

Suggested Flow for Recruiting Interview

1. INTRODUCTIONS -- to whatever extent is necessary. If chief executive is member of team, this is an excellent opportunity for board members to acquaint the prospect with CEO's background and ability, and reflect on the professional competence of staff.

2. WHY YOU ARE HERE -- ask the prospective nominee, "What gives your life meaning and purpose?" (or "What Melts Your Butter?"), and present the invitation to serve as a way to accomplish that meaning and purpose.

3. ABOUT THE AGENCY -- its goals, objectives, programs and aspirations. Share your own convictions about the agency and its importance in the community. Leave a package with a List of Current Board Members and other hand-outs listed in the "Sample Recruitment Cover Letter" for the Direct Mail Approach.

4. WHAT THE BOARD DOES -- the board's responsibilities, organization and operating methods. Share your own experiences as a board member. *Handout:* Board Member Job Description and Leadership Pledge.

5. CURRENT CHALLENGES FACING THE BOARD -- what the board is currently involved in that is exciting and interesting. *Handout:* past meeting agenda/exhibits.

6. WHY, IN PARTICULAR, THIS PERSON IS WANTED ON THE BOARD -- individual's special talents, interests, resources and desired factors -- contributions that he or she can make. This kind of personalization is key to a successful approach.

7. TIME AND ENERGY REQUIRED --be sure to answer the question, "How much time will it take?" (Min. of 2 hrs/mo.) Point out the orientation program for new board members and its importance. *Handout:* board calendar (meeting dates and events).

8. ASKING/ANSWERING QUESTIONS-- this is an opportunity for any questions to be raised. It may be necessary to stimulate interaction and involvement by raising some questions with the subject person: Tell me about your family. What have you enjoyed most in previous volunteer or board assignments? What have you enjoyed least? In your opinion, what are some of the most critical social issues facing our community? What role, if any, do you see for our agency in relationship to these issues? etc.

9. ASK WHEN YOU MAY CALL AGAIN FOR THE DECISION -- guard against accepting a "premature no" that can result from requesting an on-the-spot answer. Because of the importance and commitment of the job, it may be necessary to allow "incubation" or thought time, but be sure to follow-up as agreed.

Adapted from Developing Dynamic Boards by Dr. James Hardy