

DR. BRONNER'S.

FAMILY FOUNDATION



Firing Up Your Board

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LEICHTAG FOUNDATION

Please type in the chat your...

Name

Role

Organization

Location

Welcome!



Clarify

Board
responsibilities

Review

Common board
engagement
challenges

Offer

Techniques and
tools to
address

Workshop Objectives



What are some of your board engagement challenges?

Role of Nonprofit Board Members

Manage CEO/Executive Director.

Ensure:

- Adequate financial resources.
- Wise use of assets.
- Work aligns with mission.
- Adherence to laws, regulations, bylaws.

Monitor programs and services.

Disclose conflicts of interest.

Serve as ambassador.

Recruit and orient new members.

Base selection on board needs.

Invite new members who will meet needs.

Start with committee service.

Consider the four C's:

- Culture
- Character
- Connections
- Competency

Start with Good Recruiting

Engaged board members complete duties and fulfill expectations.
They are strong ambassadors, strategists, and supporters.

Increased
opportunities

Greater impact

Better public
relations

Enhanced board
recruitment

Why Does Engagement Matter?

Absent or
passive at
meetings/events

Lack of
preparation

Delay
completing tasks

Poor
communication

Fundraising
roadblocks

Lack of
promotional
efforts

Disengaged Board Members

Primary Reasons for Disengagement

Lack
understanding of
expectations

Poor
communications

Disconnected
from the work and
one another

Concerned about
accessing personal
relationships

Fear asking for
money

Feels time is
wasted

Lack Understanding of Expectations



Discuss expectations during recruitment, onboarding, and at meetings.



Share job descriptions with time and activity commitments.



Set individual goals with each member, focusing on skills and interests.

Poor Organization Communications



SEND UPDATES, VIDEOS,
AND PHOTOS.



SHARE ARTICLES ON YOUR
CAUSE.



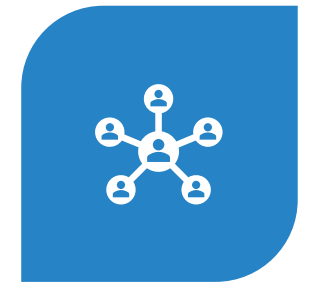
SUBSCRIBE MEMBERS TO
NEWSLETTERS.



CONNECT ON SOCIAL
MEDIA.



OFFER CHANCES TO TALK
WITH STAFF AND
PROGRAM PARTNERS.



INVITE TO EVENTS.

Disconnected from the Work

See work in action.

Share client success stories.

Celebrate program milestones.

Invite to conferences.

Focus on why members initially became involved.

Ask for feedback and follow through on suggestions.

Assign new members a mentor to:

- Offer ride to the meeting.

- Greet and introduce to others.

- Sit together.

- Debrief meetings.

Use name tags.

Include board member bios in orientation materials.

Explain important issues of the past year.

Disconnected from One Another

Disconnected from One Another



Dedicate time to develop relationships.



Celebrate individual accomplishments.



Conduct yearly retreats.



Recognize special days.



Hold off-site activities.

Concern about Accessing Personal Relationships



Listen your way to introductions.



Be specific with connection requests.



Update on progress.

Fear Asking for Money

Name the anxiety to help alleviate.

Provide support from staff and other board members.

Supply extensive prospect data from CRM, social media, wealth screening platforms.

Share conversation talking points.

Practice during meetings.

Personal capacity, passion for your mission and an impressive network ≠ fundraising expertise.

Fear Asking for Money



Everyone can contribute—networkers, cultivators, solicitors, stewards.



Coordinate outreach to local leaders and the media.



Ask to posts on social media. Provide text and images.

Feels Time is Wasted- Board Meetings

Focus on big picture.

Use a consent agenda.

- Send materials one week before meeting.
- Agenda- items are specific, relevant, actionable.
- Minutes from the last meeting.
- Financial reports.
- Background information for approvals.

Share topic for conversation.

Feels Time is Wasted- Board Meetings



TIME AGENDA AND
STICK TO IT.



MEET AT DIFFERENT
LOCATIONS.



INVITE A GUEST
SPEAKER.



SHOW A VIDEO.

Feels Time is Wasted



Make good use of member skills and interests.



Set individual goals.



Ask for feedback.



Questions & Conversation



Thank you!
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