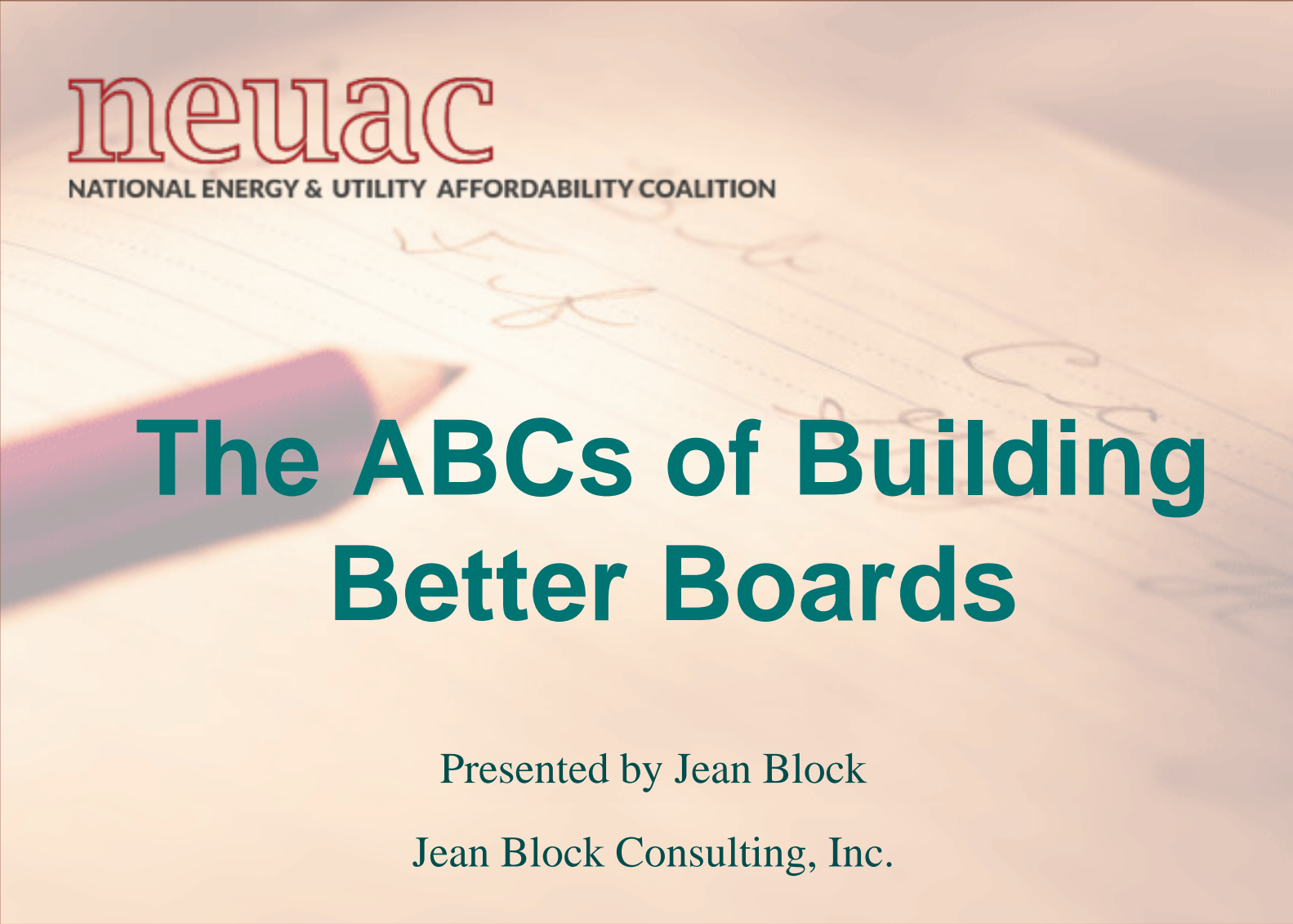


The logo for neuuac, featuring the lowercase letters 'neuuac' in a red, outlined, serif font.

NATIONAL ENERGY & UTILITY AFFORDABILITY COALITION

The background of the slide features a close-up, slightly blurred image of a pencil resting on a piece of lined paper with cursive handwriting. The pencil is positioned diagonally from the bottom left towards the center. The paper has horizontal lines and some faint, illegible cursive text. The overall color palette is warm, with shades of brown, orange, and cream.

# The ABCs of Building Better Boards

Presented by Jean Block

Jean Block Consulting, Inc.

# About Jean Block

National trainer and consultant on nonprofit management, FUNdraising, board development and social enterprise

Jean Block Consulting Inc. since 1996

Social Enterprise Ventures LLC since 2006

Albuquerque, NM

## Author:

- FUNdraising! 180+ Great Ideas to Raise More Money
- The Invisible Yellow Line: Clarifying Board and Staff Roles
- The ABCs of Building Better Boards
- Fast FUNdraising Facts for Fame & Fortune
- The Nonprofit Guide to Social Enterprise: Show Me The (Unrestricted) Money!

# A TALE OF THE *SSTA* AND ITS BOARD OF DIRECTORS

# **The ABCs of Building Better Boards**

## **BEST PRACTICES**

# A IS FOR ACQUIRE

# Building Block

A vital mission and vision that motivates and inspires current and new board members with diverse skills

# Building Block

A consistent message and method of  
recruiting new board members:

Recruitment Package

# Recruitment Package

- Mission, fact sheet, history, accomplishments
- Forms
- Organizational charts
- Strategic plan status
- Financial information
- Other



# Application for Board Membership

- Contact information
- Why do you want to join this board?
- Previous board experience
- Skills you bring to the board

*Download sample at [jblockinc.com/resources](http://jblockinc.com/resources)*

# Board Member Job Description

- Basic roles and responsibilities
- Obligations of Time (prep and attendance)
- Obligations of Talent (committee participation)
- Obligation of Treasure (annual financial investment)
- Important dates for board members

*Download sample at [jblockinc.com/resources](http://jblockinc.com/resources)*

# Conflict of Interest Form

- Current IRS Form 990 definition: “*personal or business relationship with any other member of the board or key staff*”
- Your board’s policy statement
- Review and sign annually

*Download sample at [jblockinc.com/resources](http://jblockinc.com/resources)*

# Building Blocks

A Nominating Committee With a Plan

- ü What, When, Who, How

- ü Time, Talent and Treasure

# Matrix for Board Recruitment

What	When	Who	Relationship	Plan

# Try it for Yourself

Make a list of the *skills* you need on your board

**B IS FOR BUILD**

# Building Block

Orientation for New Board Members

Everyone on the Same Page!



# Orientation

- Led by board chair, ED, others
- Best practice – before first board meeting

# Orientation

Include (at least)

- History, mission, overview
- Obligations of Time, Talent and Treasure
- Roles and responsibilities
- Critical forms (job description, sign conflict of interest)
- Financial statements, IRS Form 990
- Strategic plan (status)
- Critical dates for board attendance
- Bylaws, board policies and procedures

# Building Blocks

## Bylaws – Governing Document

# Building Block - Bylaws

Describes the WHAT of how the board governs:

- Meetings, voting, quorum, election
- Roles of directors and officers
- Structure, committees
- Every board member gets a copy

Best Practice: Schedule for review every 3-5 years

# Building Block

## Board Operating Policy and Procedure Manual

# Board Operating Policy Manual

Explains HOW the board operates:

- Elections, voting, basic governance and operations
- Board policies: conflict of interest, gift acceptance, grievance, whistle blower, confidentiality, records retention, etc.
- Committee authority and roles
- Finances, budget, oversight
- Meetings and management

Best Practice: Schedule for review every 3-5 years

# Board Governance Responsibility

Ultimate legal responsibility for organization

- How could anybody tell?
- IRS Form 990 – governance section guidelines
- Mission – driven decisions – IRS Form 990
- Discloses and manages any conflicts of interest
- Follows bylaws and policies

# Board Fiduciary Responsibility

Ultimate legal authority and responsibility for effective fiscal management

- Approves a reasonable and achievable annual budget
- Has appropriate insurance coverage (D&O)
- Authorizes and reviews the annual independent audit
- Reviews the annual IRS Form 990 before it is filed
- Keeps professional minutes of board meetings
- Understands and reviews regular financial reports



# Building Block

## Strategic Plan

- Annual strategic planning session (board and key staff)
- Annual plan focuses work of board, board committees and entire organization
- Status report at every board meeting

# Board and Resource Development

Board members set the example by giving and getting

- Every member makes an annual personal or professional financial investment in the mission
- Members agree to develop financial and in-kind resources within their spheres of influence

*Resource: Menu of FUNdraising Opportunities  
([www.jblockinc.com](http://www.jblockinc.com))*

# Board FUNdraising Ideas

## Grants from Foundations, Corporations, etc.

### Involvement:

- Research their own company's giving programs.
- Is there a matching program available?
- Research other companies' giving programs
- Provide testimonials, sign cover letters, etc.
- Ask from the inside...open doors

# Board FUNdraising Ideas

## Donor Campaigns

### Involvement:

- Make their gift first
- Provide testimonials for fundraising letter
  - Sign letters
  - Notes on appeal letters, sticky notes
- Write personal letters to names in their contact list
- Take advantage of social media

# Board FUNdraising Ideas

## Donor Campaigns

### Involvement:

- Make thank you calls to donors (thank you event)
- Make fundraising calls to donors and prospects.
- Host an event at their home or office
- Underwrite the cost of the campaign (printing, postage, etc.)

# Board FUNdraising Ideas

## Underwriting, Sponsorships, In-Kind

### Involvement:

- Know the budget
- Research their own company's potential
- Research other companies' potential
- Write proposals and ask for sponsorships, underwriting
- Solicit in-kind contributions of goods and services

# Board FUNdraising Ideas

## Special Event

### Involvement:

- Plan it! Organize it...Serve on the committee
- Sell tickets...Buy their own tickets
- Solicit auction items and other requirements
- Solicit underwriting and sponsorships

# Board FUNdraising Ideas

## Planned Giving

### Involvement:

- Make a personal planned gift
- Serve on Planned Giving Committee, solicit planned gifts
  - Expertise: attorney, insurance, financial planner, CPA
  - Learn and share



# Advocacy

## Involvement:

- Contact lawmakers, testify, advocate!
- Individual letters vs. one “On behalf of...”

**C IS FOR CELEBRATE**

# Recognize and Reward

*You Get What You Accept and What You  
Reward*

# Building Block

## Annual Commitment Letters

- Follows job description
- Time, Talent, Treasure
- Escape clause:
  - *“If I am unable to fulfill the obligations of serving on this board of directors, I will submit my resignation to the president of the board.”*

*Download sample at [www.jblockinc.com/resources](http://www.jblockinc.com/resources)*

# Recognize

Article in newsletter,  
newspaper, company  
publication

Certificate, plaque

Gift certificate

Letter from client

Name something

Letters to boss, editor, etc.

Food

Pictures

Tickets to something

Training opportunities

# TAKE A MOMENT – 3 THINGS

# How Can I Help You?

Visit my web site to download useful forms

[www.jblockinc.com/resources](http://www.jblockinc.com/resources)

Email me

[jean@jblockinc.com](mailto:jean@jblockinc.com)

# Thank You!

Thank You For All You Do

*And for NOT being the WLA Board!*