

Five Mistakes Boards Must Avoid

KEY ISSUES THAT CAN HOLD
YOUR NONPROFIT BACK

COR
CONSULTING

How's Your Mood?

A Word About

Stress, Anxiety, Depression

1. Don't be ashamed
2. Don't suffer alone
3. Focus on what you can control
4. Maintain balance in your life



What Brings You Joy?





Board Members Are....

VOLUNTEERS

Board Members are “Star” Volunteers

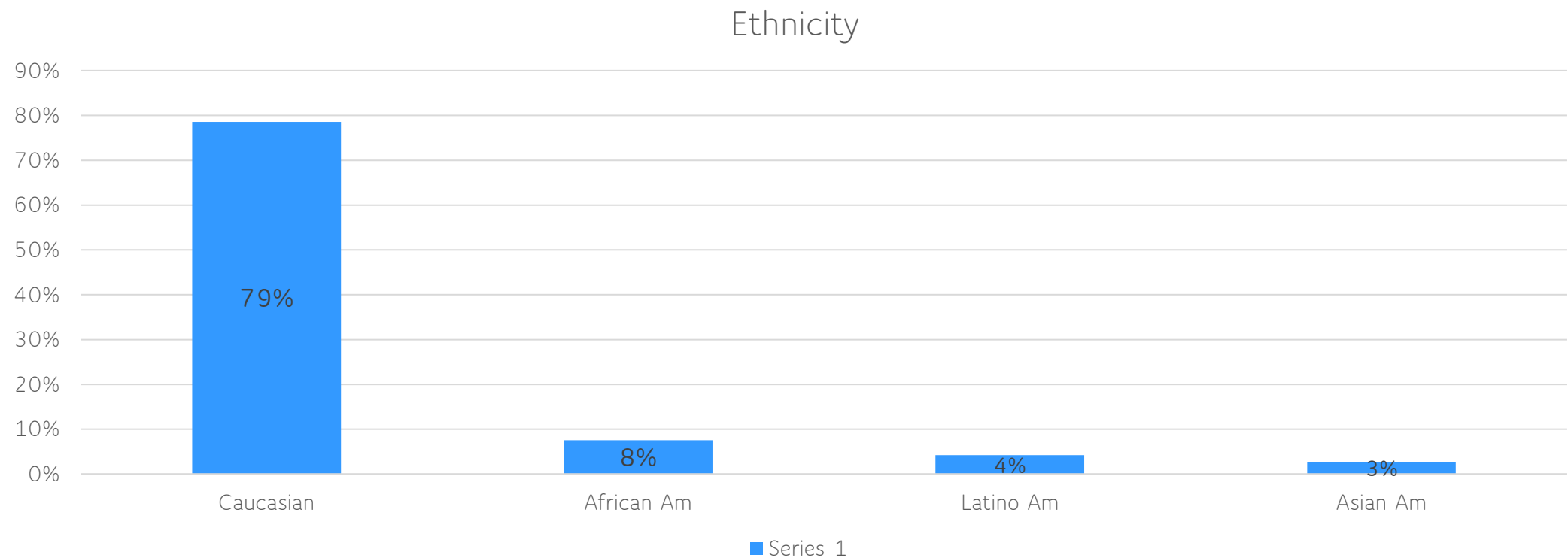


Skills	· Provide expertise & knowledge
Give \$	· Make a personal financial gift
Time	· Make a time commitment
Advocate	· Advocate for your organization
Attend	· Go to your events
Connect	· Link their networks to your organization
In Kind	· Donate professional services
Ask	· Ask others for gifts

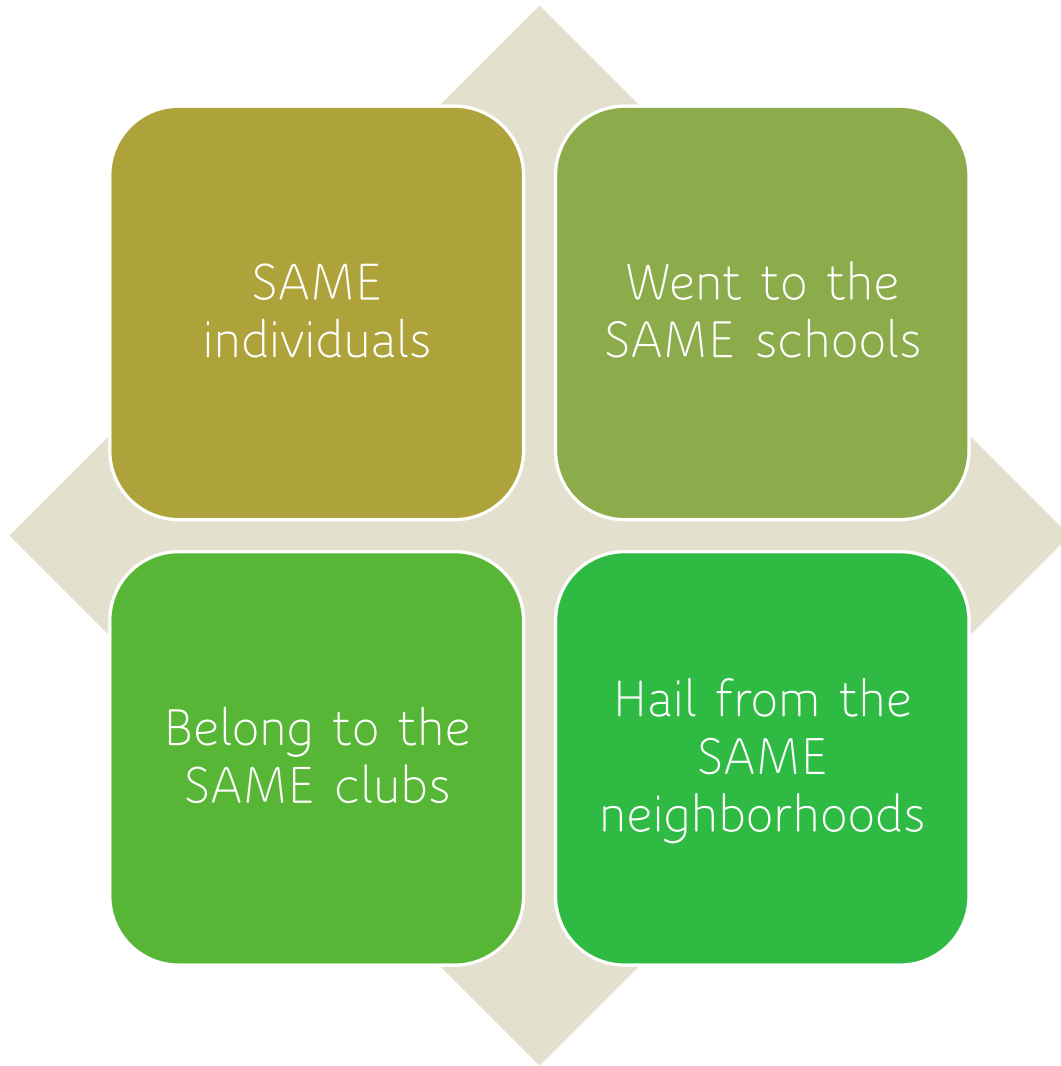


#1- Failing to Cultivate Board Diversity

How Diverse Are Nonprofit Boards?



The NonProfit Times News 2018



Usual Suspect Syndrome

Good Diversity is Intentional

- ✓ Ethnicity
- ✓ Gender
- ✓ Orientation
- ✓ Age
- ✓ Social Capital
- ✓ Intellectual Capital



Serenity Mitchell

Nonprofit Leaders Study

72% of people of color do not believe nonprofit leaders have the will to make changes that would advance diversity

2019 Building Movement Study

Update Your Board Matrix

COMMON:

- Law
- Fundraising
- Accounting
- Banking

GO BEYOND:

- Mission-related skills
- Grateful recipients/participants
- Policy experts
- Experienced board members

Improve Fundraising & Engagement

Women

- Fundraising
- Advocacy

39 & Under

- Fundraising
- Connections

The Bottom Line

We Need Board Members Who:

- 1) Passionate About Our Mission
- 2) Attend Meetings
- 3) Provide Oversight
- 4) Make Our Organization Priority
- 5) Govern Effectively



Building Your Pipeline

Nominating Committee:

- Year-round effort
- Regular committee meetings
- Cultivation meetings with prospects
- Include full board in seeking nominations





#2- Weak Meeting Agendas



BOARD MEETING AGENDA

Typical Agenda:

- Call to order
- Approval of minutes
- Executive Director's report
- Finance committee report
- Other committee reports
- Program report
- Old business/new business
- Adjournment

Strategic Agenda

- Welcome/Opening Thoughts
- Consent Agenda Approval
- Philanthropic Culture Example
- Strategic Initiative Discussion
- Brainstorm Future Issues for Board Attention
- Adjournment

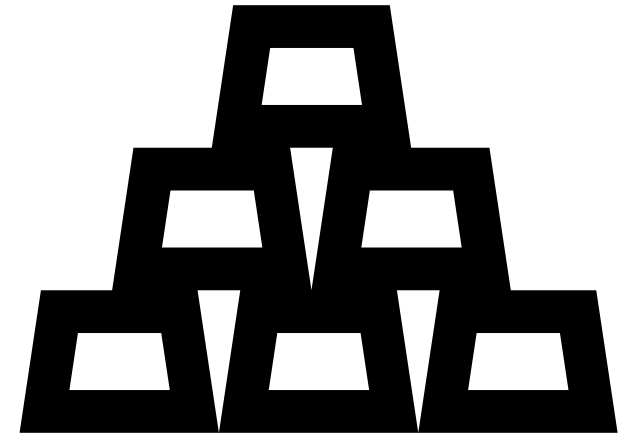




#3- Undervaluing the CEO/CDO

Compensation

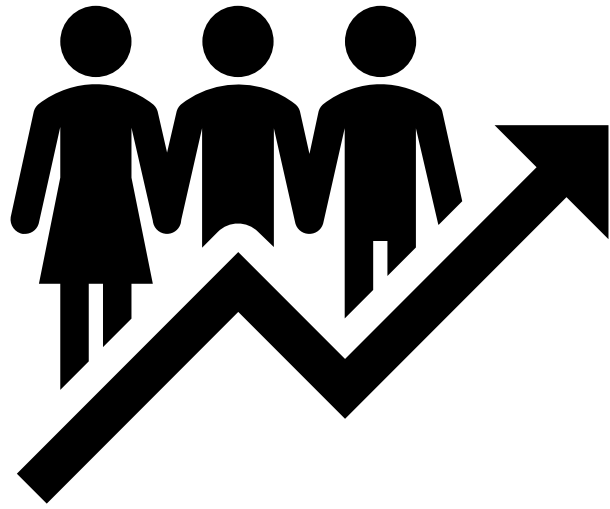
- History & society have conditioned us
- We are losing our best talent
- CEO/CDO roles require skilled leadership
- Transitions are costly
- Be creative w/ incentives



CEO's and CDO's – Your Subject Matter Experts

- Listen to them more
- Trust their opinion and expertise
- Ask their input 1st, before asking the board
- Prohibit a scarcity mindset (eg: staffing, training, salaries, infrastructure)





Recruiting: Don't Settle

- Hire an interim expert
- Use a search firm
- Do your research
- Consider certifications
- Hire slow

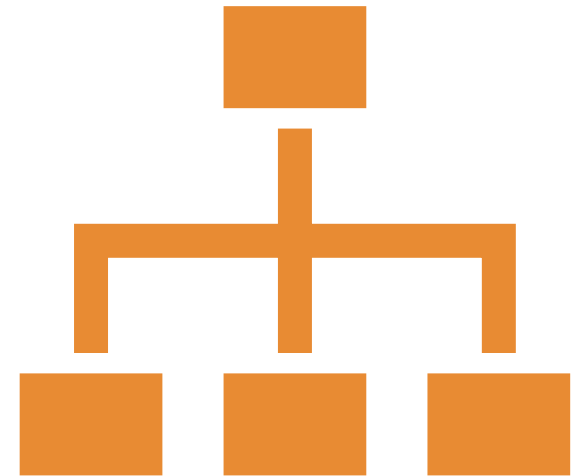


#4- Overserving & Under-giving

Making Your Organization Priority

Best Practices:

- Limit board service to one org
- Top 3 giving priority
- Define commitment up front
- Plan well in advance
- Board Chair enthusiastically supports and communicates these practices



A photograph of a gravel path. In the foreground, a pair of black leather shoes is visible. Above the shoes, two white arrows are painted on the gravel, pointing in opposite directions (one left, one right).

#5- Not Understanding Their Role

Define & Communicate Expectations

New Board Members:

- Board member expectation form
- Prioritizing their personal gift
- Board member job description
- Thorough orientation/on-boarding process

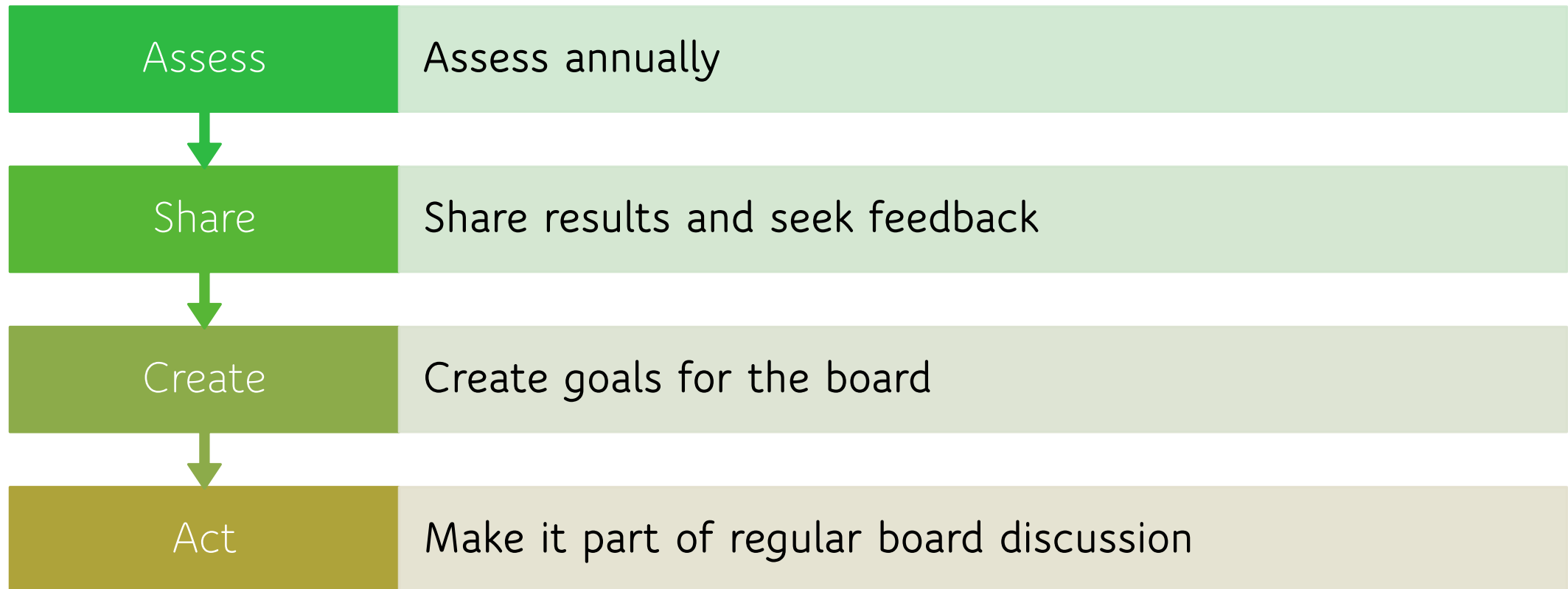
Define & Communicate Expectations



AFTER Joining Board:

1. Annual check-in w/ each board member
2. Annual commitment form
3. Annual conflict of interest form
4. Prioritizing their personal gift
5. Board self-assessment

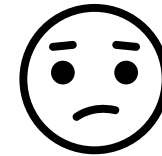
Board Self-Assessment



Board Focus



- 1) Governance (Oversight, accountability)
- 2) Mission, strategy and goals
- 3) Review & approve budgets
- 4) Board development
- 5) Advocacy & fundraising



- 1) Management of Organization
- 2) Staff hiring/HR Issues
- 3) Adding another fundraising event
- 4) Development of programs
- 5) Asking staff to create more work

Resources



Reading Recommendations:

Good to Great and the Social Sectors by Jim Collins (only 40 pgs long)

The Fundraising Habits of Supremely Successful Boards – Jerold Panas

The Nonprofit Board Answer Book: A Practical Guide for Board Members and Chief Executives – BoardSource

Joan Garry's Guide to Nonprofit Leadership

Other Resources:

Board Source – www.boardsource.org

Robert's Rules of Order

Board Effect – www.boardeffect.com



THANK YOU!

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