recruitment. Potential board members should be interviewed and audit a minimum of one meeting before being asked to join the board. If they accept, you must vote on their membership. The vote should occur when they are not present.

Management

Boards are difficult to manage. Smaller boards are easier to manage. Oftentimes, people think you need a large board to accomplish everything. Rather, committees should be created to accomplish each goal or project. In order to be in line with best practices, a board member must chair each committee, yet the remainder of the committee members can be volunteers. This method allows the work to be shared more equally, ensures best practices are followed, and engages community members. Management of the board should be shared by the executive director and board chair. Together, they are responsible for ensuring the board is well balanced and goals are being accomplished.

Role of Board

The role of board members is often misunderstood. Boards are responsible for setting long-term goals designed to achieve the vision and mission of the organization with input and guidance from the executive director. Boards are responsible for fundraising. Staff should never be responsible for fundraisers, their presence at the event is key, but staff should work the event. Boards are responsible for managing the executive director. Boards are not responsible for day-to-day operations, managing staff, or program design.