



# Board Roles & Board Goals

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I can't get my Board  
to do what I need. . . or  
other such frustrations.

Why Not?

What are the things  
we can't get them to do?

# In the beginning . . .

## A Shift to Professionalization

*Let's step back for a moment . . .*

## Board Recruitment

# In the Beginning . . . Volunteers

A Shift to Professionalization

# Board Recruitment

## What Makes a Great Board?

- Passion
- Commitment
- Roll - Up – Sleeves
- Community Ties
- Diversity
- Specialists
- Givers
- “Getters”

# Types of Board & Motivation

- Trustees
- Directors
- Governing
- Advisory
- “Hybrid”

# Board Recruitment

- What do we need?
- Who do we need?
- What are the expectations (Yours & Theirs)
- Term Limits?

*Got some spare time? Why not give back to your community?*



# What Do We Need?

- 3 Ts
- Financial Expertise?
- Human Resources Expertise?
- What Else?
- Matrix

# Who Do We Need?



## Do You Have the Right People?

# Board Matrix

<b>Board Member Names &gt;</b>						
<b>Term Expires &gt;</b>						
<b>Demographics</b>						
Male						
Female						
21-30 years						
31-40 years						
ETC.						

Adapted from *Building a Better Board: A Guide to Effective Leadership* by Andrew Swanson, © The Taft Group,

# Board Matrix

Ethnicity						
African-American						
Asian						
Caucasian						
Latino						
Other						

# Board Matrix

Giving Potential						
High						
Medium						
Low						
Expertise in						
Legal Issues						
Financial Management						
Fundraising						
Public/Community Relations						
Organization's Service Area						
ETC.						

# Board Matrix

Influence with						
Power Group						
Business/Financial Community						
Ethnic/Minority Groups						
Media						
Government						
Etc.						

*Two of the Boards that recruited me . . .*

*“No heavy lifting” &  
“Here’s the job description”*

# The Job Description

Board Committees:

Where the work gets done

- Standing Committees
- Ad Hoc Committees
- Non-Board Members

What do we need?



# Keeping the Board Engaged

- A Meaningful Experience
- A Meaningful Experience for Them
- Knowing That They've Made a Difference
- Knowing That They've Made a Difference to Someone
- Recognizing Each Person's Potential
- Addressing Each Person's Potential
- Being True to the Expectations



# The Rubber Stamp Board

No . . . Not the Engaged Board

# Pat, Ping Pong & Getting to the Meeting Early

# Board Meeting

## AGENDA

1. Minutes of Previous Meeting
2. Financial Report
3. Executive Director's Report
4. Development Report
  - Golf Tournament Results
  - Tickets Sales for Upcoming Gala
  - Gala color scheme
5. Program & Services Committee Report
6. Other Business

# Board Meeting

## AGENDA

1. Minutes of Previous Meeting
2. Financial Report (Some Key Points)
3. Executive Director's Report
  - New initiatives being considered
  - Board Feedback
4. Program Committee Report
  - Presentation by ABC Program Director
  - Questions and Suggestions from Board Members to better serve our clients.
  - Program Committee will further discuss these suggestions at its next meeting.

# Board Meeting

## AGENDA Continued

### 5. Development Report

- Golf Tournament Results
- Feedback from Board Members for future improvements to the Tourney
- Suggestions will be discussed at next Golf Committee meeting.
- How do Board Members feel they can help make the Gala a success?

### 6. Other Business

# The Board Retreat

It can be motivating

Or

De-motivating

# Keeping Your Board Engaged & Boosting Morale

## ~~The One-Size-Fits-All Approach?~~

Recognize and Address Each Person's  
Potential and Interests

&

Make It a Meaningful Experience



# Communication

## The Importance of Listening



**Thank you for your attention  
and participation.**

**- Rick Blain**

