

## **Board members are recruited for several reasons:**

- Their profession. There is a range of expertise and talent that most boards need. That is why you're likely to find a lawyer or two, an accountant, a medical professional, or a former teacher, depending on what kind of organization it is.
- Their constituency. An organization might look for someone from a particular geographic location, from a certain group or political party. An organization may need directors who represent particular groups of stakeholders.
- Their bank account. Nonprofits, especially, need money. They are likely to want people on the board who can become donors, and just as important, know people who can become donors.
- Their age. The organization may be looking for young people who bring a fresh perspective or people with experience.
- Their reputation. An organization's board may be attracted to someone who has a noteworthy history or is known for some unique ability or achievement.
- They know someone on the board. This shouldn't be the only reason one is recruited for a board, but most board members are colleagues, close friends, or neighbors to someone who already serves on the board.

## **Personal characteristics to consider**

- Ability to: listen, analyze, think clearly and creatively, work well with people individually and in a group.
- Willing to: prepare for and attend board and committee meetings, ask questions, take responsibility and follow through on a given assignment, contribute personal and financial resources in a generous way according to circumstances, open doors in the community, evaluate oneself.
- Develop certain skills if you do not already possess them, such as to: cultivate and solicit funds, cultivate and recruit board members and other volunteers, read and understand financial statements, learn more about the substantive program area of the organization.
- Possess: honesty, sensitivity to and tolerance of differing views, a friendly, responsive, and patient approach, community-building skills, personal integrity, a developed sense of values, concern for your nonprofit's development, a sense of humor.