

Recognize that you're not alone

All organizations, regardless of their size or sophistication, struggle with the issue of building an engaged board. It's an ongoing maintenance issue, not an isolated problem to be solved, so allocate resources accordingly.

Provide a quality experience

Build a board made up of peers who bring value to the other members. For example, value could include high-profile or influential members, or members with a unique set of experiences and expertise.

Keep goals in focus

Board members are accomplished people and want to be part of something special. Achieving ambitious goals is part of what drives them, and keeping them focused on those goals helps inspire them to keep things moving.

Share success stories

Share with your members inspiring experiences that underscore why the organization exists. Doing so on a regular basis reinforces commitment, affirms board membership, and leverages momentum.

Start with recruiting and onboarding

Expectations of the board member's role should be made clear from the very beginning and training should be provided. A mutual understanding of the role is critical to the board member's success. Then, be sure to provide adequate training to equip them with the knowledge, support, and tools they need to be successful. And remember, training is valuable to current and existing board members, too. Everyone can use a refresher, and it provides a good opportunity for board members to get to know one another.

Respect people's unique skills

Not everyone is naturally inclined to make an ask. Whether it is opening doors or being an ambassador to the organization's mission, board members can provide value in different ways.

7 TIPS TO TURN YOUR LOYAL BOARD INTO A FUNDRAISING FORCE

Use their time wisely

Usually, time - not money - is a board member's most precious commodity. Board members want to feel like their presence on the board is worth their time and energy.

