

Setting Up Your Board for Success

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GREATER
HARTFORD

Welcome!

- Leadership Greater Hartford (LGH) develops, connects and inspires diverse leaders to build inclusive and vibrant communities.
- Leaders On Board (LOB) prepares candidates for board service and helps them find organizations looking for new board members.





Today's Agenda

Welcome

Overview of the Nonprofit Sector

Nonprofit Life Cycle

Building a Comprehensive Board

Individual Board Member Responsibilities

The Onboarding Process

Thank You!



Fist to Five

How confident are you in your current Board's **understanding of their roles**?

(Fist = we have a ways to go, Five = we got this!)

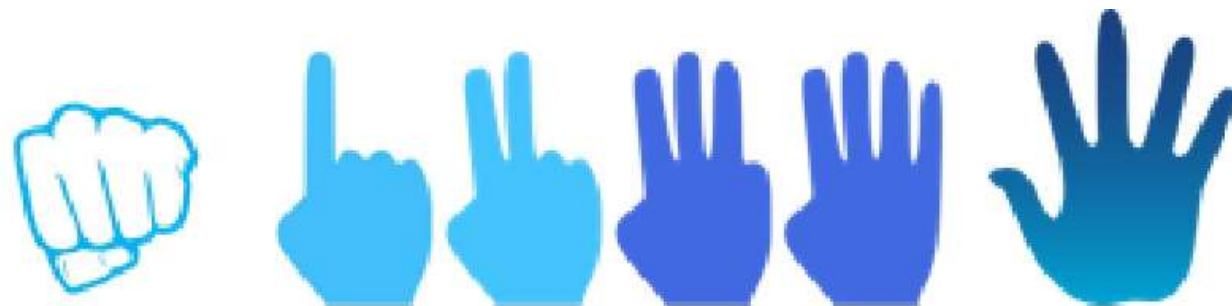
How **engaged** is your board?

(Fist = I feel we are not connected or engaged; Five = I feel we are engaged and attentive)

How well does your board **reflect the community served**?

(Fist = not at all, Five = diverse members, reflecting community demographics)

How **challenging is it to recruit** new board members? (Fist = easy peasy, Five = we need help!)



What is a Nonprofit?



Nonprofits In Connecticut

(as of 2020)

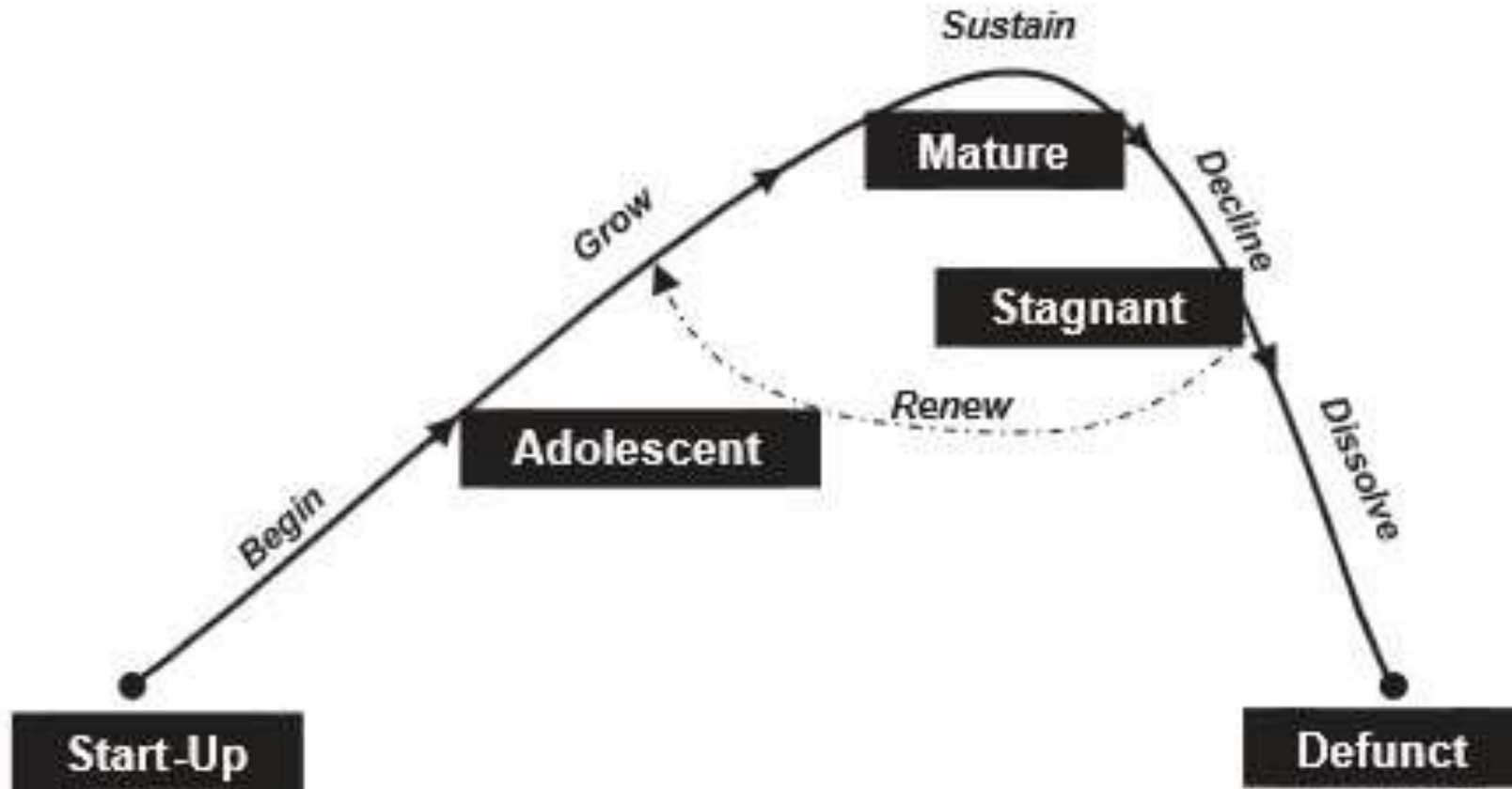
All Nonprofits	18,604
501(c)3 Public Charities	11,860*

*(up 12.7% since 2013)

- 25% of adults volunteer
- Nonprofits employ 10% of the American workforce
- Third largest sector behind retail and manufacturing
 - 6% of American GDP



Nonprofit Life Cycles



Source: [Nonprofit Lifecycles Institute](#)



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Nonprofit Boards



The Board **IS** the organization, and is accountable to:

- ✓ Public trust
- ✓ Attorney General
- ✓ Internal Revenue Service
- ✓ Members (if you have them)
- ✓ Donors
- ✓ Mission (including beneficiaries)
- ✓ Cooperating Organizations
- ✓ Employees



Ten Basic Responsibilities

1. Determine mission and purposes, and advocate for them.
2. Select the chief executive.
3. Support and evaluate the chief executive.
4. Ensure effective planning.
5. Monitor and strengthen programs and services.
6. Ensure adequate financial resources.
7. Protect assets and provide financial oversight.
8. Build and sustain a competent board.
9. Ensure legal and ethical integrity.
10. Enhance the organization's public standing.

The Nonprofit Board

What We Want

- Robust team of agile leaders
- Diversity across race, gender, socioeconomic status, etc.
- Strong backgrounds in finance, marketing, legal services, etc.
- Passion for Mission
- Members with lived experience
- The Trifecta

Time! Talent! Treasure!

What We Have

- Not enough members
- Spotty attendance
- Incomplete skills matrix
- Board composition does not reflect communities served
- Limited understanding of impact, depth of services and programs, etc.
- Ineffective committees
- Not enough participation and accountability on committees

Who Are We Today?

Areas of Expertise	Current Board Members	Prospective Board Members
Experience with early-stage organizations		
Financial oversight		
Marketing and communications		
Strategic planning		
Understanding of community needs		
Fundraising		
Human Resources		



What Are Our Connections?

Community Connections	Current Board Members	Prospective Board Members
Corporate		
Media		
Philanthropy		
Political		
Small Business		
Social Services		

Our Racial Demographics

Race / Ethnicity	Current Board Members	Prospective Board Members
American Indian / Native American		
Asian / Pacific Islander		
Black / African American		
Latino(a) / Hispanic / Chicano(a)		
Middle Eastern / Arab		
West Indian		
White		
West Indian		

Our Personal Styles

Personal Style	Current Board Members	Prospective Board Members
Consensus Builder		
Strategist		
Visionary		
Innovator		
Connector		
Collaborator		
Detail Oriented		

Who is Responsible for Building and Sustaining a Competent Board?

The Board!

Recruiting

Who is already in our network?

Who comes to our events?

Who has volunteered with us?

Who accesses our services & programs?



Who has donated?

Members of Professional Associations, Civic Associations, Faith Communities

Who already knows us?

Recruiting

Intentionally build new relationships



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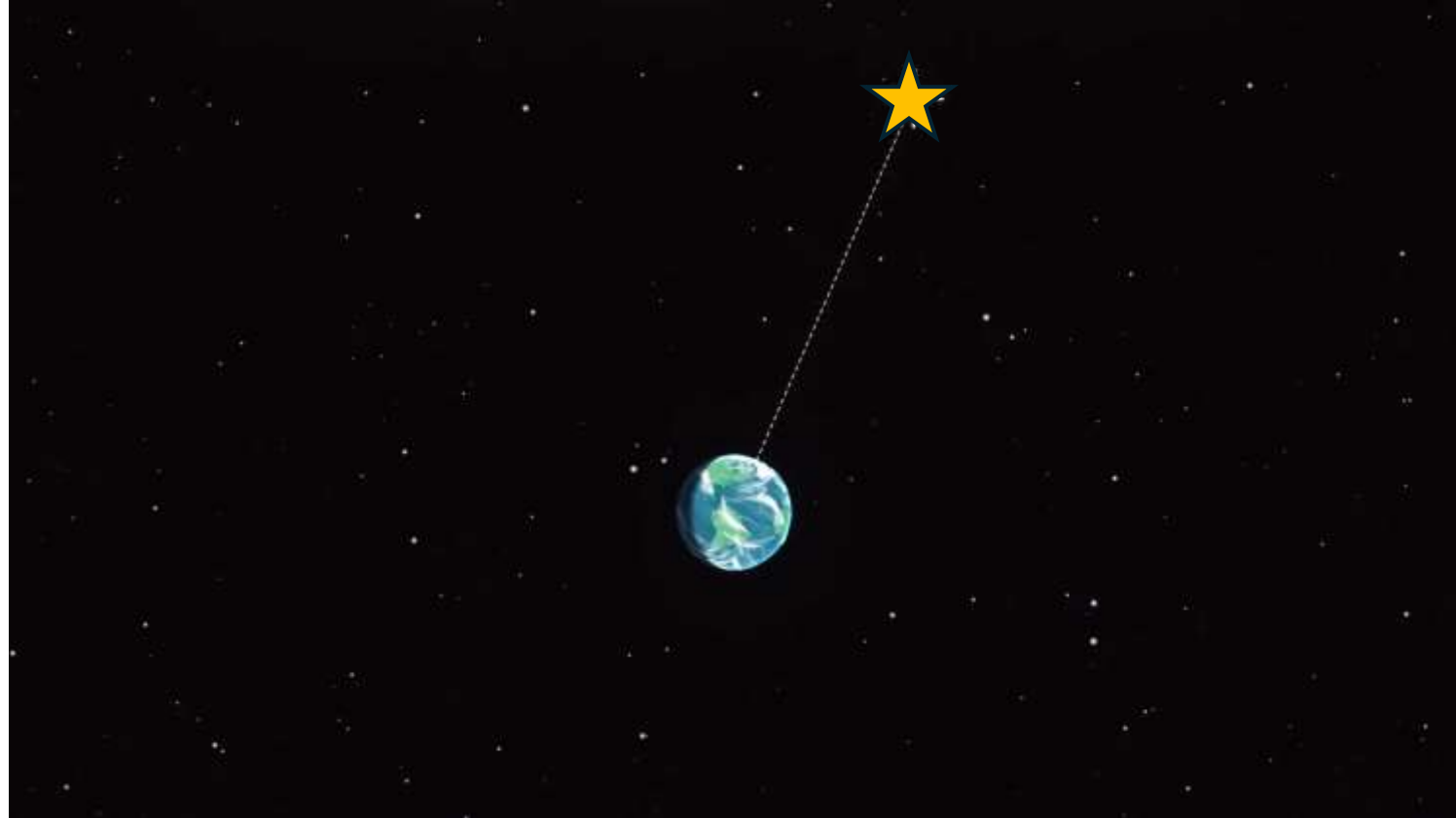
Recruiting

BE SPECIFIC



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The Mission is Your Polaris



“Stories are just data with a soul” -Brené Brown



Storytelling secret 1: Evoke in the minds of your audience.

Storytelling secret 2. Speak from within the experience.

Storytelling secret 3: Start with the end in mind.

“Motivation is lighting a fire under someone; inspiration is lighting a fire within someone.”

Lance Secretan
Author and Entrepreneur



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Leaders On Board

**MEET
YOUR
MATCH**



**1000
LEADERS
ON BOARD**



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We're dedicated to pairing community leaders with extraordinary nonprofits.

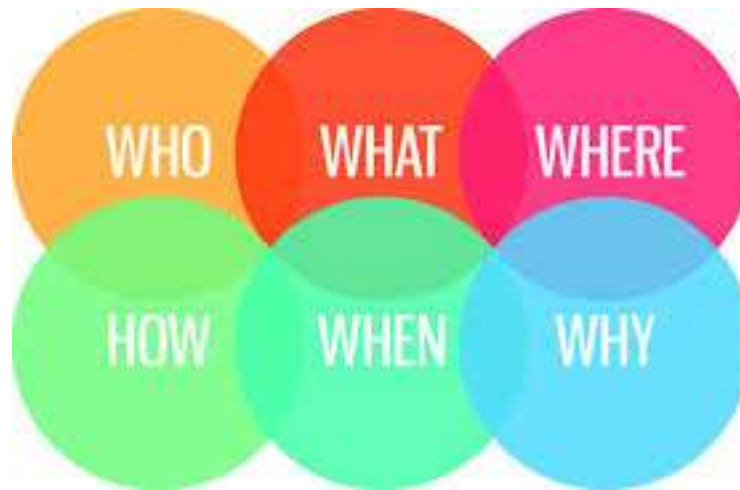
Through board member training thousands have met their perfect non-profit match with Leaders On Board.

Learn more: leadershipgh.org/leaders-on-board/



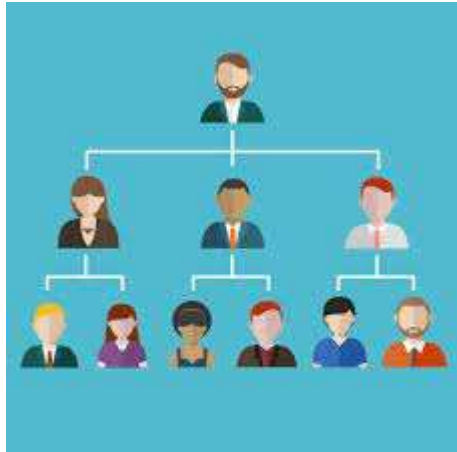
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Onboarding



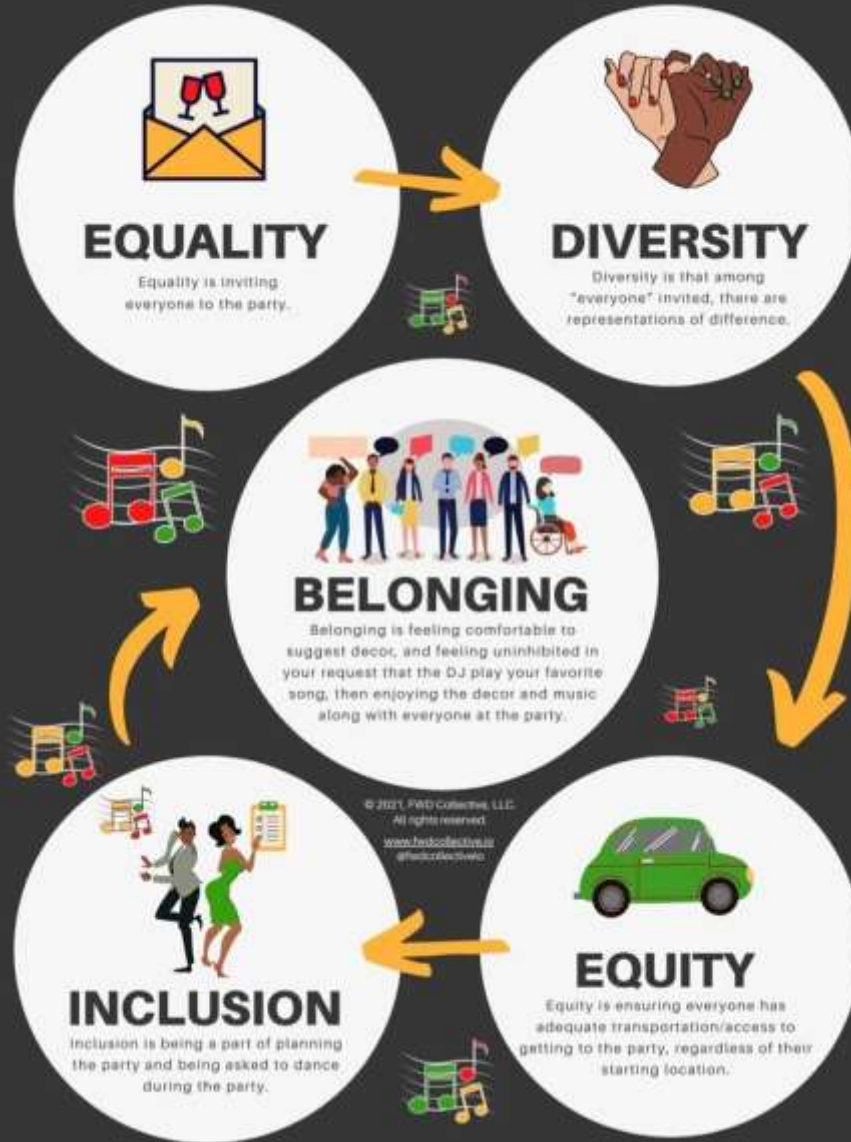
Board Member | Manual

- ❑ Historical information (timeline, etc.)
 - ❑ Board Roles and Responsibilities
 - ❑ The Bylaws
 - ❑ Financial Data
 - ❑ A List of Current Board Members
 - ❑ Staff Structure
 - ❑ Events Calendar, if appropriate
 - ❑ List of Committees



Being part of the team is a feeling, not a place.

DEIB AT THE DANCE PARTY



Source: Verná Myers

“None of us is as smart as
all of us.”

Ken Blanchard

Author, Speaker, and Business Consultant



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Culture of Belonging

A community culture where members are seen, heard, and valued as their true, authentic self.

The opposite of belonging is fitting in.
Ruchika Tulshyan
Author



Board Conversations

What have you done to increase equity, inclusion, and belonging?

What else can we do?



2024 LGH Board Planning and Pledge Form

Each of the ways you can contribute to LGH are key to our success! Please indicate how you commit to supporting LGH this year, understanding that everyone has different capacity and different gifts.

Cultivation:

As part of our ongoing cultivation efforts, we are asking each board member to think about their networks and identify those who you think may be interested in learning more about LGH in the coming year.

2. Who is one person you'd like to cultivate for LGH in 2024?

Name

Company

Email Address

Phone Number

3. How do you think they'd likely engage with LGH? Please select all that apply.

Quest program participant

Event sponsor

EOP program participant

Consulting and Training client

Third Age Initiative participant

Donor

LOB participant

Member/Event attendee

Program sponsor

DEVELOPMENT

7. Support the LGH culture of philanthropy (ex: donor calls, visits, introductions)

Yes

No

Comments:

8. Assistance in securing grants/sponsorships for our events and programs

Yes

No

Comments:



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Evaluative Processes





Resources for Further Learning

[Blue Avocado](#)

[Board Source](#)

[HPGS's Nonprofit Support Program](#)

[Leaders On Board](#)

