



# 1 BOARD RECRUITMENT

Best Practices and New Ideas

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## 2 Introductions

- Board director – how were you recruited?
- Staff member – how are board directors recruited?

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## 3 Do Differently?

- What do you wish had been done differently?
- What do you wish you had known before you said yes?
- YOUR TIPS!

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## 4 Qualities of Great Board Directors

- Passion for the cause
- Commitment to the organization
- Willingness to contribute
- Calm, Composed and Collected even under stressful circumstances
- Ability to prepare
- Open minded
- Ability to say no to good ideas / prioritize
- Others??

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## Kind of Board Director Needed

- Financial Expertise
- Connections in the Community
- Fundraising ability
- Someone familiar with the individuals you serve
- Human resources experience
- Other?
- Once you have identified the skills and experience your nonprofit needs, you're ready to identify and recruit new board members

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## Nominating Committee

- Chaired by past-president
- Small and nimble – 1 or 2 directors or organization members
- Terms of Reference – clear and specific
- Create a written process for recruitment
  - Advertising – where, when, how
  - Job description – exciting, explains WHY and WHO
  - Application or other process
  - Interview / references

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## Board Member Job Description

- 1. Regularly attends board meetings and important related meetings.
- 2. Makes serious commitment to participate actively in committee work.
- 3. Volunteers for and willingly accepts assignments and completes them thoroughly and on time.
- 4. Stays informed about committee matters, prepares themselves well for meetings, and reviews and comments on minutes and reports.
- 5. Gets to know other committee members and builds a collegial working relationship that contributes to consensus.
- 6. Is an active participant in the committee's annual evaluation and planning efforts.
- 7. Participates in fund raising for the organization (nonprofit only).

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## Your WHY?

- Why does your organization exist?
- Why is it important?
- Why does it make a difference?
- Why would someone want to volunteer?
- Why are you excited to be part of it?
- WHY?
- When you know the WHY – you can craft a job description that is exciting and personal – and attracts the right people to your organization

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## When to recruit Board members?

# ALWAYS

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## Where to look for prospects

- Where do you look now?
- Do you have any affiliates? Organizations involved in similar work?
- Are there professional associations with members who are interested in your work?
- Are there for-profit organizations that are interested in your work?
- Does your board represent those it serves? Where do you find those people?
- Is your board diverse? (M/F/O, age, interests, skills, time, connections, etc.)
- **Is your board ready to welcome new and different members?**

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## Board Culture

- Culture is described as set of written or unwritten rules that guide and influence the relationships between board members and, as a result, influence board decisions.
- Culture is usually described using relationship words – open, rigid, closed, accepting, trusting, etc.
- DESCRIBE your Board Culture.
- **What might need to change in order for your Board to embrace diversity, and new and different members?**

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## Board Evaluation

- Has your Board evaluated itself?
- Evaluate – individually and as a group.
- Are you working well personally?
- Are you working well together?
- Are there changes to be considered ... or implemented?
- Are some members not contributing as needed?
- Are some directors ready to advance in responsibility?

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## Conclusion

- ▶ The time for Board Recruitment is ALWAYS!
- ▶ Have a written process for Board recruitment in place and ensure everyone knows what it is.
- ▶ Think differently about your organization – attract and choose the right board members.
- ▶ Find passionate people who believe in your cause and want to contribute.

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