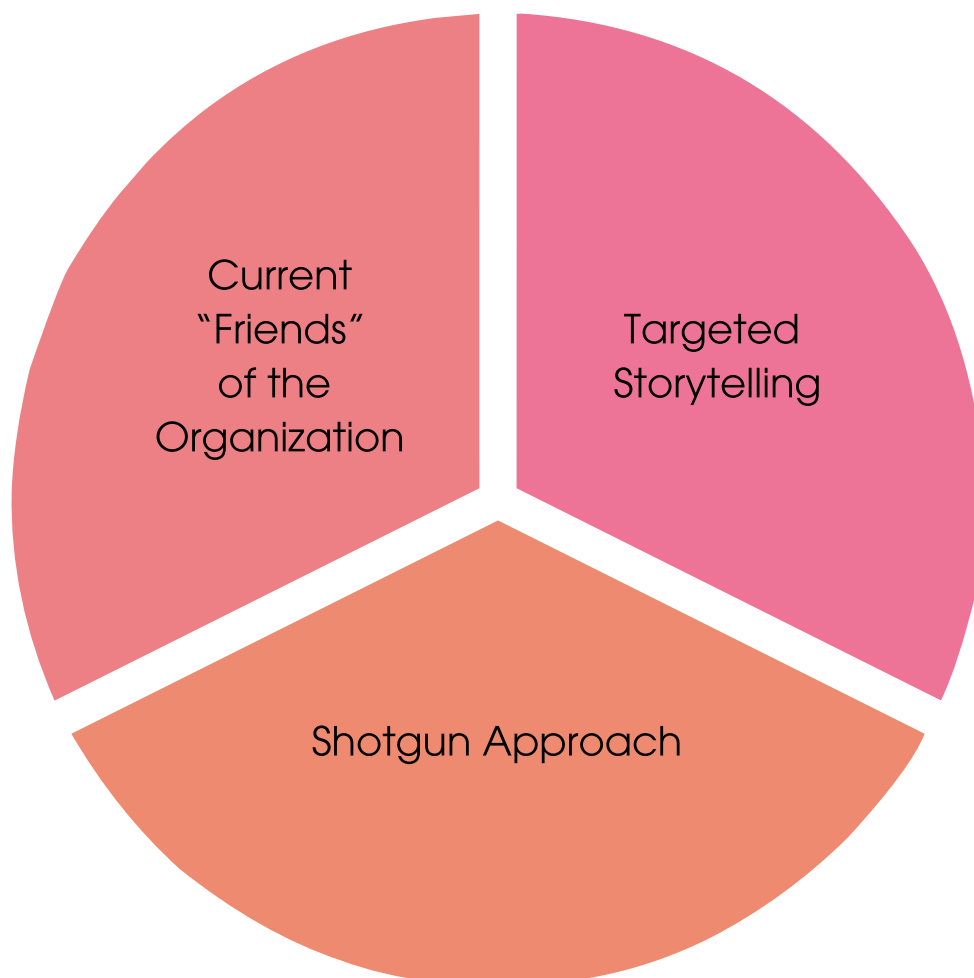


Finding Board Prospects

Every nonprofit leader out there wants the silver bullet on where to find good board members. The good news is that they are out there, and you can find them. The not-so-good-news is that it takes time and effort.

The first step in finding a good board member is to know what the organization needs from its board and on its board. Secondly, clear expectations need to be established. If those two steps have not been taken, you are really putting the cart before the horse.

Once you know what you need and expect from board members, you can start looking for them. I recommend this three pronged approach:



Finding Board Prospects

Current “Friends” of the Organization already know your agency and care about the work are your “low-hanging-fruit.” Look here first!

- Are there people volunteering or donating to your agency, who might have interest and fit your needs and expectations criteria?
- Do you have participants or past participants who could make valuable contributions?
- Are there “friends” of the organization who are always helping and spreading the word about your amazing work?



Current
“Friends”
of the
Organization



Targeted
Storytelling

Targeted Storytelling involves getting in front of groups of people who could or should care about your work.

- If you support women coming out of abusive situations, speaking to a local women’s breakfast club may spark interest.
- Community-focused service clubs are great places to present. They are always looking for speakers, and are generally made up of people who want to strengthen their community.
- An agency that collects shoes for homeless folks may look to connect with a local running club. When a partnership is formed, Potential volunteers often emerge.

The Shotgun Approach is where you broadcast your need, and see what you get. It’s the modern day version of putting flyers up all over town. In today’s technological age, we have better results using the internet. Here are some potential sources to explore:

- Board Member Connect - <https://boardmemberconnect.com>
- BoardnetUSA - <https://boardstrong.org/services/board-matching>
- Idealist - <https://www.idealists.org/en>
- Volunteer Match - <https://www.volunteermatch.org>
- Tap Root - <https://taprootfoundation.org>
- LinkedIn Board Connect - <https://blog.linkedin.com/2012/09/17/board-connect>



Shotgun Approach