Children's Trust Fund
Protecting Michigan's Children

Recruiting for Board Members Process

I. What Are You Looking For? → II. Recruit Candidates for Each Open Seat → III. How to Recruit Prospects → IV. Application Process → V. Maintaining Board Membership

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I. What Are You Looking For?

A) Establish criteria for selecting Board Members

- **Understanding of Community and its needs**
- **Passion for cause**
- **Willingness to commit time**
- **Team Player**
- **A listener**

B) Consider special talents

- **Financially savvy person**
- **Good community connections**
- **Public speaking**
- **Multi-lingual**
- **Leadership skills**
- **Facilitation skills**
- **Organizing skills**

Page Notes:
•Have a willingness to commit time for board meetings, committee meetings, planning sessions, special events
•Team player, someone who works well in a group
•Someone who is thoughtful in considering ideas

II. Recruit Candidates for Each Open Seat

A) Recruit One Seat at a Time

B) Obtain suggestions from community/board/council/ individuals/other sources

- **Seek a pool of candidates for each seat, with focus of one at a time**
- **Think "out of the box" for sources of potential members**

- **Utilize present board membership to identify those in the community who meet the criteria**

Page Notes:

•Look to other resources for potential membership, e.g. local college/university, business owners, parent and/or consumer groups, etc.

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III. How to Recruit Prospects

Scenario 1

1-A) Having individuals come to the board to suggest themselves

- **Preferable approach**
- **Nice to know that there is no "arm twisting"**

1-B) Make it known that there is a position available

- **Treat the same as if a paid position**

1-C) In public speeches on behalf of council let the crowd know that council is always looking for good people to fill board positions (or volunteers)

1-D) In networking groups, when able, make an announcement that council is seeking board membership

1-E) Advertise in newsletters, website or other opportunities

- **Might be having trouble recruiting because people don't think it is a position they can aspire to having**

1-F) Proceed to Scenario 2, step B

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III. How to Recruit Prospects

Scenario 2

2-A) Individuals suggested by board membership to the full board

- **When a suggestion is made by a board member it is critical that the one suggesting a candidate state the reasons why the prospect will fit the organization's criteria and need**

2-B) Individual invited to become board member

- **Overview of board roles and responsibilities given**
- **Make clear to prospective board members that others will be considered as well**

2-C) Prospect attends a board and/or other meeting or two

2-D) Prospect invited to complete application

- **Clarify the application process to prospective board members to assure understanding**
- **Review board membership expectations**

Page Notes:
•2A By not asking a "Will you consider being on our board?" type of question and instead stating that "We are talking to a number of prospects for the board seat we have open. Our recruitment process includes a number of steps, including an interview with the Board Dev Committee. Would you consider putting in an application?" This puts control of the situation in the hands of the board not the prospective member.
- 2C By attending a board meeting the prospective board member can evaluate for him/herself to assess compatibility with the group. Likewise the board gets an opportunity to assess its compatibility with the individual.

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IV. Application Process

A) Complete Application Process → B) Sign Contract → C) Orientation

A) Complete Application Process

- **Prospective member completes an application**
- **The application is reviewed**
- **Prospective member interviewed with standardized list of questions including potential conflict of interest**
- **Background checks are completed**
- **Application presented to board for final approval**
- **Prospective member notified regarding board decision**

B) Sign Contract

- **Taking formal responsibility for governance of the council**

C) Orientation

- **Create an introductory orientation program before being appointed to the board, including sharing of all relevant council documentation**

V. Maintaining Board Membership

A) Put new/all members to work → B) Celebrate Accomplishments

A) Put new/all members to work

- **Committee assignments with a focus on member strengths and interests**
- **Solicit feedback opportunities**

B) Celebrate Accomplishments

- **Assign Leadership Positions**
- **Team building activities**
- **Conduct strategic planning meetings**
- **Conduct formal board evaluation surveys**