

Intro To: How to Be an Awesome Nonprofit Board Member



*Today's session
will begin shortly!*

Slides for today's session can be found here:
<http://bit.ly/AwesomeBoard>



Lori L. Jacobwith



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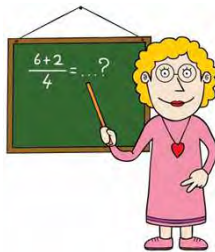
- Master storyteller, trainer & coach
- 25+ years in social profit sector
- Measurable: Since 2001 I've helped organizations raise **more than \$200 million from individual donors.** And counting.
- Coached more than 3000 organizations and their boards.



My Passion



What We Will Cover



- What makes a challenging board & board member?
- The role of communication with board members.
- Five key areas to focus on to cause your board members to be effective.
- What makes an awesome board member?



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What makes a challenging board or board member?



Board Duties & Responsibilities

Does your organization have a comprehensive list of board duties & responsibilities?



Board Duties & Responsibilities?

Let's make a list...

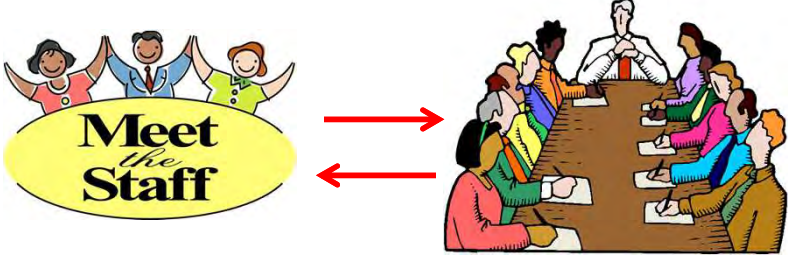


Secret to Creating An Effective Board


Communication
Communication
Communication




How Do You Communicate?



The illustration shows a group of three people on the left with their arms raised, standing behind a yellow oval that says "Meet the Staff". To the right, a group of people is seated around a long wooden table in a meeting. Two red arrows point from the staff meeting towards the meeting around the table, and two red arrows point from the meeting around the table back towards the staff meeting, indicating a two-way communication process.

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Two Parts To Communication



The photograph on the left shows a woman with curly hair and glasses shouting into a black rotary telephone. The photograph on the right shows a young boy covering his ears with his hands, with a yellow speech bubble above him that says "I can't hear you.... La, la, la, la, la, la!". Two red arrows point from the woman towards the boy, and two red arrows point from the boy back towards the woman, illustrating the two parts of communication: sending and receiving.

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Five Key Areas



1. Recruitment
2. Orientation
3. Training
4. Information Updates
5. Accountability



Infuse Your Mission



Into all five
key areas



1. Recruitment

Know what you are looking for.



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Be clear about all duties & responsibilities, especially if they include helping with fundraising activities.



Ongoing Effectiveness

**Ensuring the Future of (YOUR ORG NAME HERE)
Board Member Commitment Form – 20__**

I recognize that our organization's ability to change lives is fueled by our success in raising funds in support of programs and operations. Likewise, as a community volunteer in a leadership role, I acknowledge a personal responsibility to contribute to the causes I support. The assistance that I provide may take varying forms. Regardless of their nature, my contributions will be personally significant.

As a board member of _____, I pledge to the organization and to my fellow directors, that I will fulfill the basic board member agreements and additional commitments I have indicated below.

I agree to be supported and held accountable by my fellow directors in fulfilling my agreements.

BASIC BOARD AGREEMENT: I agree to fulfill the following three (3) agreements:

- ✓ Make a financial contribution at a level that is significant to me.
- ✓ Serve as a Table Host and recruit others to be a table host for the annual fundraising event.
- ✓ Actively participate on a board committee _____
(Indicate Committee Name(s))

ADDITIONAL BOARD COMMITMENTS: I agree to fulfill four (4) additional volunteer duties by participation in fund development as noted on the following page.

Please return form to: _____

Please return this form by: _____ (date)

(Date) Signed: _____



Provide Clear & Easy-To-Follow Directions



2. Board Orientation



Board Orientation

It may not be what
you think...



3. Training



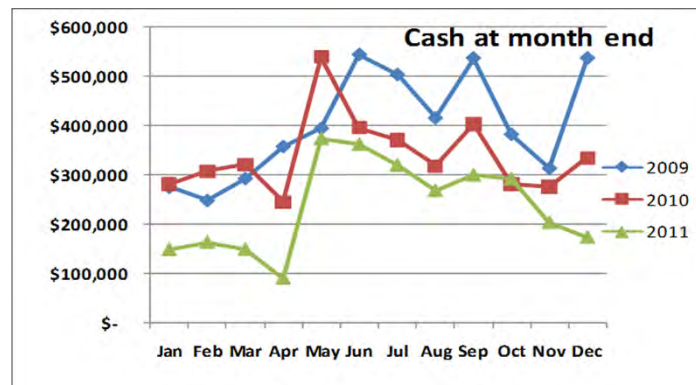
What Topics for Training?



4. Information Updates



Financials Should Tell A Story



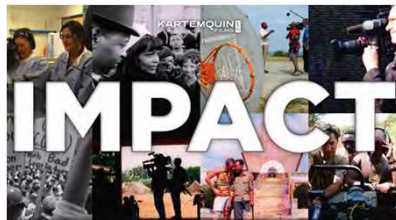
Source: Nancy Lee, Nonprofit Consultant



Share Donor Activity



Talk About Your Impact



And what does it cost, per person, per week, per ?? to achieve that impact?



5. Accountability



Building accountability and specific participation



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"Accountability is being held responsible for one's actions..."





Utilize dashboards to show activity and build in accountability.

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Measuring Success

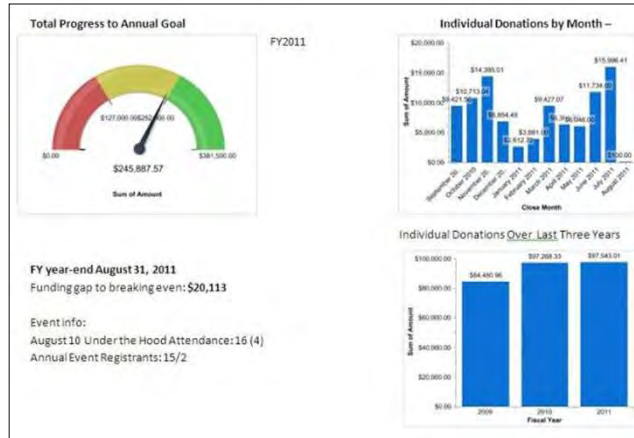
What measures does your organization have for board activity?



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What Information Do Board Members Need to Do Their Job?



What Would an Awesome Board Member Look Like?



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100%



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Provide your board with tools & information to do their job with ease.



Homework



Choose one of the five areas to start with:

Focus on clear communication & measures for success



“ Boards and executives...must work together...as a team...as a partnership.”

~ Peter Drucker



Staying Connected

Free Weekly BLOG:
WITHISM'S FROM LORI:
*Boldness, clarity and wisdom
for fundraising professionals
making a difference*



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Questions?

**Upcoming
Charity How To Webinars:**

Tuesday, November 12
How to Make Your Donors Feel Like Superheroes

Wednesday, November 13
How To Be An Awesome Board Member

<http://bit.ly/LoriJacobwithWebinars>



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*Take the short
survey and have a
great day!*

Thank you!!

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