

**WELCOME TO**

An Introduction to -

***Educating, Engaging & Empowering***

*Yourself and Your Board*

FROM THE TEAM **FOURSIGHT**

**FOR COMMUNITY**  
free workshop series for nonprofits



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# Welcome

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Who's who & what do you expect?



# What is a “Board of Directors” & why do I need one?

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Most nonprofits are corporations—legal entities—distinct from the individuals who founded them. They are governed by boards of directors just like for-profit businesses.



So whose the “boss” - Board or E.D.?

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Get your pencils ready...

**Pop Quiz!**

**5-10 minutes & no talking!**



# What is the role of the Board?

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The board's responsibilities fall into four broad categories:

- 1 Legal and fiduciary** - *Ensure organization meets legal requirements & operates in accord. w/ mission & purpose*
- 2 Oversight** - *See that organization is run well, moderates power of management & hires, reviews & removes executive director*
- 3 Financial Resources** - *Involved in making sure org. has money it needs – could be personal contributions; advocating with foundations, government, corporations; organizing or hosting fundraising events; or face-to-face solicitations*
- 4 Representation of constituencies and viewpoints** - *Represent or bring experiences & perspectives of diverse groups or populations served however voting and governing in the nonprofit's best interest*



# Examples of Board Responsibilities

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1. Determine the organization's mission and purpose.
2. Select/hire support & evaluate the chief executive.
3. Provide proper financial oversight. The board must approve the annual budget and ensure that proper financial controls are in place.
4. Ensure adequate resources. One of the board's foremost responsibilities is to secure adequate resources for the organization to fulfill its mission.
5. Ensure legal and ethical integrity and maintain accountability.



# Examples of Board Responsibilities

*(Continued)*

6. Ensure effective organizational planning.
7. Recruit and orient new board members and assess board performance.
8. Enhance the organization's public standing & garner support from the community.
9. Determine, monitor, and strengthen the organization's programs and services. The board's responsibility is to determine which programs are consistent with the organization's mission and to monitor their effectiveness.
10. Participate in fundraising activities



# Roles Will Vary With Cycle

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A new start up nonprofit -

Board is small, passionate involved in daily activity “a working board”

Older more established nonprofit -

Board focused more on the governance





# The Board's Role IS NOT

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The day to day management of the organization. That's what the executive director is for.



# Building a Good Board

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The best executive directors know that the single most important thing they can do to ensure the success of their nonprofit organization is to build a great board of directors.

That not only means recruiting the right people, but training and maintaining the board as well.



# Building a good board will

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1. Help you to engage the community in the work of your nonprofit
2. Lead and govern a thriving, purposeful organization
3. Raise Funds



# Steps to Build From

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1. Recruit the best candidates
2. Provide orientation & training
3. Learn about governance & teach the board
4. Evaluate & assess the board & individual members regularly
5. Recognize & thank members for their efforts (remembering they are volunteers)



# Being On Board with what You've Built

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In plain (*or blunt*) terms...

- For the Executive Director
  1. The Board is not just a group of wonderful people who love your mission & will act as a rubber stamp for your programs
  2. They are not there to do your job.



# Being On Board with what You've Built

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In plain (*or blunt*) terms...

- For the Board of Directors
- Keeping in mind you have committed to serve and are legally & ethically bound to ensuring the health of the organization (in other words – this is more than just a cool thing to put on your resume) -
  1. Check egos at the door
  2. You serve as part of a whole and ultimately have no more authority than the person next to you.
  3. Attend agency functions & bring people w/you



## Being On Board *(continued)*

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4. Understand the mission and why the agency exists
5. Come to meetings prepared and participate
6. Pay attention not only at the meetings but to what is going on in the community, news, government that may impact the organization
7. Contribute financially (on any level)



# Organizing the Board

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Common questions here are:

- How big should the board be?
- Do we need committees & which ones?
- Should our Board be compensated?
- Does the CEO/ED sit on the Board as a voting member?
- What about term limits?
- What can we do if a member is turning out to be dead weight?





# Always a Work in Progress – Board Evaluation

“Even if you are on the right track, you'll get run over if you just sit there” - *Will Rogers*

- Boards should evaluate themselves regularly as a group and as individuals
- Set performance standards
- Determine the evaluation process (internal, external, 360, etc.)
- Evaluate the process



# Boards and Fundraising

## True or False

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“All board members at my organization love to fundraise for us and all make an annual contribution themselves.”

*"I give my time, and that's more valuable than money!"*

*"What difference can my small gift make to a huge nonprofit like this?"*

*"I serve on three nonprofit boards. How can I contribute to each one?"*



# Boards and Fundraising

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A very important part of GOOD board management is making sure there is enough money to do what needs doing.

## ***Four fundraising responsibilities of boards***

1. Make a financial contribution to the extent of your capacity.
2. To solicit contributions from your friends, relatives and colleagues
3. Help recruit new members with the clout and connections.
4. Oversee organization's fundraising efforts.



# Questions?



Please complete and turn in  
your evaluations

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*Thank you for attending today.*

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