

## CREATING A BOARD RECRUITMENT PLAN

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*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 – e.g., Chambers of Commerce, universities, hospitals, houses of worship, clubs. Will you use a “blue ribbon committee”?<sup>1</sup>
- ❑ Determine how you can best connect with the types of people you’ve identified – e.g., ask people you know in the field to introduce you, through social media, by inviting them to a special event for potential board directors only.
- ❑ 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.

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<sup>1</sup> Thanks to Jan Masaoka for the concept of bringing together a small group of community leaders/influencers for a single meeting to suggest names of possible candidates.