

CREATING A RECRUITMENT PLAN

To recruit the “right” people you must take a strategic approach. Develop a plan by following the steps below and work the plan. While it will take time and energy, the result will be worth it.

- ❑ Determine the organization’s overall needs in relationship to the realization of its vision

- ❑ Define the specific jobs that must be done to meet those needs and the skill sets and characteristics required to do those jobs

- ❑ Specify your expectations of those you will recruit to the board (e.g., attendance at meetings, a financial commitment, involvement on committees)

- ❑ Create job descriptions

- ❑ Brainstorm the types of people that might want to take on these jobs, where you would be most likely to find them and how you can best connect with them

- ❑ Think about what you can offer people who agree to serve. Be sure you can answer the question, “Why is your organization worthy of their support?”

- ❑ Determine how you can cultivate these individuals so that they will be responsive to your invitation

- ❑ Consider how you will approach “the ask” to ensure that when one accepts a role on the board that he/she meets the responsibility at the level you require