

*Volunteer Consulting Group*



## *Building & Managing Your Board*



# Building & Managing Your Board

- Building: Finding the Board Members We Need
- Managing: Ensuring Board Members DO What An Organization Needs

## Opening Pledge:

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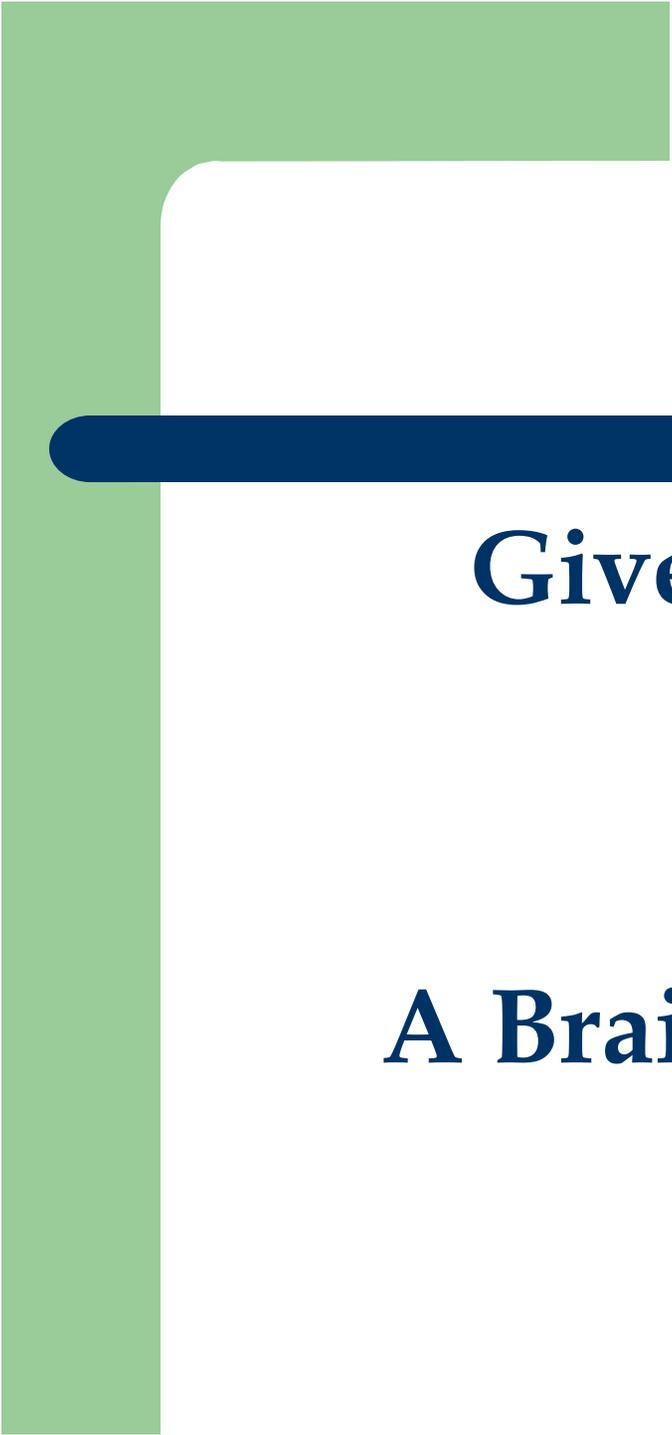
**“I will never look for a Board Member.”**



# WHY A BOARD?

# Five Vital Responsibilities of a Board of Directors

1. Providing Strategic Direction
2. Ensuring Operational Effectiveness
3. Ensuring Financial Viability
4. Serving as Ambassadors
5. Planning and Developing the Board



**Give, Get, or Get Off**

**Or**

**A Brain Trust- The 4 W's**



# How do you build a Board?



*Just like making a grocery list...*

## Identify the knowledge you need for:

- Strategic Decision Making
- Fiscal and Programmatic Oversight
- Ambassador - eyes/ears/voice
- Connecting the organization to resources

# Available Board Recruitment Assistance by VCG

1. Using boardnetUSA
2. “High-Touch” Board Recruitment

# How do you find trustees outside of your circle of friends?

Offers detailed descriptions of both candidates and boards.  
Interactively enables boards/candidates to find each other.  
It's free!

[www.boardnetUSA.org](http://www.boardnetUSA.org)

**1. Resource Center**

**4. My Boards**

**boardnetUSA**  
"Connecting nonprofit boards and new leaders"

**Profile: Sample Demonstration Account (John)**

**Address**  
123 Main Street  
Suite 0000  
Any City, NY 98765

**Business**  
123 Main Street  
Suite 0000  
Any City, NY 98765  
(718) 222-2222 (preferred phone)  
(718) 222-2221 (fax)  
Preferred Email: sampledemo@anycorp.com

**Personal Statement**  
This is only a demonstration account for users of boardnetUSA. If this area would contain personal words from the candidate regarding service.

**Education History**  
Syracuse University - BA  
University of Texas - Austin  
Fordham University  
Brass, NY

**Work History**  
ABC Company

**boardnetUSA Search Results**  
Your search returned the following nonprofit organizations in our database.  
To add a match to your list of nonprofits, click the Add button.

**1 - 15 (176 total results returned)**

Organization	Category	Revenue	Last Update
Lakeside Family & Children's Services	Human Services	over \$5,000,000	05/20/00
State University College at Brockport	Education	\$500,000 to \$749,000	05/28/00
BROCKPORT FOUNDATION INC	Human Services	\$1,000,000 to \$1,999,000	05/24/00
Hewlett, Inc.	Human Services	\$1,000,000 to \$1,999,000	05/22/00
NEW YORK, NY	Arts, Culture and Humanities		05/22/00
Symphony Space, Inc.	Arts, Culture and Humanities		05/22/00
SCHOOL OF AMERICAN BALLET INC	Arts, Culture and Humanities	over \$5,000,000	05/21/00
CITYFIBRE FOUNDATION INC	Human Services	\$1,000,000 to \$1,999,000	05/20/00
NEW YORK, NY	Human Services	\$750,000 to \$999,000	05/20/00
PARK CLIFF CLINICAL BAY CENTER INC	Health	\$999,000	05/20/00
BROOKLYN, NY	Health		05/20/00
NORTHERN WESTCHESTER HOSPITAL ASSOCIATION	Health		05/20/00
BOUNT HOSCO, INC	Health		05/19/00
HUMAN DEVELOPMENT SERVICES OF WESTCHESTER MASSACHUSETTS, NY	Health	over \$5,000,000	05/18/00
WESTCHESTER MASSACHUSETTS, NY	Health		05/18/00

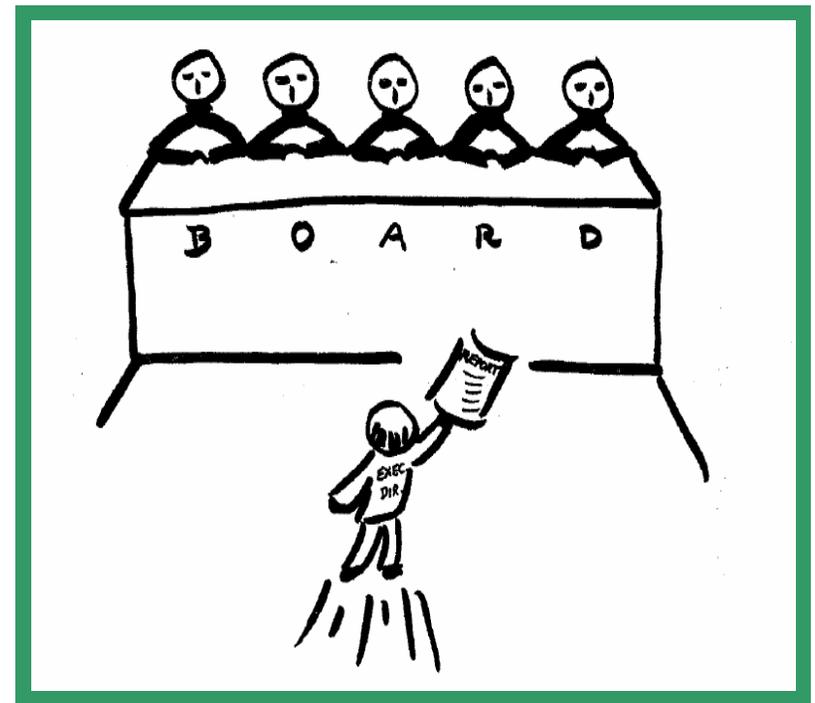
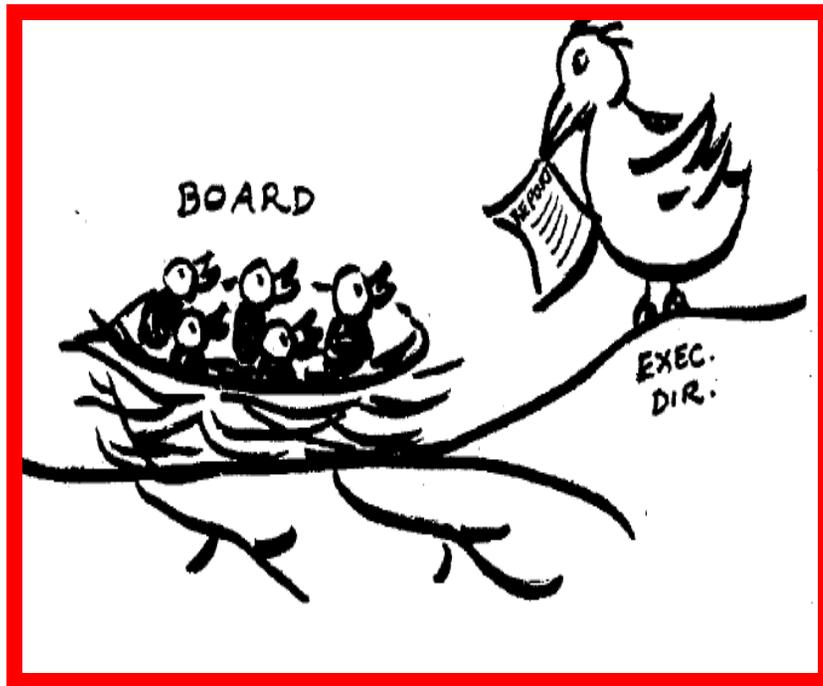
**My Boards**  
To find a new board, go to Find a board.  
To submit your profile to a nonprofit, click the "Send" button. The "Send" button will only appear if you have not already sent your profile to the listed nonprofit.  
Click on the "View" button to see a detailed list of your application process messages.

Nonprofit	Submitted	Last Email
RELIEF INTERNATIONAL	05/29/02	Not sent
AMERICAN CANCER SOCIETY INC	05/29/02	Not sent
Opera Company of Brooklyn Association	05/29/02	Not sent
Safe Streets	05/29/02	Not sent
Charles Weinbaum	05/29/02	Not sent
Warren PBS Incorporated	05/27/02	Not sent
For Children Worldwide Inc	05/26/02	Not sent
United Way of New York City	03/01/02	Not sent
LOVE OUR CHILDREN USA	03/12/02	Not sent
Niles International Program Services of New York, Inc.	11/01/01	To Candidate
Community Television Network	10/12/01	Not sent
Devo Donna Paper Mfg, Inc.	07/29/01	Not sent
Volunteer Consulting Group	06/27/01	To Nonprofit

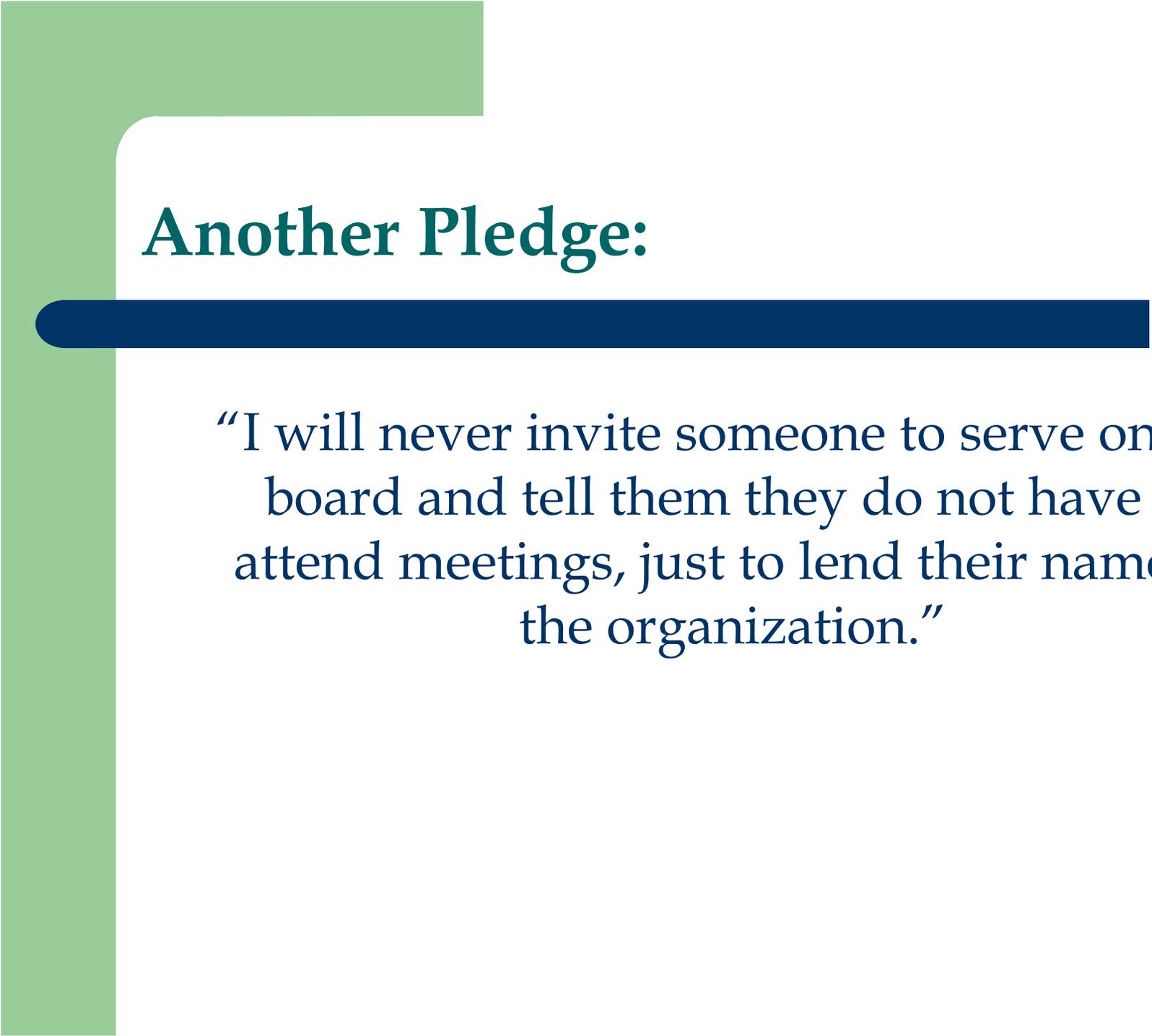


**HOW DO YOU GET THE MOST OUT OF  
YOUR BOARD?**

# Which relationship are you looking for?



## Another Pledge:



“I will never invite someone to serve on a board and tell them they do not have to attend meetings, just to lend their name to the organization.”

## How do you nurture the Board/Executive Director Partnership?

- Develop a committee structure
- Maintain open communication
- Clearly define roles and responsibilities for board and staff

# Destructive Don'ts

- Ask people to join the Board for their name only.
- Have a meeting which consists of the Executive Director reading a report (usually padded with good news) and the Board's role is to be a cheering squad.
- Sweep problems under the rug – until they become critical.
- Present masses of financial (and other data) and then expect the Board to identify key issues.

# Dynamic Do's

- Develop a Partnership of mutual respect and honest communication both with the staff and among board members.
- Develop job descriptions for Board members so they and the organization know what is expected.
- Have meetings with policy issues for discussion and decision.
- Give Board members essential information in a format that is clear and concise with enough time for their review.
- Develop a committee structure that reflects the expertise of the board members.