

Recruiting, Orienting and Rewarding a Diverse Board



For The Friends of
Florida State Parks

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What does diversity
look like for your
board?

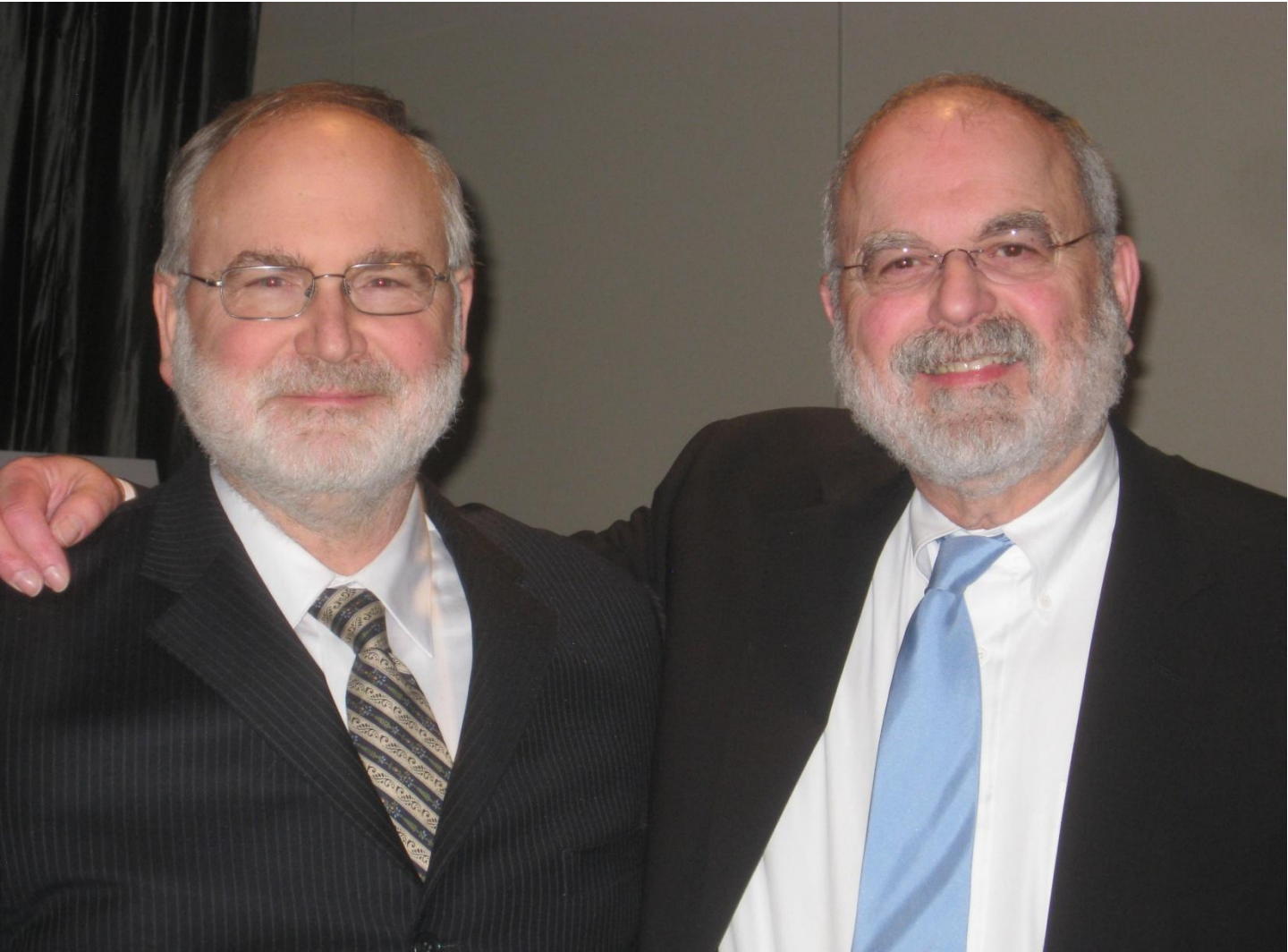


Do you need or want a diverse board?

Pros: _____

Cons: _____

Does your board look like this?



(My husband Frank and my cousin
Susie's husband Richard Roman)

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What would a truly diverse board look like?



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**Why would
someone
want to serve
on your
Board?**

Name	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Area of Expertise															
Environmentalist															
Educator															
Psychology/MSW															
Health care professional															
Accounting															
Investments															
Fundraising															
Govt. Regulations															
Law															
Marketing															
Personnel															
Strategic Planning															
Public Relations															
Real Estate															
Entrepreneur															
Digital technology															
Banking															
Full time volunteer															
Other															
Age:															
Under 35															
From 35-50															
From 51-65															
Over 65															
Gender															
Male															
Female															
Race/Ethnic															
Asian															
African American															
Hispanic															
Caucasian															
Native American															
Other															

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The Recruiting Process-

Big picture

1. Identify a need on the board
2. Determine who would be a good candidate
3. Make sure there is no conflict of interest
4. Contact the person to see if there is interest
5. If there is interest, but no time, but on committee or wait until another year.
6. Share the board agreement with candidate so that candidate understands responsibilities
7. If there is interest, propose to board, take a vote
8. When board votes yes, proceed with orientation
9. If you have a mentor program, assign mentor
10. Welcome new member on board

Nominating Flow Chart

Name of candidate	date	reason for nomination	person contacting nominee	status	follow-up
George Smith	May 8 2012	current donor	Sally Richardson	Very interested	wants to join for 2012-13
Ruby Jackson	June 11, 2012	President of School Board, has done fabulous job	Sally Richardson	very interested but too busy this year	contact next year
Larry Lorado	June 15, 2012	accountant, new to town want to get involved	Jim Parker is neighbor-will tell him Sally will call	not yet contacted	
Rev. March	June 20, 2012	Congregation interested in clean-up efforts	Joy Paeth has already spoken to Rev. March	very interested in joining	set up lunch, bring agreement

Board Commitment Letter

- ▶ Attendance policy
- ▶ Financial expectations (donation, meals, travel etc. Who pays?)
- ▶ Committee assignment
- ▶ Role in special events
- ▶ Educational opportunities and expectations
- ▶ Send two copies, one for board member, one for office



Rough draft Board Commitment Letter

Dear _____

Thank you for agreeing to serve on the board of _____. As I'm sure you know, our mission is _____

Our vision of the future of our foundation is _____

We expect the following of our board members:

Attendance policy: Our meetings are (list times, date and place) _____

We have the following financial expectations of our members: _____

Your participation in the following events is expected (list special events, symposiums _____ etc. and the level of participation expected i.e.. bring a foursome to the golf _____ tournament, buy or bring a table to the dinner dance) _____

_____ We hope that you will consider including our organization in your will, as many of us have.

The length of your term is _____ We anticipate that it will take you approximately _____ hours (number of hours/week, month or year) minimum to serve on this board.

All board members are asked to serve on at least one committee. As we discuss, you will be on the _____ committee

To help with the orientation process and to welcome you, your board mentor (or sponsor) is _____

_____ (include phone number)

Should you have any questions about being able to fulfill your duties, please call _____ (include phone)

Please sign the enclosed two copies, keep one and send the other in.

Welcome aboard. We look forward to working with you to _____ (refer once again is the mission)

Board Candidate
or chair

Chair of nominating or board president

date _____

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Recruiting the Under 35
Board Member: What do
they need to say yes and
what do they need to
stay involved?



The 65 crowd: What do they
need to share their gifts?
What do you need to do to
accommodate their needs?



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Put your heads together
to create a strategy to find
folks who are different
than you. Do your
research!



A few places to look for great board members ...

The society pages

The Business Journal

Human resource directors

Professional publications

At special events

In your on-line newsletter.

Include with very specific
requirements

More places to look for folks

Focus groups

Children of current members

Social networking tools

Fraternities and sororities

Chamber of commerce

Board banks

H.R. and foundation directors
of corporations

Realtors

Clubs and service
organizations

Possible Routes onto the Board

Join a
committee

Serve as an advisor

Be a donor, client or patron

Do Not tell the “Big Lie”



Hint: It is not the check is in the mail or you can wear this bridesmaid's dress again!

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When you
interview a
potential board
member or key
volunteer, lead
with their skills
and your
opportunities.

Be honest about the state of your organization. If you've had problems, remember, some people actually like to do turnarounds!





The purpose of orientation:

- For the new member to know the organization
- For the organization to know the new member
- To discover how to work effectively together
- To clarify roles and responsibilities

A Lofty Goal:

I challenge you to develop an orientation program that is so interesting, so engaging and so powerful that current board members want to come and that once someone has been through it, wants to bring their family and friends!

Board Orientation Should Include:

A warm welcome

A mission moment the leads to
a story to tell

Good food (even if just a
snack)

A sincere interest in getting to
know the new members

A glossary of terms An
introduction to key leaders

Questions to ask new members (even if asked during the interview process)

What boards have you served on
before?

What did you like about your
previous service? Dislike?

What experience do you have with
our issue?

Tell us about your time
challenges/availability.

What skills would you like to share
with our organization?

Board manual for the the board should include (if available):

By-laws

Strategic plan

Annual calendar

Certified audit

Annual report

Newsletters

Organization Chart

Board job descriptions

Glossary of terms

Fundraising Plan

List of board members

(highlight how people
prefer to be contacted i.e.
which e-mail, phone etc)

**Many people do not
perceive a room full
of strangers
as a great social
opportunity**



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Create a Board Mentoring Program



Your board and
volunteers...
sticks or carrots?



Find ways to
model caring
behavior at the
board level, or
as we said in the
sixties, walk
your talk.

Its all about the difference between the Golden Rule and the Platinum Rule

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52 Ways to Reward Your Board &Volunteers

1. When you have a new board member, send a press release to the local paper, business journal, alumni magazine, church or Temple bulletin and/or PR department of his or her corporation.
2. Create a “Member of the Moment” award for your annual meeting for quiet, behind the scenes leaders. Tiaras and crowns from a party store are always an elegant gift.
3. Surprise a particularly industrious board member by having the member’s car washed and detailed during a meeting.
4. Give new board members who have “seen the light” and joined your board, tiny flash lights for purse or pocket.
5. Start your board meetings with sharing celebrations of what is going well in your member’s personal, professional or volunteer lives.
6. Get a funny award, like an old bowling trophy, from a pawn shop, and pass it on to the board member who asks the best question.
7. Provide every board member with business cards for your organization. (To save money, have them printed by the sheet without the specific names and print them on your computer)
8. Create a Hall of Fame wall with photos of your board members.

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9. Put your board members' photos on your website.
10. Link your organization's website to your board member's website and ask them to do the same.
11. Give a creative toy to celebrate great service such as a stuffed roadrunner or the Energizer Bunny.
12. Give all of your board members lottery tickets with the note, "Our clients or members don't have to take a chance on their future with you on our board."
13. Give your superstar a magnificent box of chocolates with the note, "I've gained so much from you, now it's your turn," or a heart healthy box of goodies with the note, "From my heart to yours."
14. When a board member takes on a big committee assignment or agrees to chair a special event, present a folder with an engraved name plate with his or her name, the assignment or event and the year.
15. For your shining stars, present a certificate for one month of shoe-shines or a piece of jewelry with stars.
16. At the end of a long board meeting or retreat, hire a massage therapist to come to do chair massages.
17. Give a "Life Saver Award" for someone who helps out at the last minute. The award should be packs of Life Saver candies.
15. For your shining stars, present a certificate for one month of shoe-shines or a piece of jewelry with stars.
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18. Use a wall chart to note the progress of a project, whether it's getting new members, raising funds or serving more clients.
19. Send birthday cards to your board members. Better yet, call them and leave a message, even if they aren't home.
20. Send an e-mail birthday greeting to your board member, reminding other board members to call or e-mail greetings.
21. At the end of a term or a long project or special event, write a thank you note to the board member's family noting the contribution and acknowledging the time away from the family.
22. On your board roster, list hobbies. This will give other members an opportunity to connect.
23. Provide a special parking space for new board members or board members who have taken on extra responsibilities.
24. Give board members newly released books or videos that are germane to your organization.
25. To build relationships and to become "a learning organization," create a book or movie club that convenes before your meeting to keep current on issues affecting your clients.
26. Send a meal, pay for a house-cleaning, lawn mowing or snow removal service for a board member's home during an illness or after a big project.
27. After meeting a goal, if your board meets in the morning, give your members a boutonniere to wear to work. It will serve as a conversation starter.
28. Before talking about fundraising, give every board members a \$100,000 Candy Bar or a Payday.

29. Give new volunteers and board members a coffee cup with your website and phone number. (Great also to give to funders and folks who refer clients)
30. Give board members post-it notes with your logo, phone number and website.
31. Create a pin or other logo-wear for multi-generational members of families who have served your organization.
32. Take photos of your volunteers and board members with their kids. Frame the photos as a thank you.
33. Bring a pizza or sandwiches to the staff for a communal lunch with the board. Ask each group to prepare a list of questions for discussion. Learn and enjoy!
34. After a walk or run event, give the chair and his/her committee certificates for pedicures. Have pedicures as part of a Happy Feet Debrief.
35. To celebrate an achievement, send an email message with an appropriate mp3 song as an attachment i.e. "She Works Hard for Her Money," "Taking Care of Business" or "The Hallelujah Chorus."
36. Create an on-line "Good News Gazette" where fundraising, membership goals or other victories are shared.
37. Raise the bar. Increase the goals and make specific plans to celebrate. Put your best party person in charge.
38. Give a board member an hourglass, watch or clock as thanks for the gift of his or her time.
39. After an event, have a volunteer of the year. Put a photo of that volunteer in your lobby and send a copy to the newspaper and to the volunteer's boss, spouse, parent and/or children.
40. Have a "bright idea" award for the board members with the most innovative idea that they have also implemented. You might want to give a lamp or a year's supply of light bulbs.

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41. At the end of a board member's term, don't just "whack them and plaque 'em", give them a final send off at a luncheon or breakfast in their honor. Share plans for future involvement.
42. Remember to celebrate holidays that are relevant to your mission. For instance, if you have a "new American's program" or deal with other immigrant issues, bring a client to talk about his/her experiences for the 4th of July.
43. For your annual meeting or board retreat, use Photoshop to put your board members photos on a Wheaties box. If you have a member with poor attendance and a really, really fabulous sense of humor, put his or her photo on a milk carton.
44. Provide logo wear that proudly displays your web address. On the back, list what you can do/learn on the site.
45. When beginning the strategic planning process, give everyone involved a calculator, ruler or abacus that says "Everyone counts when it comes to (then state your mission or organization's name).
46. At your national convention, surprise a board member who has done a particularly fabulous job with a suite.
47. Create a "President's Award," which is given yearly by the board president to the member of the board or a volunteer who has done exemplary work.
48. Inaugurate an "ABCD" award (Above and Beyond The Call of Duty) which can be given anytime during the year.
49. Instead of the traditional gavel, give a conductor's baton, magic wand or magic lamp to rub, to a new board chair.
50. Have a professional photo taken of a board member, get him or her to autograph it, and frame it for your wall of fame or executive's office.
51. For the board member who is always putting out fires, buy and present him or her with a real fire fighter's hat. Present several different hats to the board member who wears many hats.

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A Menu of Opportunities



Name _____

First things first: Be an Example:

I will make a meaningful personal gift for 2012.

I have Friends of Florida State Parks in my will or will consider it.

I have joined our social action network

Cultivation: Sharing what we do:

I will introduce our development staff to the following funding agencies or donors:

- _____
- _____
- _____

I will have a party in my home to share the story to:

I will bring the following groups for a tour (think church, civic groups, sororities, etc.)

- _____
- _____
- _____

The Ask: Be a Connector:

Identify and/or introduce board members to those you know who are interested in our work.

I will solicit folks for donations - monthly or annual pledges

I will go on calls to ask my friends or contacts to join me in supporting Friends of Florida State Parks. I will share information to establish where a donor's interest is with other board members.

I will ask my colleagues or corporate contacts to sponsor our _____ activity. (this is for restricted funding)

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I will call on people to tell them about current projects and how they can get involved

Who will you call on for what project?

The Ask: Be a Connector

I will sign letters/invites for _____
(name of program or need) and share why I am committed to Florida State Parks.

Stewardship: Taking care of those who take care of us

I will write handwritten thank you notes to select donors

I will make thank you phone calls to donors

I will host a thank-you event at my home

I will work as part of a committee to organize a donor appreciation program

I will thank special corporate donors or legislators for their support.

Be a Cyber supporter:

I will be video-taped for our website explaining why I support Friends of Florida State Parks. (Mr. DeMille is waiting!)

I will link my website to the school's site

I like to Tweet and will use Twitter to get me friends and colleagues to attend special events and Lobbying Days.

Question **NOT** to ask when recruiting

1. How rich are you?
2. If you are really, really filthy rich, are you willing to give large chunks of your money to our organization?
3. Is anyone in your family married to Bill Gates?
4. Would they like to be?
5. Are you willing to sleep with anyone in order to secure a grant for our agency?
6. Even Bill Gates?
7. If you personally have great wealth, is there anyone on the staff you find appealing?
8. Do you promise to bring unhealthy and delicious snacks to the board meetings? Vintage wines also acceptable
9. What are your reproductive plans?
10. Are you going to leave your money to kids who might grow up to marry a Republican or Democrat (underline appropriate choice) or to an agency with a proven track record?
11. Have you led a wicked life? If so, were you raised in a shame-based religion? Would you be willing to take a monetary approach at regaining your place in heaven?
12. Are you in the witness protection program?

You can sign up for
Carol's free e-zine that
includes tips on:

Governance,

Fundraising

Philanthropy

Volunteerism

And marketing your
nonprofit at

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