

28 PLACES

To Find New Board Members



By Cindi Phallen

We know how important it is to select the right board members. But how often have you run out of ideas and looked around to see nobody making eye contact when you bring up the subject? Here's the good news - it doesn't have to be that tough. But keep in mind, this is a list of ideas to keep the nominations flowing....just one part of your system. See my other resources and blog to round out your board development program.

This list is designed to trigger ideas for you - get out your pen or device and start jotting down sources that resonate with you, and list specific names where you can. Have some fun with this - you can do it as a group and really get some energy going! Have the board do a mind map type to just start listing people, then match them to your ideal board profile and see what you get. **Now on to the list!**

Your Groups:

1. Bunco or poker club, OTB friends, and other fun gamers
2. Alumni groups (kindergarten, high school, college, certification programs, etc.)
3. Walking group, fitness club members, stroller parents, and other fitness-related activity pals
4. Book club (regardless if you're reading romance, biographies, or travel books, these are interesting people who might bring a special talent)
5. Parents of the kids in your play group (which ones are most inclined to care about your mission?)
6. Faith-based groups: church, temple, or wherever you find your spiritual connection
7. Service club members (they are already volunteering - how great is that?!)

Your Personal Relationships:

8. Neighbors (it's time you got to know them better anyway, right?)
9. Friends (who might be interested in getting involved?)
10. Social media pals - Facebook friends, tweeps, Pinterest, Snapchat or Instagram followers, etc. Who do you Face Time and Skype with?
11. Friends of family (who do your sibs, kids and cousins know?)

Your Professional Relationships:



12. Internal colleagues (remote workers or in the office; review your directory!)
13. External business partners (who else is on your team?)
14. Clients - I'm not suggesting any conflict of interest but are there some you can consider?
15. Vendors (great way to build the relationship - think cause marketing and engagement)
16. LinkedIn connections (seriously, more board members have come from this source than most others recently!)

Your Organization's Inner Circle - sometimes we forget to look here, but these folks are some of the best candidates because they are already connected to you in some way.

17. Donors (the ones who have given over the longest period of time are typically the most loyal)
18. Current beneficiaries of your services (lots of passion here!)
19. Alumni of your programs (even more passion here!)
20. Volunteers (events, office, direct service, specific skill set (CPA, HR, etc.), committees, one-day projects and more)
21. Newsletter subscribers (it may be a tad tedious to review the list, but do so with a few others and identify your top 10 possibilities for further vetting)
22. Past board members (who would you love to have back?!)

Other Aligned Organizations

23. Other volunteer groups (where else do you donate, volunteer time or expertise?)
24. United Way (their staff are very well networked - ask for advice)
25. Volunteer referral sources (volunteermatch.org, Hands On Network, etc.)
26. Graduates of leadership programs or civic engagement programs in town
27. Corporations with employee engagement programs
28. Other boards of community-based organizations (the best volunteers are usually the busiest, so don't assume they won't serve on more than one board!)

Okay - go get 'em!! This list is obviously not exhaustive, but it's a good start. And by the way, have you and your team gone through your contact lists?



cindi@possibility-cp.com 858.847.2332 www.possibility-cp.com

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