

Note: The Board Prospectus is a recruitment tool for new board members and a vehicle that insures potential and current board members alike are clear about expectations. It is intended that the document have a welcoming tone and be written from a marketing perspective.

Insert logo

Board Prospectus Sample Template

Introduction

- Who are you? Why do you exist? Scope of the problem your nonprofit is solving.
- A visionary, marketing-oriented comment about the impact your nonprofit has and will have.
- Summary statement: As a board member of <ABC Nonprofit> you will be <the problem they, as a board member, will be helping to solve>.

A Bit of History <history highlights>

Relevant background information. Young organizations can present the “founding story.”

Key Programs/Projects

Briefly describe your key programs. Be sure to emphasize impact, not just what they are. **Limit to 3. No jargon.** Fine if you have one program. The concern is listing eight programs and confusing the reader. If you have many programs, you may conclude the section with: “Our other program include:...”

I. Key Program 1

II. Key Program 2

III. Key Program 3

Leadership <Executive Director/CEO bio>

Mission, Vision and Core Values

Mission Statement:

Vision Statement:

Core Values:

Strategic Plan (if you have one): <3 key goals>

Goal 1

Goal 2

Goal 3

<Nonprofit> At a Glance

<Note: The goal of this page is to help a prospective board member quickly grasp the vital information about your organization. Include applicable items.>

Operating Budget FY 'xx: \$
Cash Reserve: \$
Endowment: \$
Fiscal Year End: <month>

% of funding by source, e.g., generated revenue (programs/product sales) and contributed revenues (donations)

of people served: <if applicable>

Membership: <if applicable>

Admission, e.g. a museum: <if applicable>

Ticket sales: <if applicable>

Alumni: <if applicable>

Volunteers: <if applicable>

Volunteer hours: <if applicable>

<Other key indicators >:

Staff:	full time & part-time
Office space:	SF or lease term
Number of Board Members:	
Number of Board Meetings:	x (y in person; z by conference call)
Board Members:	

Executive Director/CEO

<other key staff>

Governance & Administration

Board Terms: X fiscal years <Duration of term per your by-laws>

Term Limits, e.g., after serving three consecutive terms, a Board Member shall not be eligible to serve as a Director until one year after his or her last term ended. <if applicable to your by-laws>. MajorDonors.com recommends term limits.

Officers: The officers of the Corporation shall be a Chair of the Board, one Vice Chair, a Secretary, a Treasurer, and such other officers as the Board of Directors may from time to time appoint. <or per your by-laws>

Meetings: Per the By-laws, we have an annual meeting every <month>. X additional meetings are held <bi-monthly or whatever your schedule may be>.

Standing Committees <select those that apply>

- Audit
- Development/Membership
- Education
- Executive
- Finance
- Governance
- Marketing
- Program
- Nominating

Ad Hoc Committees/Task force <if applicable, e.g. Strategic Planning>

Mutual Expectations <start new page>

Thank you for considering joining the board of <nonprofit>. By agreeing to join our board, you acknowledge that the mission, vision and values are important to you and that you are comfortable serving as a “key ambassador” of our institution. In a world where time is valuable and there are many worthy organizations, we appreciate that you are taking a close look at <nonprofit>.

Additionally, we want to be certain our general expectations of board members are as clear as possible upfront—and of equal importance, you are clear about what you can expect from us.

Participation (minimums)

You are encouraged to attend as many meetings and events as possible. In order to operate effectively, we have established participation guidelines that appear below:

- Board Meetings: Attend at least xx% board meetings. <Note any in-person vs. Zoom/phone requirements.>
- Committee Meetings: Join at least one standing committee and attend the majority of the committee’s meetings <or whatever your policy might be>
- Attend <anything else you do annually, e.g. a conference, retreat, signature event>

Annual Financial Commitment (minimums)

- <Your board giving policy>. MajorDonors.com recommends: “Make <your organization> one of your top three philanthropic priorities throughout your board service” over low minimums, e.g., under \$10,000, or give/get policies.

- Make an individual contribution to the annual fund. (*Corporate and foundation funders look carefully at the Board's participation in annual giving. This gift must be from you, personally, even if your other gifts are through your company.*)

Leadership Giving

<Your organization> will, from time to time, launch special leadership giving programs and campaigns. <describe the program if you have one>. It is anticipated that Board Members, as leaders, will make as generous a gift as their personal circumstances allow.

As a board member, I will serve as an Ambassador/"Friend-raiser," meaning:

- Represent the organization to the community, conveying the organization's mission and values
- Invite friends/colleagues to <events, convenings, house parties,...>
- Be part of the fundraising process in a way that is comfortable, be it making thank you calls/writing thank you notes; sharing the names of people I know who might be interested in the work; hosting a house party; and/or accompanying another board or staff member on a donor visit.

Be informed:

I will stay informed about <nonprofit>, asking questions and requesting information as necessary. I will participate in decisions on issues, policies, strategy and other board-level matters while at the same time respecting board/staff boundaries.

Additionally, board members are expected to subscribe to the statement of Ten Basic Responsibilities of Nonprofit Boards listed in Appendix A.

In turn, <ORGANIZATION> AGREES TO:

- 1) Send, without request, financial reports and an update of the organization's activities (board packet) that allows me to meet "prudent person" standards and fully participate in board and committee meetings.
- 2) Provide opportunities to discuss with the <ED/CEO> and/or Board Chair issues related to the goals, programs, activities of the organization upon request, or as part of ongoing committee, board and ad hoc meetings.
- 3) Provide information about relevant issues/changes/events happening in the broader environment.
- 4) Offer opportunities for professional development as a nonprofit board member.
- 5) Respond directly to questions essential to carry out my fiscal, legal and moral responsibilities to this organization.
- 6) Maintain Directors and Officers (D&O) insurance of at least \$1M, of which I am entitled to request a copy.

APPENDIX A: Ten Basic Responsibilities of Nonprofit Boards

1. Determine mission and purpose. It is the board's responsibility to create and review a statement of mission and purpose that articulates the organization's goals, means, and primary constituents served.
2. Select the chief executive. Boards must reach consensus on the chief executive's responsibilities and undertake a careful search to find the most qualified individual for the position.
3. Support and evaluate the chief executive. The board should ensure that the chief executive has the moral and professional support he or she needs to further the goals of the organization.
4. Ensure effective planning. Boards must actively participate in an overall planning process and assist in implementing and monitoring the plan's goals.
5. Monitor, and strengthen programs and services. The board's responsibility is to determine which programs are consistent with the organization's mission and monitor their effectiveness.
6. Ensure adequate financial resources. One of the board's foremost responsibilities is to secure adequate resources for the organization to fulfill its mission.
7. Protect assets and provide proper financial oversight. The board must assist in developing the annual budget and ensuring that proper financial controls are in place.
8. Build a competent board. All boards have a responsibility to articulate prerequisites for candidates, orient new members, and periodically and comprehensively evaluate their own performance.
9. Ensure legal and ethical integrity. The board is ultimately responsible for adherence to legal standards and ethical norms.
10. Enhance the organization's public standing. The board should clearly articulate the organization's mission, accomplishments, and goals to the public and garner support from the community.

References: Richard T. Ingram, [*Ten Basic Responsibilities of Nonprofit Boards, Second Edition*](#) (BoardSource 2009).