

CREATING A BOARD 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 the coming years if it is to realize its vision – i.e., What does the organization want to accomplish? What are some of big projects it intends to undertake?
- ❑ Define the skill sets, characteristics and connections required to successfully meet these needs.
- ❑ Determine the ideal composition of the board.
- ❑ Specify your expectations of those you will recruit to the board – e.g., passion for mission, attendance at meetings, a financial commitment, involvement on committees.
- ❑ Brainstorm the types of people that might want to take on these jobs and be willing to meet your expectations.
- ❑ Create a job description.
- ❑ Figure out where you would most likely find the type of people you are looking for. (Will you use a “blue ribbon committee”?¹)
- ❑ Determine how you can best connect with the types of people you’ve identified.
- ❑ 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.

¹ Thanks to Jan Masaoka for the concept of bringing together community leaders for a single meeting to suggest names of possible candidates.