

CULTIVATING POTENTIAL DIRECTORS FOR YOUR BOARD

Beware of the individual who joins your board with little knowledge of the organization. Commitment and effective service comes only from an understanding of the organization, its mission, vision, values, history and needs. By cultivating potential directors over time, an organization provides them with the necessary knowledge and sense of belonging that will make them successful if and when they do say yes.

Here are some suggestions for easy ways to cultivate future directors.

- Send the organization's printed newsletter or the link to its online version
- Send frequent informal executive updates
- Send invitations to all organizational events
- Hold special events for potential directors
- Provide tours of the organization
- Invite potential directors to an intimate breakfast or lunch with the board president and/or CEO
- Send handwritten thank you notes for involvement in organizational activities
- Send cards for birthdays, anniversaries, condolences and congratulations
- Ask for participation in brief surveys (post-events, what they would look for in a board orientation etc.)
- Send stories that demonstrate organizational impact
- Send a note recognizing the appearance of the potential director in an article in the newspaper
- Respond to a mission-related post they made on their social media
- Email action alerts and request their help
- Ask them to join a committee
- Invite them to help review marketing materials
- Invite them to help with strategic planning
- Provide leadership development opportunities

Add your own ideas for things your organization should be doing to cultivate potential directors:
