



**Supremely Successful
Boards Workshop: Part 1
Northeast Region**

Stansbury Consulting LLC 2020



Presented by:

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**Please share
Your Name,
Organization
&
Two Words
to describe your
Main Street Board**



Mission Moment

Please type in the Chat Box:

**In 5 words of less,
what does Main Street
mean to you?**



Today's Agenda

Top 10 Board Responsibilities

Why Boards Fail

Board Member Expectations

Board Recruitment that Works

Board Succession Planning

Board Engagement & Role of the Chair

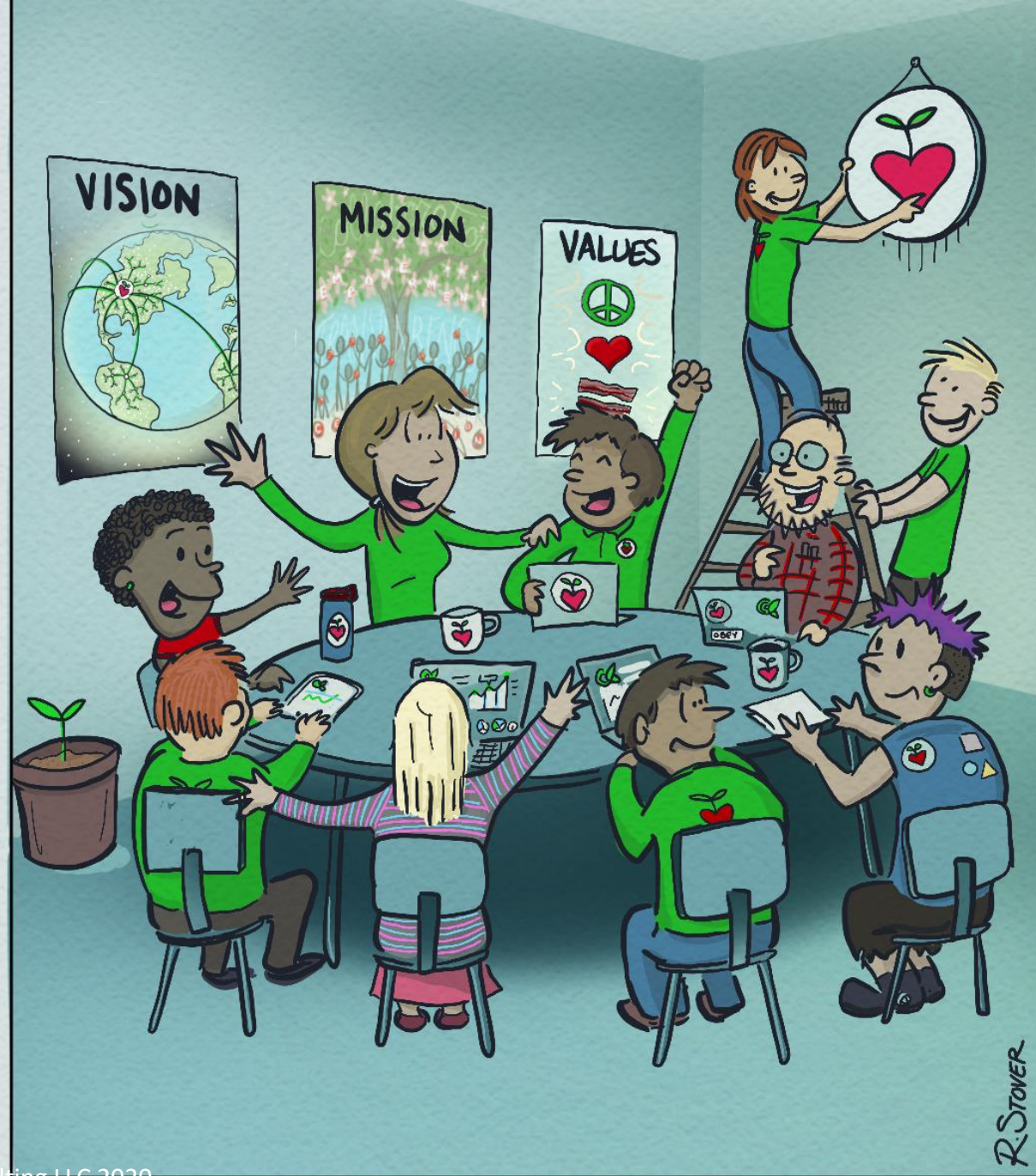
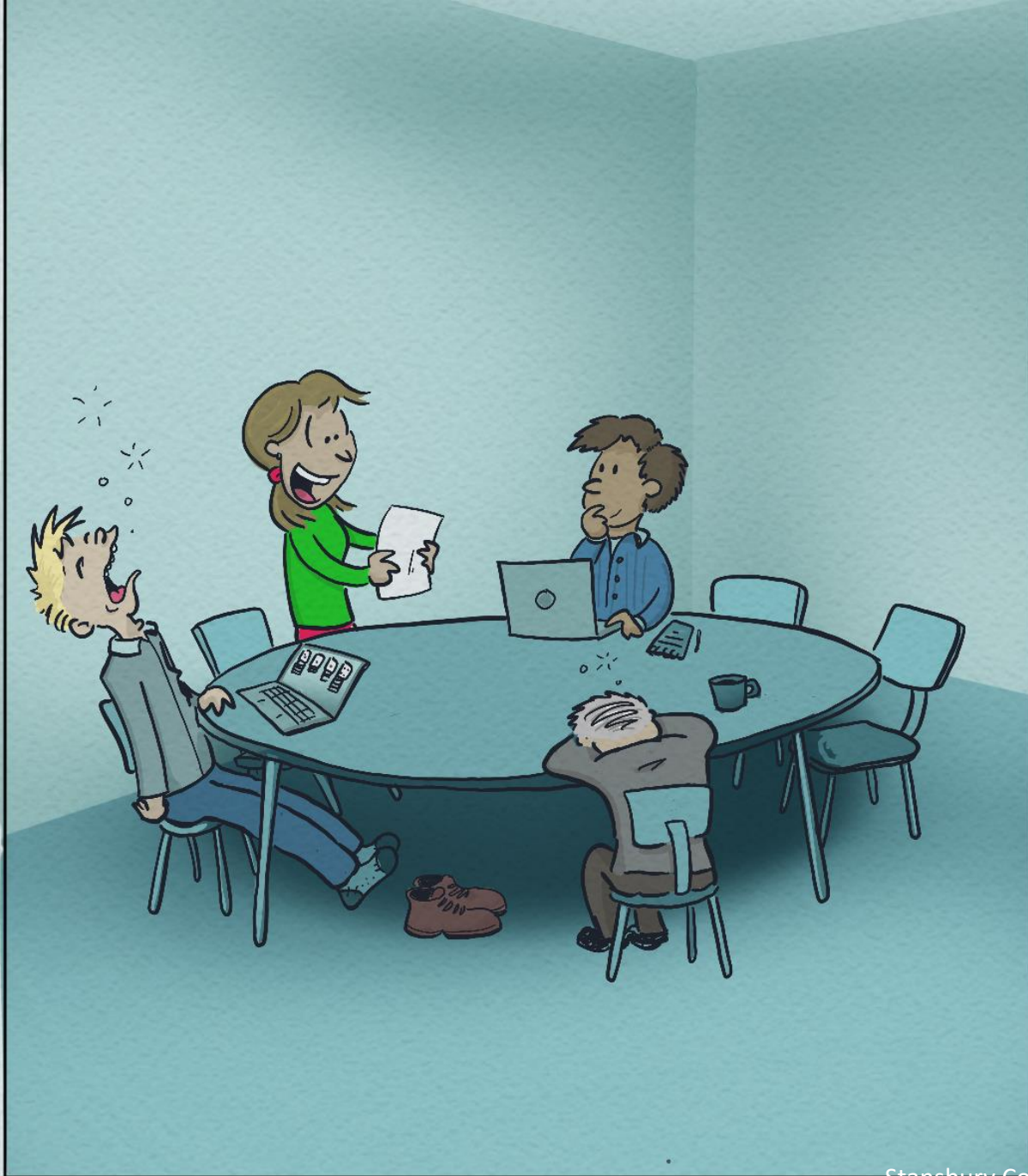
Better Board Meetings

Effective Board Committees

Board – ED Relationship

Wrap Up & Next Steps

Closing Remarks





POLL #1

What is the MOST difficult challenge your Board is facing right now?

- (A) Lack of Board participation/engagement
- (B) Loss of revenue/cash flow problems
- (C) Decline/lack of membership renewal
- (D) Revising strategic plan/navigating impact of pandemic
- (E) Staff and/or volunteer fatigue
- (F) Other

Top 10 responsibilities of a Nonprofit Board

1. **Determine the Organization's Mission and Purposes**
2. Select the Chief Executive
3. **Support the Chief Executive and Assess His or Her Performance**
4. Ensure Effective Organizational Planning
5. **Ensure Adequate Resources**
6. Manage Resources Effectively
7. **Determine, Monitor and Strengthen the Organization's Programs & Services**
8. Enhance the Organization's Public Standing
9. **Ensure Legal and Ethical Integrity and Maintain Accountability**
10. Recruit and Orient new Board Members and Assess Board Performance

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Low vs High Performing Boards

LOW PERFORMING	HIGH PERFORMING
Here, now and yesterday	Visionary
Reaction and after the fact	Strategic
Bogged down in minutiae	Future focused
Driven to get along to go along	Cohesive & Strong
Low level of commitment/motivation	100% Committed



Why Boards Fail

- Board members don't understand their role
- Board doesn't plan
- Not willing to raise money or give
- No recruitment or training of diverse, capable board members
- Don't recognize a crisis while there's still time to fix it
- Don't take governance seriously
- Don't understand the financial statements or current budget
- Don't diversify funding or make relationship building a top priority

Adapted from: Robert C. Harris, CAE

Board Member Expectations

- Board Commitment Form - Signed and Dated
- Meeting attendance
- Time availability
- Committee service
- Annual gift/membership
- Advocacy & Networking
- Donor/Member/Funder cultivation & stewardship
- Conflict of Interest
- Confidentiality

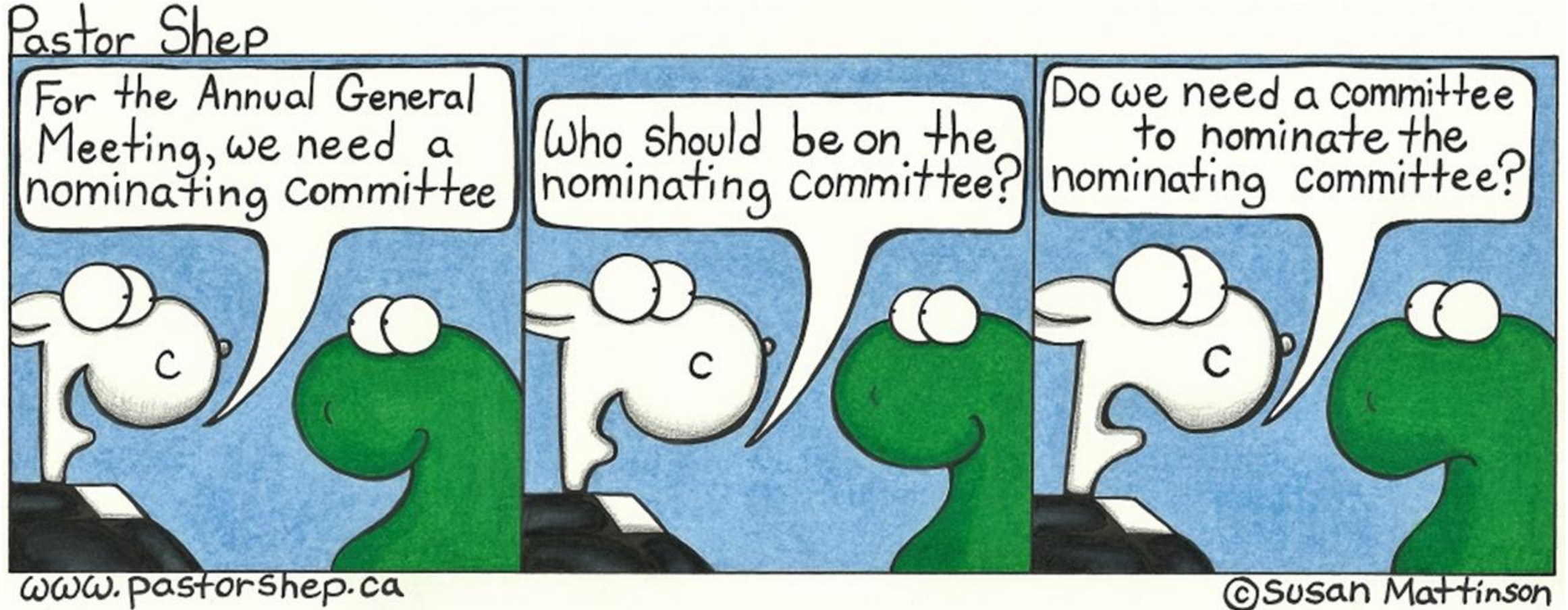


POLL #2

Is every member of the Board given a Board Member Commitment Form and asked to sign it on an annual basis?

- (A) Yes
- (B) No
- (C) We use a commitment form but don't sign it
- (D) Not sure

Board Member Recruitment



Board Recruitment

- Year-round activity
- Driven by annual Work Plan & Strategic goals
- Limitations of skills matrix
- Seek broad community involvement
- Diversity, Equity & Inclusion
- Written recruitment process



POLL #3

Describe the level of involvement and engagement by the Board of Directors:

- (A) Excellent
- (B) Very Good
- (C) Good
- (D) Fair
- (E) Poor

Board Succession Planning

- Term limits
- Officer progression
- Board Mentorship
- Role of Committees

Break-out #1

**Share one strategy
your Board has utilized
(or could utilize)
to encourage board
engagement
and participation.**

Role of Board Chair

- Board engagement
- Support to Committee Chairs
- Regular communication w/ED
- Donor/funder stewardship
- Nurture key relationships
- Lead effective Board meetings
- Find/groom your replacement

FORGET BOARD MEETINGS OF THE LIVING DEAD.



BOARDSOURCE[®]



Board Meeting Red flags

- Staff does all or most of the talking
- Materials not sent (or read) in advance
- Little or no Board discussion or engagement
- Same discussion as last year



Board Meetings

- 70% future focused
- Involve Board members
- 7 x 7 briefing and Pro/Con
- Use of props

Virtual meetings

- Establish ground rules
- 20/20 concept
- 60 – 75 minutes
- Use of Power point

Vital role of Committees

- Drives the Board's work
- Align with Four Pillars
- Seek members outside of district
- Provide support to Chairs
- Build succession plan



“I realise that you are new to the board, but we do not refer to non-executive directors as ‘little helpers’ ...”

Board – ED Relationship

Board – ED Relationship

BOARD of DIRECTORS	EXECUTIVE DIRECTOR
Sets the strategic vision	Manages daily operations
Determines Board meeting agendas	Assembles, prepares Board meeting materials
Chair – Leads Board Meetings	Provides report in advance; available for questions/info
Creates & implements Work Plan	Assists Board to develop; supports Board’s initiatives
Provides direction to ED	Manages staff and daily operations
Approves annual budget	Provides info for annual budget w/Board Treasurer
Leads program implementation	Monitors & evaluates programs
Assesses their own performance	Resource to Board & Committees



Reminder...

***“A good board
is a victory,
not a gift.”***

Cyril Houle,
“Governing Boards:
their Nature & Nurture”

Break-out #2

How can you and the Board transform fundraising from special events (transactional) to bigger (transformational) investments in your Main Street program?



Preview of Session #2



**See you for
Session #2**

**Additional questions?
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