



An Informational Session for VT Nonprofit Child Care Directors

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Agenda

Specific Topics

- Board member recruitment
- Board member orientation
- ED/staff role in fundraising; engaging the Board

Open discussion



Recruitment

- What do your by-laws require?
- How big do you want the Board to be?
- What are the advantages of a larger Board? disadvantages?
- Who/what skills do you need?
- How do you start?



What/Who is missing?

SKILLS & EXPERIENCES

- Business
- Planning
- Politics/Government
- Media/Sports/Entertainment
- Personnel Management
- Financial Management
- Law
- Community Groups/Social Services
- Education
- Faith Groups
- Public Relations/Marketing
- Fundraising
- will make contributions
- will contribute services
- will help raise money
- has access to individuals with money
- has access to corporations and foundations
- has personal wealth
- Other (as applicable to your program)_____

PERSONAL CHARACTERISTICS

- Gender
- Race/Ethnicity
- LGBTQ
- Age
- Leadership potential
- Influence in community
- Communication skills
- Time availability
- Interests in your program
- Other traits important to your nonprofit_____



BUT WAIT!

- Focus on what people will do rather than what people are.
- Is the lawyer on your Board engaged, does s/he understand nonprofits, and childcare regulations?
- Look for board members who will be engaged and create the connections you need – For example, Instead of recruiting someone because s/he's wealthy, ask them whether they would be willing to organize three other board members into a group that would try to raise \$50,000 per year as a group.



Ask

- What are the three most important things for our board to accomplish this year?
- Do we have the right people on the board to make that happen?
- Ground your recruitment in what the organizations needs now, instead of looking for a generic set of skills



Now what?

- This is not a staff only job – the Board is self perpetuating, meaning they have a large role to play in recruiting members.
- If there is not a governance or recruitment committee of the Board, work with the Board Chair to create one.
- Meet with the committee and begin with the questions on the previous slide.
- Generate a list of what you need and brainstorm names – even if you know they are not able to be on the Board they might know someone who can.
- Contact potential recruits and set up a meeting – this is especially tricky in a pandemic but not impossible.



Now What con't

- One member of the Board and the ED should vet potential recruits.
- Be brutally honest about what you expect – do not gloss over fundraising or giving requirements, for example.
- Be prepared to say no if you feel that fit is not right
- Follow your policy – do potential members attend 2 meetings before they are voted in? Get a good feel for the level of time commitment the potential recruit is able to give. This might not be the right time for them



Some suggestions

- Special events are really good places to recruit new Board members. Ask each current Board member to invite 5-7 people to an event – it does not have to be a fundraising event, more an information session about your center –your philosophy and mission.
- Advertise with your local United Way; put up recruitment posters where it makes sense



New Board Member Orientation

BOARD MEMBER ORIENTATION PACKAGE

A checklist of information to give new board members: - this should be on a google drive – they don't need a big binder

- Job description
- By-laws
- History of the organization and its programs
- Sources of the organization's funding
- Annual report
- Organization's policy manuals
- Current budget and the most recent audit statement
- Strategic and development plans
- Organization chart and job title/description and names of staff
- Mission statement
- Roster of current board members, their addresses and telephone numbers
- List of officers and committee chairpersons (and members)
- Organization newsletters and brochures
- Minutes from the three most recent board meetings
- Fact sheet with information about the nonprofit's history and programs



Orientation Suggestions

- Break the orientation into sections and hold one section before the start of the Board meeting.
- Staff plays a key role – finances and program descriptions.
- Board's role – board policies, meeting format etc.
- The Board Chair can assign each new member a mentor – an experienced Board member who can answer questions and encourage engagement.
- The goal is to educate and demystify both the internal operations of the organization and the role of a board member.



Fundraising

Staff

- Be clear about expectations when recruiting board members
- Play an active role in determining types of fundraising activities
- Weigh advantages/disadvantages of all fundraising activity
- Be able to say no to ideas

Board

- Be clear about expectations when recruiting board members
- Be realistic about Board and staff capacity to implement fundraising ideas
- Board should be actively engaged in planning and present at all events – including mail campaigns



Donations

- If you are a religious organization, and/or a 501c3 then donations given to you by individuals are deductible.
- You do not need to do any more than send them a letter thanking them for the donation received on what date for what amount.
- If the gift is goods (toys, clothes) rather than money you can give them a receipt and they can determine the value.
- If you receive a gift of stock or real estate seek professional advice.
- You are not tax professionals; you should not be giving tax advice.



The Exec Director Should

- Lead the Staff & Manage the Organization
- Manage the finances (payroll, accounts, budget, cash flow)
- Develop Effective Programs
- Support the Board & Engage them in Planning
- Lead & Manage Fundraising with board support
- Implement the Budget and Strategic Plan
- Create a safe, accessible working environment



The Executive Director is:

- The single point of delegation for the Board
- Is the one and only employee of the board; created by the Board (hired & fired)
- Accountable for meeting the board's expectations for organizational performance
- Responsible for supporting the board but is not accountable for what the board's job is or how well they do their job
- Responsible for the staff that you hire, supervise and evaluate.



A group of diverse cartoon children smiling, with the word "Discussion" in the center. The children are drawn in a simple, friendly style with large heads and small bodies. They have various hair colors and styles, including pigtails, braids, and curly hair. Some are wearing glasses or hats. The background is plain white.

Discussion