

THE BOARD'S MORAL OBLIGATION TO SUPPORT

GOVERNANCE AND BOARD EFFECTIVENESS

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5 MAIN WAYS BOARDS CAN SUPPORT THE ORGANIZATION



REMEMBER!

- ★ Not all boards engage in all 5 functions
- ★ Board's involvement depends on the level of interest and commitment of the member
- ★ The goal of involvement should ALWAYS be to support the mission and goals of the organization
- ★ Moral obligation is as important as legal obligation

AREA 1: GIVE ADVICE

How do your board members give advice?

- Assist in evaluating programs
- Help the staff strategize on programs and activities
- Financial advice
- Legal advice
- Communications
- Information Technology

AREA 2: ASSIST IN SECURING FINANCIAL RESOURCES

How do your board members help with the sustainability of the organization?

- Participate in creating a fund development plan and strategies
- Adopt a financial giving policy
- Participate in fund raising activities
- Are committed to improving their fund raising skills

AREA 3: VOLUNTEER IN PROGRAMS, ACTIVITIES AND EVENTS

How do your Board members volunteer?

- Attend and show support at events
- Choose to volunteer in programs
 - Not a pre-requisite
- May volunteer in aspects of the organization's life
 - Fund raising events
 - Staff recognition and award activities
 - Meetings with program participants
 - Sessions with funders

AREA 4: BE AMBASSADORS OF THE ORGANIZATION

How to your Board members represent the organization?

- Represent the leadership of the organization
- Demonstrate leadership
- Share the organization with their friends, colleagues and the larger community
- Expose the organization's work to diverse sectors of the community

AREA 5: ADVOCATE FOR THE ORGANIZATION AND ITS CAUSE

How do your Board Members advocate for your mission and cause?

- Strong and vocal advocates in the community
- Coordinate advocacy activities with the staff
- Use personal contacts
 - Ensure that local, state and federal political representatives are familiar with the organization, its accomplishments and needs