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BOARD BREAK

Online Newsletter for Board Members

July 2006

A publication of the
CENTER FOR NONPROFIT MANAGEMENT

An e-newsletter filled with the latest news and resources
on nonprofit board governance.

Short enough to read on your break!

IN THIS MONTH'S NEWSLETTER:

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IN NATIONAL NEWS

Diversity in the Board Room – Why is it Important and How Do We Get There?

In their summer article, Not-For-Profit magazine states the reason that diversity in the board room is critical is that, “nonprofits led by a homogenous group of managers and trustees risk becoming not just out of touch, but ineffective and even irrelevant.”

That being the case, it is often difficult to discuss and understand the importance of diversity, despite concerted efforts by many organizations. Consider the questions posed in this article:

- What is the background of your current staff and volunteers?
- What is the background of the community you serve?
- Are objectives of the organization determined at the management level with or without the input and involvement of those you intend to help?
- How does your organization define diversity - racially, ethically, economically, professionally, religiously, geographically, by age, by gender?

Brainstorming with your board on these questions opens the door to how your board can better understand diversity and represent the communities you serve.

The Center for Nonprofit Management's Blueprint for Leadership program provides extensive training for people of diverse cultural backgrounds to learn about service in the nonprofit sector and prepare them for board service. The purpose of the program is to accelerate the involvement of ethnic minorities on the board of directors, committees and panels of nonprofit organizations.

Blueprint for Leadership provides these benefits for nonprofits and the participants:

- Graduates immediately gain a sense of self worth and are able to provide immediate impact on the agencies they serve at a policy-making level.
- The program recommends graduates to boards of nonprofit member agencies upon graduation, providing key leaders for nonprofit organizations.
- The nonprofit community recognizes the graduates as community leaders and examples of good corporate citizenship.

For more information on this program, [click here](#).

To review the full article from Not-For-Profit magazine, [click here](#).

IN LOCAL NEWS

Board's Role in Fundraising

The Board has an important role and responsibility in fundraising for a nonprofit organization. Part of that responsibility is to understand the keys to successful fundraising for a nonprofit and make sure the strategies are in place to ensure the organization has adequate resources.

To learn about the key concepts and components of fundraising for the nonprofit's cause and clients, join us Tuesday, August 15 at the August Board Builder session, ***Four Keys to Board Fundraising Success***, presented by Carole Rylander.

[Click here](#) for more information and to register now.

Executive Director Evaluations – A Little Planning Provides Great Results

At the June Board Builder session, Jonathan Schick with the Goal Project, presented an excellent model for handling an ED evaluation. His best advice was “start now”. Do not wait until there is a problem or concern—begin the process today. With some planning, a process that is sometimes arduous for all involved, can be made beneficial for everyone.

Key strategies include:

1. Form an ESAT (ED Support and Appraisal Team), consisting of 3-5 members including the ED, and at least one individual outside the board. A past president might be a good outside choice.
2. At the beginning of the fiscal year, the ED/CEO should bring not more than four key objectives to the ESAT to be discussed as his/her objectives to be measured for the coming fiscal year.
3. During the year, the ESAT will meet 3-4 times. These meetings might include: once to establish objectives, two for support and to check on the status of the objectives, and finally for an appraisal meeting before the end of the fiscal year.
4. Bring the results to the next board meeting. Jonathan says that the results can be presented to the board with the ED present; however, it is a good idea for the ED to step out of the meeting after the presentation for any discussion regarding compensation or sensitive issues.

A few other ideas of what “not” to do:

- Do not do a “backward” evaluation with no objectives, goals or conversations during the prior year.
- Do not do a survey of all staff and use anecdotal information. Instead, use an evaluation method that uses objectives and goals as the primary evaluation vehicle.

Don't Miss Leaders Circles FREE Orientation Sessions

Leaders Circles are an excellent tool to provide the support your executive directors and development directors need to develop stronger ties with other leaders and establish a network of peers to confide in, depend on, support and grow with.

Leaders Circles are peer-coaching groups of 5-7 people that meet monthly from September through June to address common challenges, exchange ideas and share solutions. Now open to all member agencies regardless of budget, **Leaders Circles** are open to full-time, paid development directors and executive directors. Rates range from \$225 to \$350, only \$25 to \$39 per month, depending on agency budget.

"The trust and rapport is truly a marvel. The benefit of the Leaders Circle far outweighs the time out of the office. In addition to helping solve problems and work through challenges, it provides encouragement, energizes and helps envision possibilities," another Leaders Circle participant reported.

Don't miss the start of the new year of Circles!

Orientation sessions for the new year will be Tuesday, July 18 and Thursday, July 27 from 9:30 to 11 a.m. at the Center at 2902 Floyd Street in Dallas. There is no charge to attend an orientation session.

To register for an Orientation Session, contact Charlotte Keany at Keany@cnmdallas.org or 214-826-3470, ext. 244.



Tools for Your Board

Practical, actionable tips you can apply to your board...



Q: Is there a web site that will keep me current on issues regarding accounting, tax and governance regulations for nonprofits?

Grant Thornton LLP has a new Web site: [Not-for-profit Board Governance Institute](#) that provides much of this information. To visit the new site: [click here](#).



On the Board Member's Nightstand

[Diversity: Who Should Sit At Your Table?](#)

By: Boardsource

This book shows nonprofits how to recruit and retain a diverse board — and how to make it work for the overall effectiveness of the board. It offers a broad range of perspectives on the meaning of diversity and on new ways to achieve it on nonprofit boards, this special edition also contains interviews with nationally recognized experts and leaders from Girl Scouts-USA, United Way of America, and American Red Cross who reveal strategies that have helped them create diverse and successful boards.

For more information or to order this book, [click here](#).



Great Web Links

Below are web site links that provide guidance in your Board's Fundraising:

Web resource: http://www.managementhelp.org/np_progs/fnd_mod/fnd_raise.htm

Book on the Board and Fundraising:

http://www.amazon.com/gp/product/B0007YLEOA/ref=pd_sim_b_1/102-8757820-1887303?%5Fencoding=UTF8&v=glance&n=551440

Article on the Board's Role: <http://www.boardsource.org/Knowledge.asp?ID=1.269>

Fundraising website: www.jeanblock.com

Mark Your Calendar

Board Builder Luncheon: [Four Keys to Board Fundraising Success](#)

August 15th, 11:30 a.m. to 1 p.m.

Speaker: Carole Rylander, CFRE, Principal, Rylander & Associates

A daunting challenge for board members is understanding their role and key concepts of fundraising for nonprofits. This session unlocks the secrets of how board members can play a role and embrace a fundraising plan using these four key strategies.

The fee for the session is \$25 for members, \$35 for non-members and will be held at the Center, 2902 Floyd, from 11:30 a.m. to 1 p.m. Lunch is included. [Click here](#) to register.

[Free Nonprofit Legal Clinic](#) - Thursday, August 24, 5:30 p.m. to 8 p.m.

REGISTRATION DEADLINE: Thursday, Aug. 3 by 5 p.m.

With generous support from the Dallas Association of Young Lawyers Foundation and The Texas Bar Foundation, the Center offers nonprofit executives and board members an evening to schedule brief, confidential, one-on-one 30-minute consultations with attorneys at no charge. Consultations may be made via phone or in person at the Center.

Time slots are limited, so agency representatives MUST register no later than August 3 to secure a spot.

[Click here](#) to register or contact Stacey Bruenning at bruenning@cnmdallas.org with questions.

[A Hot August Night: Burning Issues in Board Effectiveness](#)

Thursday, August 17, 5 pm to 8 pm

Instructors: Jonathan D. Schick, Principal, The Goal Project & Sharon Bailey, Director of Education, Center for Nonprofit Management

This workshop is designed to help nonprofits melt away outdated, ineffective processes by illuminating three burning governance issues: the trend away from Executive committees to smaller, more empowered boards; how to avoid common nonprofit pitfalls in the Sarbanes-Oxley era; and ways to keep board members warmed to the mission by keeping the focus on what matters.

The fee for each lunch session is \$60 for members, \$90 for non-members and will be held at the Center, 2902 Floyd, from 5 to 8 p.m. [Click here](#) to register.

In Coming Newsletters

Don't miss these upcoming topics...

- 4 Keys to Board Fundraising Success
 - Restructuring, Merger, Collaboration tips for nonprofits
-

Share the Wealth! Tell other board members about *Board Break!*

Do you know someone who would be interested in receiving *Board Break*? E-mail Katie Greene at greeneg@cnmdallas.org with e-mails to add or [click here to sign up now!](#)

Editors: Sally Lutz, Center Consultant & Sharon G. Bailey, Director of Education

Send comments and questions to lutz@cnmdallas.org. For more information, visit our Web site at www.cnmdallas.org.

We're EmailAbuse.org approved - www.emailabuse.org.

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