

# BOARD DEVELOPMENT & ENGAGEMENT

## \*TOP TIPS\*

### WHY IS THIS IMPORTANT?

An engaged board is an essential component of a thriving and impactful mission-driven organization. Consider incorporating some of the tactics below into the Board Development part of your strategic plan -- this way you can map out what to tackle near-term vs. Y2 or Y3.

### YOUR TOP 7 TIPS!

TIP #1: Reflect on Your Overall Strategic Goals

TIP #2: Assess Your Board's Strengths & Weaknesses

TIP #3: Clearly Communicate Expectations

TIP #4: Reconnect Members to Your Mission

Tip #5: Reconnect Members to Each Other

Tip #6: Offer Board Training

Tip #7: Use a Board Portal

- Your board of directors should be in alignment with your organization's strategic goals. Consider a [board matrix exercise](#) to identify gaps in skills and representation in order to recruit smarter not harder.
- Strategic approaches include: 1) Conduct a [Board Member Self-Assessment](#), 2) Have a board-specific SWOT Analysis discussion, and 3) Conduct a [Board Evaluation](#)
- Ensure you have a [Roles & Responsibilities document](#) that is reviewed and referenced regularly. This can be a checklist or an agreement. Introduce this during onboarding and store it in a central location.
- Strengthen your "mission moments" muscle memory: 1) Add a 5-minute "Mission Moment" standing agenda item, 2) Invite your board members in regularly to see your impact first-hand, 3) Share your impact story in a visually appealing way.
- People show up for teammates. Build camaraderie by exploring "board buddies" or holding a half-day retreat.
- Whether it's a free webinar or an in-person session, board members need to know their legal duties.
- [Make it easy for your members to access information 24/7](#) and be prepared for meetings. Save administrative time and eliminate hundreds of unnecessary emails.