BUILDING THE BOARD YOU NEED
Board development

• What is it?
• Why is it important?
• My board is appointed / elected. How do I apply this?
• How will my RCD benefit?
WHAT ARE WE BUILDING?

Effective boards don’t happen by accident
If board members don’t have something meaningful to do, they will get in the way or go away!
FORM FOLLOWS FUNCTION

Size
Composition
Expectations
Culture
DIFFERENT BOARDS NEED DIFFERENT LEADERS

• Policy leadership
• Policy oversight
• Program management
• Program implementation
BOARD GOVERNANCE

• Strategic Direction
• Financial Accountability
• Leadership Development
• Resource Development
CHALLENGES

- Lack of follow through
- Micromanagers
- Snakes in the grass
- Dead-weight
- Other?
Your board is at the gate. The bell has rung. No one’s moving.

NINE STRATEGIES FOR ENGAGING YOUR BOARD
STRATEGY 1: SET CLEAR EXPECTATIONS

What are your board members expected to do?
STRATEGY 2:
THE RIGHT PEOPLE
ON THE BUS

1. Identify
2. Screen (match-making!)
3. Recruit / nominate
4. Close the deal
STRATEGY 2:
THE RIGHT PEOPLE
ON THE BUS

• Think “community connections”
• Find a way to capture talent
STRATEGY 2: THE RIGHT PEOPLE

ON THE BUS

COMMUNITY CONNECTIONS
- Who does your RCD serve?
- Whose voice is absent?
- Where are your potential partnerships?
- Who can help open doors?
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<tr>
<th>Board Members</th>
<th>Bob (Current Board Member)</th>
<th>Sally (Current Board Member)</th>
<th>Sam (Current Board Member)</th>
<th>Susan (Current Board Member)</th>
<th>Board Recruit #1</th>
<th>Board Recruit #2</th>
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Moving people into leadership is a “one-step-at-a-time” proposition.
STRATEGY 3: BRING PEOPLE ALONG

1. Recruit
2. Orient
3. Train
4. Materials
5. Mentors
STRATEGY 3: BRING PEOPLE ALONG

- Organizational background
- Job description
- Recent decisions
- Financial standing
- Ground rules, group norms
- “Board buddy”
STRATEGY 4: GIVE EVERYONE A JOB
STRATEGY 4: GIVE EVERYONE A JOB

Committees reflect board responsibilities

Form follows function

IF THE JOBS OF GOVERNANCE ARE:

- Strategic Direction
- Fiscal Oversight
- Leadership Development
- Fund Development

THE COMMITTEE STRUCTURE SHOULD BE:

- Strategic Planning
- Finance
- Board Development / Nominations
- Revenue Development
STRAEGY 4: GIVE EVERYONE A JOB

Making committees work

• Purpose / charter
• Leader
• Members
• Work plan
### Governing Functions

- **Policy Setting**: Setting mission & goals
- **PLANNING**: Defining programs & projects
- **FUND RAISING**: Organizing donor campaigns
- **OUTREACH**: Developing strategies

### Executive Functions

- **Policy Setting**: Defining action plans
- **PLANNING**: Soliciting major donors
- **FUND RAISING**: Soliciting foundation grants
- **OUTREACH**: Implementing drives

### Operating Functions

- **Policy Setting**: Establishing goals
- **PLANNING**: Implementing drives
- **FUND RAISING**: Soliciting foundation grants
- **OUTREACH**: Implementing drives
STRATEGY 5: FIND A CHAMPION

* Diverse ways for people to help
* Meaningful roles for true leaders
STRATEGY 6: MAKE A PERSONAL ACTION PLAN

1. Brainstorm
2. Prioritize
3. Commit
4. Collect/combine
5. Create accountability
Kelly’s Personal Action Plan

- Build relationships with USFS — identify potential committee members
- Offer training for full board on Forest Service priorities
- Invite Fire Chief to board meeting
- Research people of color in fire safety regionally
- Lead full board in discussion of diversity / equity / inclusion
STRATEGY 7: HOW ARE WE DOING?

- Evaluate individually and full group
STRATEGY 8

JUMP BALL

1. Bring problems and opportunities early
2. Get ideas
3. Do site visits
4. What else?!
STRATEGY 9: GIVE THANKS!

Photo credit: mydoglikes.com
PUTTING IT ALL TOGETHER

- Know your job
- Do your job first
- Work as a team
- Get to know each other
PRACTICAL MATTERS

What are three things you can do in the next 60 days to begin strengthening your board?

1.
2.
3.