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Board Management Simplified.

WEBINAR:

**Starting or Growing Your
Nonprofit Board From Scratch**



Points we will cover in the webinar:

- Introduce webinar guest Kim Donahue, nonprofit veteran and governance expert
- Words of caution when starting a board or a new nonprofit
- Types of nonprofit boards and their purposes
- Who should be on the board, where to recruit them
- Onboarding new members and preparing them for success
- Q & A with the audience (please post questions in chat throughout webinar)



Kim Donahue

Nonprofit Governance Expert

- Over 20 years of nonprofit governance advising at United Way of Central Indiana
- Specializing in nonprofit board governance, engagement, conflict resolution, and strategic planning
- Currently at Newgrange Consulting, facilitating peer groups of nonprofit professionals
- Office hours available to Boardable subscribers

The legal disclaimers on nonprofit boards:

- We are referring only to 501(c)3 organizations.
- We are not talking about starting a **NONPROFIT**, those laws vary by state.
- Legal expertise is essential to setting up a board and bylaws.
- Think twice (or a dozen times) before starting a nonprofit. Consider offering a program through an existing nonprofit.

What is the current state of your board?

Starting a new
board from scratch

Revamping an
existing board



What are the types of boards?

Governing Board

- Traditional board, manages paid staff and sets goals for the nonprofit
- Has fiduciary and legal responsibility for nonprofit
- Governed by their own bylaws



Set expectations before recruiting.



What are the types of boards?

All-Volunteer Organization Board

- Does not pay management / staff
- Members wear two hats: governance, AND as a volunteer doing basic work
- Still want the board to evolve skills, improve each year
- Responsible for important documents





What are the types of boards?

Advisory Board

- For an existing nonprofit with (separate) governing board
- Provide special expertise, may help raise funds, host events
- No governing or decision making
- Example: Young Professional Board

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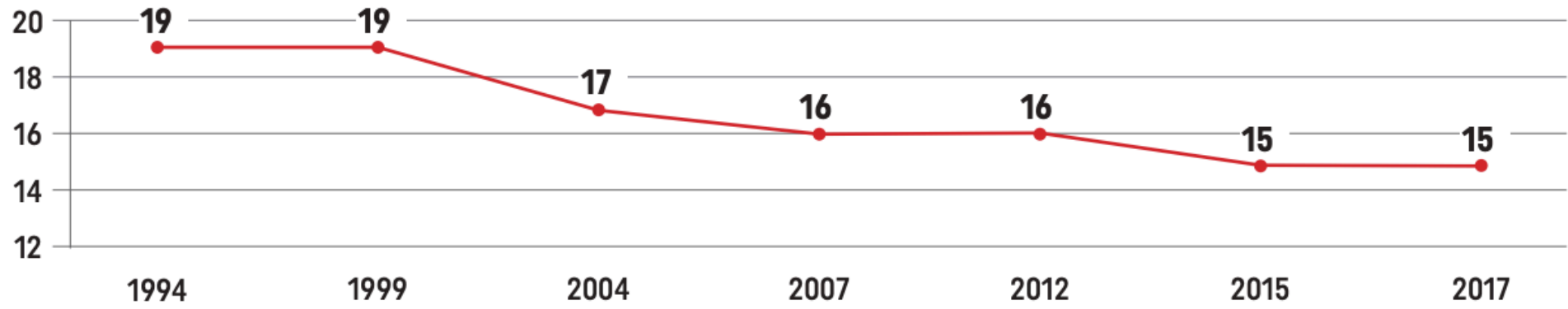
Young Professionals Boards are a great way to plan board succession.



How many members should be on the board?

FIG P8

AVERAGE BOARD SIZE DECREASING OVER TIME



The average in the United States of 15 members, per BoardSource “2017 Leading with Intent” report.

Board size depends on organization.

Too Few:

- Org does not have access to expertise it needs
- Board struggles to maintain independence from ED
- Board and org don't have access to needed networks to grow

Too Many:

- Too many members to engage in a real full-board discussion
- Real deliberation shifts to executive committees
- Board members disconnect from governing role, participation is honorary



Who do we want on the board?



1. Passion for the organization
2. Diversity – Gender, age, ethnicity, background, ability, sexuality, personality, reflect population served (*separate webinar*)
3. Skills / profession
4. Network / fundraising ability

Remember mentorship in board recruiting.



Where do we look for new board members?

1. Look for people passionate about the mission. Invite people to events, see who identifies strongly with your work.
2. Ask for suggestions from your network and supporters. Be specific about skills or professional needs.
3. Try community events that match individuals with local causes. LinkedIn and other volunteer matching websites can help, too.

Your board should have 1-2 members who reflect the population you serve.

Onboarding: Setting Expectations is Crucial

Volunteering

Personal
Donation

Ambassadorship

Development

Attendance



What do we provide new board members with in their onboarding?

1. **Mission Stories** – Material for talking about the organization
2. **Bylaws** – Term limits, quorum requirements, legal considerations.
3. **Budget** – Last year and this year.
4. **Board Member Agreement** – Commit to attendance, fundraising goal, ambassadorship, etc.
5. **Something Fun!** – Social introduction, mentor/ee, swag.



Do's and Don'ts of Starting a Board

- **DON'T** just fill seats. Fewer great members are better than many mediocre ones.
- **DO** be creative when onboarding. Ask existing board members what would've helped them.
- **DON'T** recruit all your friends to be board members. You need more diverse perspectives!
- **DO** be confident in vetting members. It's okay to say no to the wrong fit.

Coming Up Next at  boardable



Linda Lysakowski,
Nonprofit Development Expert

Corporate Fundraising Magic, with Linda Lysakowski

- Which businesses in your community are likely to become donors for your organization
- Why businesses give to nonprofits
- Words to remove from your fundraising vocabulary forever
- How to build relationships with business leaders that translate into support for your organization

Q & A Time

Please enter questions and comments in the chat area. We will address as many as possible, and summarize answers in the slide deck.

An overhead view of a meeting table with several people sitting around it. There are laptops, tablets, and papers on the table. The image is dimmed with a blue overlay.

Thank you for joining us!

Watch for a replay email soon.

Visit us at www.boardable.com



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