

Recruiting The Right Board Members

Gauging whether someone would be a good fit as a board member is an important first step in the recruiting process. A casual coffee or lunch can be a great chance for both sides to check each other out, and see if the expectations, the responsibilities – and the chemistry – are a good fit.

Here are Some Questions to Get the Conversation Flowing:

- How did you learn about our organization?
- What experiences have you had with our organization?
- What have you heard from others in the community about our organization?
- What interests you about our organization?
- Where does this interest come from?
- Have you served on other boards before? Which ones? What did you enjoy about that experience? Were there things you did not enjoy so much?
- Are there skills, experiences, and connections you'd be able to bring to the board?
- Are there any concerns you have about board service?
- Is the time commitment manageable for you?
- How comfortable are you being an ambassador for the organization, with friends, family and the community at large?

If things go well, and the conversation moves into what is expected of each board member, be sure to mention the following:

- **Time Commitment:** Frequency length of board meetings, attendance expectations and amount of prep needed for meetings
- **Committee Work:** Is each board member expected to serve on a committee?
- **Financial Commitment:** What is the financial expectation? Is every board member expected to give a stretch" gift?
- **Attending Special Events:** Are there certain events that every board member is expected to attend, such as a gala or auction? Are board members expected to bring guests or sell tickets?
- **Fundraising Tasks:** Is every board member expected to raise a certain amount of money? Directly approach donors? Secure corporate sponsorships?
- **Pending Issues:** Are there large issues that the board is grappling with right now? Is the organization financially solvent? Is the staff stable? Are there any lawsuits or public relations situations the organization is in the middle of? Is the board a cohesive group or divided by certain issues?