

# Nonprofit Board Membership: From Basics to Beyond



Welcome to HAC's webcast!

**The webcast, sound, and recording will begin at 2:00 pm EST.**

To submit a question during the webinar please use the chat box on the lower right-hand side of the screen. If you would like to verbally ask a question, please click the "Raise Hand" button at the top of the screen.

# Nonprofit Board Membership: From Basics to Beyond



## Rural Community Development Initiative (RCDI)

Presented by:

Retha Patton, Eastern Eight CDC

Kelly Cooney, Housing Assistance Council

**HOUSING ASSISTANCE COUNCIL**

**July 16, 2014**



# Housing Assistance Council

*Building Rural Communities*



- Established in 1971
- National nonprofit organization
- Created to increase the availability of decent and affordable housing for low-income people in rural areas throughout the U.S.
- Provide services to local, state, and national organizations

# Housing Assistance Council



## **Housing Assistance Council**

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# Upcoming Webinars/Trainings



## **Canal Street Housing: Housing Homeless Veterans**

Date: July 23, 2014

<http://www.ruralhome.org/calendar/event/16>

## **Nonprofit Strategic Planning**

Date: July 30, 2014

<http://www.ruralhome.org/calendar/event/12>

## **Acquisition Rehabilitation for Rural Nonprofit Housing Development – New Orleans, LA**

Date: August 12-14, 2014

<https://www.regonline.com/AquisitionRehab2014>

## **Sharpening Your Skills: Financial Management for Nonprofits – New Orleans, LA**

Date: August 12-13, 2014

<https://www.regonline.com/NewOrleans-FM2014>

Register online @ <http://www.ruralhome.org/hac-services/training>

Shonterria Charleston, 404-892-4824 ext. 27 or [shonterria@ruralhome.org](mailto:shonterria@ruralhome.org)

# Agenda



1. Board Development
2. Board Recruitment
3. Board Member Tools
4. Board Meetings
5. Q & A

# Webinar Poll



## Who is on the webinar?

1. Board Member
2. Executive Director
3. Nonprofit Staff
4. Other

# Considering Board Development



- Does your board operate at the same level as your organization?
- How can the board of directors better help the organization?
- How can you help the board of directors to operate at a higher level?



# Getting Started - Board Development



- Make board development a priority
- Get 'buy-in' from key people
- Recognize that change does not happen overnight
- Recognize that board development is an ongoing process
- Formalize goals and prepare to measure them
- Recognize and value accomplishments

# Board Recruitment



- Step 1:** Create a Nominating Committee
- Step 2:** Identify Needs on the Board of Directors
- Step 3:** Identify Candidates that Meet Your Needs
- Step 4:** Create a Plan To:
  - ✓ Invite
  - ✓ Train
  - ✓ RetainYour Board Members

# Board Member Recruitment and Training Tools



- Board Member Biographies
- Board Composition Analysis Chart
- Board Member Job Description
- Board Manual
- Evaluations
- Assessment of Training Needs

The Secret to Successful Boards...



ABR-Always be Recruiting

# Board Member Bios



- Don't learn useful information after it is too late.
- Help match board members with tasks they have both the desire and ability to complete.
- Board members cannot be expected to know what information about themselves could be useful to the organization.

# Board Composition Analysis Chart



- Determine the skills and perspectives needed to assist the organization *before* you select new board members.
- Increase productivity and effectiveness by ensuring you have the right mix of people on the board.

## **WANTED:** Board Member

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Desperate organization seeks person with a pulse to fill board position.  
No evenings or weekends.

# Board Member Job Descriptions



- How can potential board members know what is expected of them if you have not told them?
- Job descriptions can be as simple or complex as your organization dictates.
- But, they are only effective if enforced!

# Job Description for Nonprofit Board Members



- Position Title: Member of the Board of Directors
- Length of Term: \_\_\_\_\_
- Reports To: Entire Board of Directors
- Responsibilities:
  - 
  - 
  - 
  - 
  - 
  -
- The successful board member:
  - 
  -

# Webinar Poll



Should board members be required to make a financial contribution to the organization?

1. No
2. Yes
3. Yes, but added time/assistance with fundraising activities can count in lieu of a cash contribution.



# Board Manuals



- Help board (new and old) members to be productive by providing them with everything they need at their fingertips.
- Board manuals are easy to create because they consist of things your organization already has on the shelf.

# Board Member Evaluations



- An annual evaluation gives boards an opportunity to step back and ‘take stock’.
- Self-motivation can be powerful.
- Evaluations can help determine training needs.

# Proactive Meetings



- Organize and prepare
  - Agenda items should have a purpose
  - Send out materials before the meeting
  - Board members prepare questions ahead of time
- Adopt a consent agenda
- Explain agenda items and set expectations
- Utilize written reports
- Effective time management



# Fostering Participation



- Enhance board member connections
  - Board mentors
  - Make time for announcements unrelated to board work
- Recognize the value of discussion versus 'group think'
- Engage in team building exercises
- Provide additional opportunities for education
- Get creative
- Have tough discussions with individual board members

# Annual Calendar



- Identify topics that require regular review
- Stagger topics for focus throughout the year
- Utilize board committees
- Respect the committee's advance preparation
- Utilize board retreats

I'm really swamped with things I shouldn't be spending time on right now.



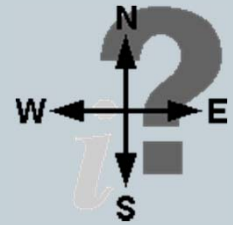
your  cards  
someecards.com

# Resources

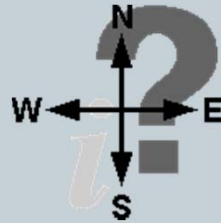


## Important Websites:

- [boardsource.org](http://boardsource.org)
- [compasspoint.org](http://compasspoint.org)
- [enterprisecommunity.org](http://enterprisecommunity.org)
- [foundationcenter.org](http://foundationcenter.org)
- [councilofnonprofits.org](http://councilofnonprofits.org)



# Questions



# Contact



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# Wrap Up



Materials from today's webinar  
and the recording will be available  
on HAC's website.

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

