Board Roles & Board Goals

Rick Blain, CFRE
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

<table>
<thead>
<tr>
<th>Board Member Names &gt;</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Term Expires &gt;</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Demographics</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>21-30 years</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>31-40 years</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ETC.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>African-American</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Asian</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Caucasian</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Latino</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
# Board Matrix

<table>
<thead>
<tr>
<th>Giving Potential</th>
<th>Expertise in</th>
<th>Legal Issues</th>
<th>Financial Management</th>
<th>Fundraising</th>
<th>Public/Community Relations</th>
<th>Organization’s Service Area</th>
<th>ETC.</th>
</tr>
</thead>
</table>
## Board Matrix

|--------------------------------|-------------|-----------------------------|------------------------|-------|------------|------|
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