Setting Up Your Board for Success

Mae Maloney, MSW
Senior Program Director
Welcome!

• Leadership Greater Hartford (LGH) develops, connects and inspires diverse leaders to build inclusive and vibrant communities.

• Leaders On Board (LOB) prepares candidates for board service and helps them find organizations looking for new board members.
Today’s Agenda

Welcome
Overview of the Nonprofit Sector
Nonprofit Life Cycle
Building a Comprehensive Board
Individual Board Member Responsibilities
The Onboarding Process
Thank You!
Fist to Five

How confident are you in your current Board’s understanding of their roles?
(Fist = we have a ways to go, Five = we got this!)

How engaged is your board?
(Fist = I feel we are not connected or engaged; Five = I feel we are engaged and attentive)

How well does your board reflect the community served?
(Fist = not at all, Five = diverse members, reflecting community demographics)

How challenging is it to recruit new board members? (Fist = easy peasy, Five = we need help!)
What is a Nonprofit?
Nonprofits In Connecticut
(as of 2020)

All Nonprofits 18,604
501(c)3 Public Charities 11,860*
*(up 12.7% since 2013)

• 25% of adults volunteer
• Nonprofits employ 10% of the American workforce
• Third largest sector behind retail and manufacturing
  • 6% of American GDP

Source: CT By the Numbers & Nonprofits Source
Nonprofit Life Cycles

Source: Nonprofit Lifecycles Institute
Nonprofit Boards

The Board is the organization, and is accountable to:

- Public trust
- Attorney General
- Internal Revenue Service
- Members (if you have them)
- Donors
- Mission (including beneficiaries)
- Cooperating Organizations
- Employees
Ten Basic Responsibilities

1. Determine mission and purposes, and advocate for them.
2. Select the chief executive.
3. Support and evaluate the chief executive.
4. Ensure effective planning.
5. Monitor and strengthen programs and services.
6. Ensure adequate financial resources.
7. Protect assets and provide financial oversight.
8. Build and sustain a competent board.
9. Ensure legal and ethical integrity.
10. Enhance the organization’s public standing.

Source: BoardSource
The Nonprofit Board

What We Want

• Robust team of agile leaders
• Diversity across race, gender, socioeconomic status, etc.
• Strong backgrounds in finance, marketing, legal services, etc.
• Passion for Mission
• Members with lived experience
• The Trifecta
  Time! Talent! Treasure!

What We Have

• Not enough members
• Spotty attendance
• Incomplete skills matrix
• Board composition does not reflect communities served
• Limited understanding of impact, depth of services and programs, etc.
• Ineffective committees
• Not enough participation and accountability on committees
## Who Are We Today?

<table>
<thead>
<tr>
<th>Areas of Expertise</th>
<th>Current Board Members</th>
<th>Prospective Board Members</th>
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<tbody>
<tr>
<td>Experience with early-stage organizations</td>
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<td>Financial oversight</td>
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<td>Marketing and communications</td>
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<td>Strategic planning</td>
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<td>Understanding of community needs</td>
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<td>Fundraising</td>
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<td>Human Resources</td>
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What Are Our Connections?

<table>
<thead>
<tr>
<th>Community Connections</th>
<th>Current Board Members</th>
<th>Prospective Board Members</th>
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<tr>
<td>Corporate</td>
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<td>Media</td>
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<tr>
<td>Philanthropy</td>
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<tr>
<td>Political</td>
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<td>Small Business</td>
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<td>Social Services</td>
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# Our Racial Demographics

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<tr>
<th>Race / Ethnicity</th>
<th>Current Board Members</th>
<th>Prospective Board Members</th>
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<tbody>
<tr>
<td>American Indian / Native American</td>
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<tr>
<td>Asian / Pacific Islander</td>
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<tr>
<td>Black / African American</td>
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<tr>
<td>Latino(a) / Hispanic / Chicano(a)</td>
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<td></td>
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<tr>
<td>Middle Eastern / Arab</td>
<td></td>
<td></td>
</tr>
<tr>
<td>West Indian</td>
<td></td>
<td></td>
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<tr>
<td>White</td>
<td></td>
<td></td>
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<tr>
<td>West Indian</td>
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## Our Personal Styles

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<tr>
<th>Personal Style</th>
<th>Current Board Members</th>
<th>Prospective Board Members</th>
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<tr>
<td>Consensus Builder</td>
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<tr>
<td>Strategist</td>
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<td>Visionary</td>
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<td>Innovator</td>
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<td>Connector</td>
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<tr>
<td>Collaborator</td>
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<tr>
<td>Detail Oriented</td>
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Who is Responsible for Building and Sustaining a Competent Board?

The Board!
Recruiting

Who is already in our network?

Who comes to our events?

Who has volunteered with us?

Who accesses our services & programs?

Who has donated?

Members of Professional Associations, Civic Associations, Faith Communities

Who already knows us?
Recruiting

Intentionally build new relationships
Recruiting

BE SPECIFIC
The Mission is Your Polaris
“Stories are just data with a soul”
-Brené Brown

Storytelling secret 1: Evoke in the minds of your audience.

Storytelling secret 2. Speak from within the experience.

Storytelling secret 3: Start with the end in mind.
“Motivation is lighting a fire under someone; inspiration is lighting a fire within someone.”

Lance Secretan
Author and Entrepreneur
WHAT DO YOU WANT TO LEARN?
Leaders On Board

MEET YOUR MATCH

1000 LEADERS ON BOARD

We’re dedicated to pairing community leaders with extraordinary nonprofits.

Through board member training thousands have met their perfect non-profit match with Leaders On Board.

Learn more: leadershipgh.org/leaders-on-board/
Onboarding
Board Member | Manual

- Historical information (timeline, etc.)
  - Board Roles and Responsibilities
    - The Bylaws
    - Financial Data
  - A List of Current Board Members
    - Staff Structure
  - Events Calendar, if appropriate
    - List of Committees
Being part of the team is a feeling, not a place.
DEIB AT THE DANCE PARTY

EQUALITY
Equality is inviting everyone to the party.

DIVERSITY
Diversity is that among "everyone" invited, there are representations of difference.

BELONGING
Belonging is feeling comfortable to suggest decor, and feeling uninvited in your request that the DJ play your favorite song, then enjoying the decor and music along with everyone at the party.

INCLUSION
Inclusion is being a part of planning the party and being asked to dance during the party.

EQUITY
Equity is ensuring everyone has adequate transportation/access to getting to the party, regardless of their starting location.

Source: Verná Myers
“None of us is as smart as all of us.”

Ken Blanchard

Author, Speaker, and Business Consultant
Culture of Belonging

A community culture where members are seen, heard, and valued as their true, authentic self.

The opposite of belonging is fitting in.

Ruchika Tulshyan

Author
Board Conversations

What have you done to increase equity, inclusion, and belonging?

What else can we do?
2024 LGH Board Planning and Pledge Form

Each of the ways you can contribute to LGH are key to our success! Please indicate how you commit to supporting LGH this year, understanding that everyone has different capacity and different gifts.

Cultivation:
As part of our ongoing cultivation efforts, we are asking each board member to think about their networks and identify those who you think may be interested in learning more about LGH in the coming year.

2. Who is one person you’d like to cultivate for LGH in 2024?
   
   Name
   Company
   Email Address
   Phone Number

3. How do you think they’d likely engage with LGH? Please select all that apply.
   - [ ] Quest program participant
   - [ ] EO program participant
   - [ ] Third Age Initiative participant
   - [ ] LGB participant
   - [ ] Program sponsor
   - [ ] Event sponsor
   - [ ] Consulting and Training client
   - [ ] Donor
   - [ ] Member/Event attendee

DEVELOPMENT

7. Support the LGH culture of philanthropy (ex: donor calls, visits, introductions)
   - [ ] Yes
   - [ ] No
   Comments:

8. Assistance in securing grants/sponsorships for our events and programs
   - [ ] Yes
   - [ ] No
   Comments:
Evaluative Processes
Resources for Further Learning

Blue Avocado
Board Source
HPGS’s Nonprofit Support Program
Leaders On Board
Thank you