

# Is Your Board Bored?



Association of Fundraising Professionals  
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**Be open: You might be surprised at what works!**



# Who is in the room?

- √ Executive Directors
- √ Development Staff
- √ Board Members
- √ Other
- √ Several hats?

# GOAL

*.....to have an active, engaged board of members who are as excited about the organization as you are.*

# Board Duties

- Duty of Care
- Duty of Loyalty
- Duty of Obedience

Resource: *Legal Responsibilities of Nonprofit Boards*, Bruce R. Hopkins

# Signs of Disengagement



Can't make quorum?



**She said  
YES!**





# So, how was it?

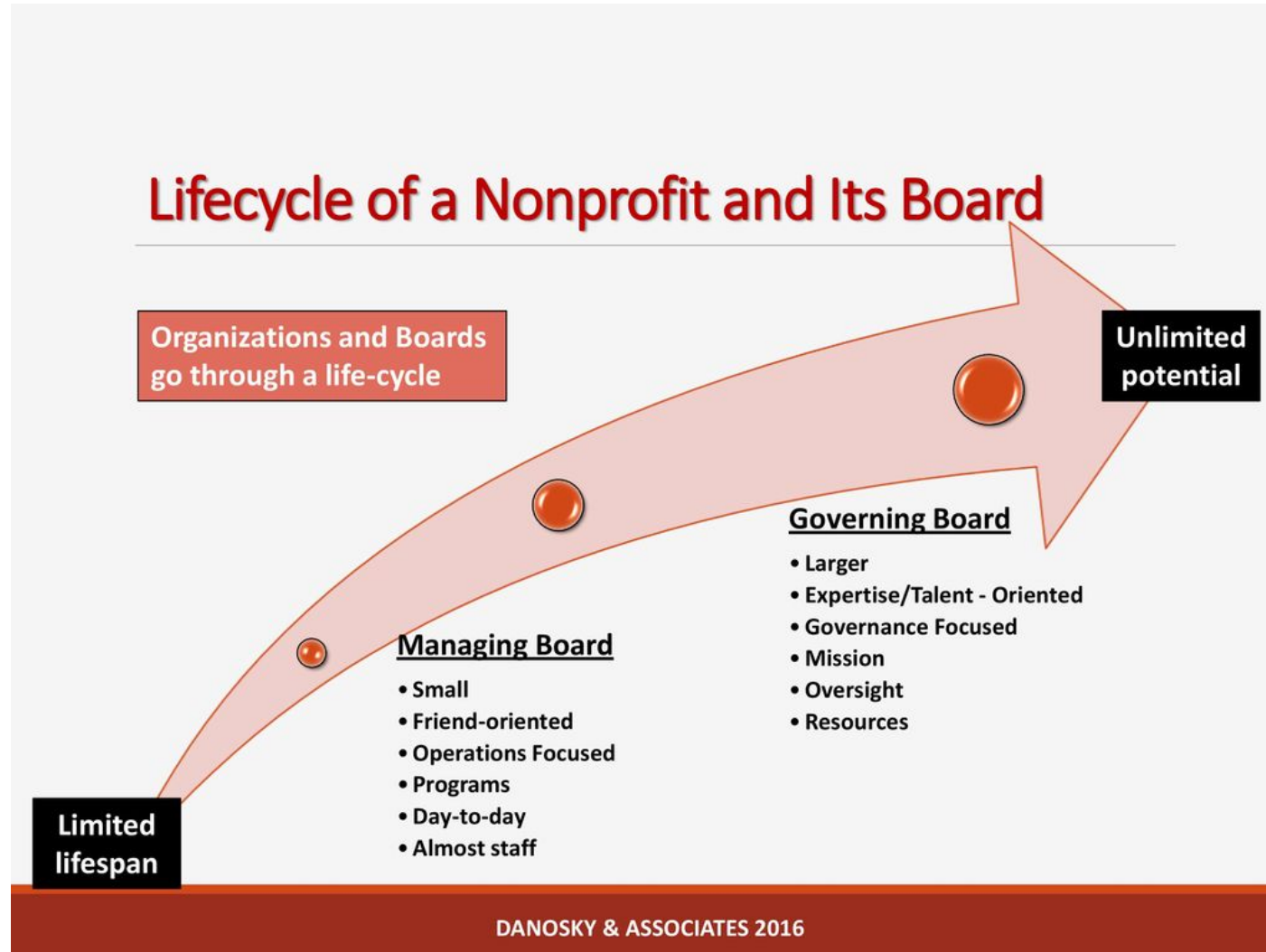
I attended meetings, I donated and I termed out.....



# Caveats

- Ideas will resonate based on your perspective
- Not meant to cover all scenarios
- Lifecycle matters

# Varies by point in lifecycle



# ***Rewind:* She said YES!**

Because Sally asked me

Because I *love* the Executive Director

Because I believe in the work

Because of peer pressure

Because I owed it to someone

Because the organization is doing important work

Because they need me (and I have a hard time saying no)

Because of my obligation (to my community, to my child (sports club, PTA)

Because it's a "good board" (prestige)

Because the organization has good synergy with my job (and I might get business)

Because I am just flattered to be asked



Do you believe in  
magic?

Well, it's going to take more than that.

# What can you do to energize and prevent disengagement?

Make it a **priority** to be aware.

Are members engaged in the best way possible that will result in positive outcomes for the organization?

What makes each person tick?

Is it time to change course?

TIP: Board engagement should be a key priority for the organization because when it works, you are better for it.

# What can you do to energize and prevent disengagement?

- Know their type and play to their strengths (or help them discover them)
  - *Social* – tickets, annual giving names
  - Run with the big dogs – quid pro quo on the squash court
  - *Political* – secure a bond bill or earmark, help with legislation
  - *Socialites* (as opposed to social) – host an elegant party, chair a campaign
  - *Organized or creative* – organize annual event
- Know their skill
  - Legal
  - Financial
  - Marketing, Advertising, Communications
  - Real Estate Development
  - Construction
  - Program

# What can you do to energize and prevent disengagement?

- Find out their superpower and find ways for them to use it
- Find out their magic trick
- Give them the fun stuff
- Pay attention to the Basics
  - Be organized, prudent and accurate (avoid frustration)
  - Honor term limits
  - Host good meetings
  - Ensure way to resolve concerns



# What can you do to energize and prevent disengagement?

- More power, less task oriented. They are governance, not staff.
- Make members feel special
- Make sure members know and respect the work. Foster ownership.
  - “What people don’t understand, they won’t value; what they don’t value, they won’t protect; and what they don’t protect, they will lose.” Charles Jordan
- Build and maintain good relationships. Create a sense of belonging.

# Board Engagement that Fundraising Staff Can Facilitate

- Make thank you calls to donors
- Write personal notes on appeals
- Host group of friends in home to socialize and share what your organization means to them
- Meet with current donors and ask them to explain why they give and why they care about the organization
- Attend site visits and meet clients, or have clients come to meetings
- Review donor lists and share what they know
- Have coffee or lunch with a prospect to provide an update, engage them in organizational issues
- Commit to bring at least one friend to an event
- Practice telling personal stories
- Ask them to speak at an event
- Like/share social media posts

# Most Importantly

- ❖ Celebrate them
  - ✓ as donors
  - ✓ as leaders
  - ✓ as volunteers

# Peer to Peer

What do *you* recommend?

# My favorite story



# Goats

