

**NOTES FROM BOARD DEVELOPMENT WORKSHOP
MARCH 5, 2011; FACILITATED BY JOHN ELBARE
AS COMPILED BY ED MIERZEJEWSKI**

BOD RESPONSIBILITIES

Legal responsibilities
Ultimate responsibility for the organization
Fiduciary responsibility for finances;
Responsibility to donors—we carry out a public trust

FUNDAMENTAL CHOICE OF A BOD

1. Keeping the organization going—maintain the status quo
2. Want to do #1, but also have a vision of where they want to take the organization—a high performing board.

CHARACTERISTICS OF A HIGH PERFORMING BOARD

Vision can energize the community to buy in and create energy for fundraising
Want to raise resources to carry out a vision
BOD sets vision; relies on staff to accomplish vision
BOD not expected to be experts, but makes sure to hire staff experts
Importance of being able to share vision with community
Strategic plan should be organized around vision

Another function of BOD is to recruit new members and also evaluate the performance of existing members.

John suggests that nominating committee become a governance committee or a board development committee.

BOD responsible for renewing itself. Think big--prominent community philanthropists
Compelling vision helps to recruit board members.
Good board works through strong committee structure.

A high performing board takes responsibility for fundraising.
Everyone on BOD responsible for helping to raise resources to carry out the vision.
Development Director needs to interact freely with BOD members on issues related to development.

Need policies to oversee management of investments and finances.
Need to have policies in place for financial safeguards, including firm audit policies.

BOD connects the organization with the community.

Networking an important role--BOD membership should be diverse...geographically, culturally, etc.

STRATEGIC APPROACH TO FUNDRAISING

Assertions:

1. In this community there is plenty of cash to be donated
2. People like to give when it is handled properly

Development Pyramid

New donor acquisition the hardest part of fundraising—getting a person to make that first donation

Need to turn new donors into retained donors who donate year after year, creating a loyal donor base

Importance of retaining donors

Need to give people a positive reinforcement after donating—thank you letter or call

Should maintain a good database and measure numbers of new donors, repeat donors

Importance of working toward planned gifts

Need to have a development plan organized around the development pyramid

Events, e.g. New Lives Breakfast, etc. best put on by a committee of outside volunteers, so that development staff is not consumed by planning of special events.

FOLLOW UP COMMENTS AND ACTION ITEMS

1. Everyone in attendance was highly impressed with the process and felt that the time spent was very valuable.
2. There was a consensus that we need to revisit the issue of strategic planning, with a focus driven by a vision that we as a BOD need to articulate.
3. In discussions with our Executive Director, Pat Langford, our feeling was this is a very important activity. As such, we should delay it until we have a new Development Director in place. Tentatively, we'll look at June. John Turner has indicated the availability of the Sweetbay facility, as long as the space is available.
4. Tonja has already indicated her intention to develop a strategic plan for development efforts which will integrate with the BOD vision to be articulated in the BOD strategic planning retreat.
5. Thanks to all who were able to participate. We all came away truly energized.