

BOARD RESOURCES

How to Identify Potential Board Members for Your Organization



A STEP-BY-STEP GUIDE TO
RECRUITING MEMBERS FOR YOUR
BOARD



FSI

FOUNDATION FOR SHARED IMPACT

1 Thoroughly evaluate your current board and recruitment processes

Assess the profiles of your current board members and identify the gaps of knowledge and expertise. Review your organization's current board practices for advertising, assessing, and filling board positions. Examine recruitment efforts and the candidates that are generated to determine if they result in unintentional biases, such as relying too heavily on current directors to identify potential candidates, which may lead to a homogeneous pool of applicants or nominations.



2 Have the hard discussions

Compare the demographics of your stakeholders with those of your board. Make sure key demographics are represented in your board so that your organization's strategic planning and program implementation are aligned with the needs of the community you serve.

Using a [board skills matrix](#) can help organizations map current directors' skills and attributes, identify any gaps, and develop an effective [succession plan](#).

To ensure that your leadership remains informed and relevant to the current issues and needs of those you serve, extend the conversation to stakeholders across the organization and community. Encourage candor about obstacles and potential solutions and be open to constructive criticism.



3

Learn from others' successes and failures

Expand your search for solutions beyond your organization. Connect with board leaders at other nonprofit organizations, both locally and beyond. Learn from their experiences to improve board diversity. Look for effective recruiting strategies within your industry or in other industries. When talking to other organizations in your community, ask for their help and advice. They may have direct relationships with underrepresented communities you want to engage with.



4

Truly commit to DEI

To create a truly diverse board, nonprofit leaders must actively promote inclusivity and address any biases or potential issues within the organization, particularly if underrepresented communities are overlooked or discouraged from pursuing board positions. True DEI means that you not only include members from underrepresented communities on your board but also leverage their lived experiences to inform your executive decisions.



5

Build buy-in and broad participation

To create a more inclusive environment, involve current board and staff members in the process of interacting with candidates and new board members. Clearly communicate the board's goals and objectives regarding diversity and how it will benefit the organization's mission. Ensure that everyone is aware of the significance of having a diverse nonprofit board.



6

Cast a wider net

Find and address limitations in the current board recruitment processes. Use digital platforms like LinkedIn and [Recruit4Good](#) to reach a wider audience. Collaborate with community organizations such as colleges, community groups, or professional associations to identify potential candidates with the skill sets and networks that can benefit your organization.



7

Set clear goals and monitor results

Develop a comprehensive plan that includes concrete goals, objectives, tasks, and KPIs in your board's DEI strategy. Set time frames for meeting certain goals and define how your board will measure progress along the way.

This should include specific metrics, qualitative measures such as board surveys, annual board assessments, and exit interviews. Using FSI's questionnaire of Staff Perceptions of Board Support and Involvement and Board Self-Evaluation are some of the ways in which you can obtain qualitative information.

Having a defined DEI strategy will demonstrate the organization's commitment to nonprofit board diversity, make leadership more accountable, and provide a roadmap for those responsible for executing that strategy.



8

Be transparent

Develop a board diversity policy to articulate your organization's commitment to DEI, how you view DEI relative to your mission, and efforts to ensure board diversity in service of that mission to share with potential board members.

Be honest with candidates about your organization's shortcomings in these areas and your plans for recruiting a diverse nonprofit board of directors.

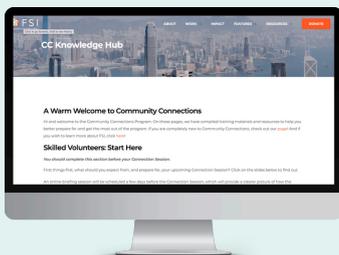
Look at how your organization is perceived, and make sure a commitment to diversity is evident on the website and other external-facing materials. If you don't already have one, incorporate an inclusion statement on your website and when listing open positions.



Our Resources

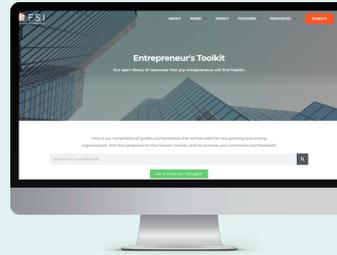
Check out our other resources for Volunteers, NGOs, and Entrepreneur's in Hong Kong.

Knowledge Hub



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Contact us

communityconnections@shared-impact.com

