An Informational Session for VT Nonprofit Child Care Directors

October 6, 2020

Jane Van Buren of Noonmark Services

janevb@noonmarkservices.com
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 educated 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.
Discussion