SUPERCHARGE Your Board—and Your Board Meetings

JANET LEVINE CONSULTING
How Much Do You Love Your Board?
What is one thing you wish your board, a board committee, a board member, would do?
Step one in supercharging your board:

Being clear about what you want and/or need from your board!
If you have a viable strategic plan, that should be your starting point
Getting Your Board On Board

You need to be collaborative—telling them what YOU want will not work!
Step 2: What kinds of things are they interested in doing?
“Thank you, Bob, for all the wonderful work you do for our organization.”

“Thank you Sherrie for being such a loyal board member”

“Thank you Sam for being on the board.”

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REMEMBER—Change takes TIME
Turning your bored meetings into (engaged) board meetings!
EDUCATING YOUR BOARD

• One or many roles
  • Your role
  • Brainstorming together
  • Talking in small groups
  • Using your strategic plan
  • Focusing on an upcoming activity

However you do it—the goal is to get them involved
Possible Next Steps

• Put each item on a separate sheet and ask those interested in that item to sign up for a task force meeting.
• Assign the committees to discuss certain tasks
• The executive committee could take ownership and decide which of these things would be good for the board, a committee, a task force to work on and then get those teams going
• YOU can take ownership and do the same thing
And always.....

You or your designated staff member end up being the CEN*

*CHIEF EXECUTIVE NAG!
You know what YOU want from your board

You know what your board members are willing to engage in

You have a plan for what engagement looks like
<table>
<thead>
<tr>
<th>WHO THEY ARE</th>
<th>WHAT THEY VALUE</th>
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<tr>
<td><strong>Post War</strong> (Birth years: 1928-1945)</td>
<td>The American Dream  &lt;br&gt; Stability  &lt;br&gt; Self-fulfillment  &lt;br&gt; Conformity  &lt;br&gt; Family  &lt;br&gt; Trust for charities</td>
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<td><strong>Leading Boomers</strong> (Birth years: 1946-1954)</td>
<td>Personal/social expression  &lt;br&gt; Youth/health/wellness  &lt;br&gt; Individualism  &lt;br&gt; <strong>Lack of trust for charities</strong></td>
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<td><strong>Trailing Boomer</strong> (Birth years: 1955-1964)</td>
<td>Isolation  &lt;br&gt; Health and wellness  &lt;br&gt; Cynicism/distrust  &lt;br&gt; <strong>Family Commitments</strong>  &lt;br&gt; <strong>Lack of trust for charities</strong></td>
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<td><strong>Gen X</strong> (Birth years: 1965-1979)</td>
<td>Independence  &lt;br&gt; Cynical about the future  &lt;br&gt; Quality of life  &lt;br&gt; Street-smart  &lt;br&gt; <strong>Acceptance of violence/sex</strong>  &lt;br&gt; <strong>Lack of trust for charities</strong></td>
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<tr>
<td><strong>Gen Y/Millennials (Birth years: 1980-2000)</strong></td>
<td>Hopeful about financial future  &lt;br&gt; Change agents  &lt;br&gt; Close friendships  &lt;br&gt; Heightened fears  &lt;br&gt; <strong>Tolerance/diversity</strong>  &lt;br&gt; <strong>Lack of trust for charities</strong></td>
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What changes as you engage board members of different ages?
As you engage your board using their:

- **Time**
  - Wisely

- **Talent**
  - To do interesting and strategic things

- **Treasure**
  - To support you

- **Tentacles**
  - To engage others in their sphere of influence
Define Mission

Provide financial oversight

Engage in strategic planning

IMPLEMENT

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Great Board Meetings Require Prepared Board Members!

• Materials must be sent in advance
• They must read the materials
• More, they must study them
How Might You Lead Your Board to Be Prepared?

You Could:

1. Ask leading questions to be discussed
2. Ask each report writer to provide up to 10 bullet points with the most important issues/fact
3. Assign each board member one report (one they were not a part of producing) and ask them to come to the meeting with one comment, thought, question to bring up at the board meeting about that report.

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Beyond all that:

Make your board members feel like superheroes!
Share with the person next to you a shining moment you had with your board or a board member. What was it?

More importantly

• **How did you recognize those efforts or achievements?**
• **How does your organization nurture your board members?**
• **How can you do better?**

And what is the next step?
Fundraising really is about relationships. Learning to engage with prospects and donors (and yes, with funders) on a very personal level will help you to build and deepen ties. Getting to know your donors—what moves and motivates them—will help you to become an extraordinary fundraiser. Learn how to have those compelling conversations and become fluent in fundraising.

Order now at Amazon (http://tinyurl.com/hu6rqpa)
What Will You Do Differently?

Insanity: doing the same thing over and over again and expecting different results.

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