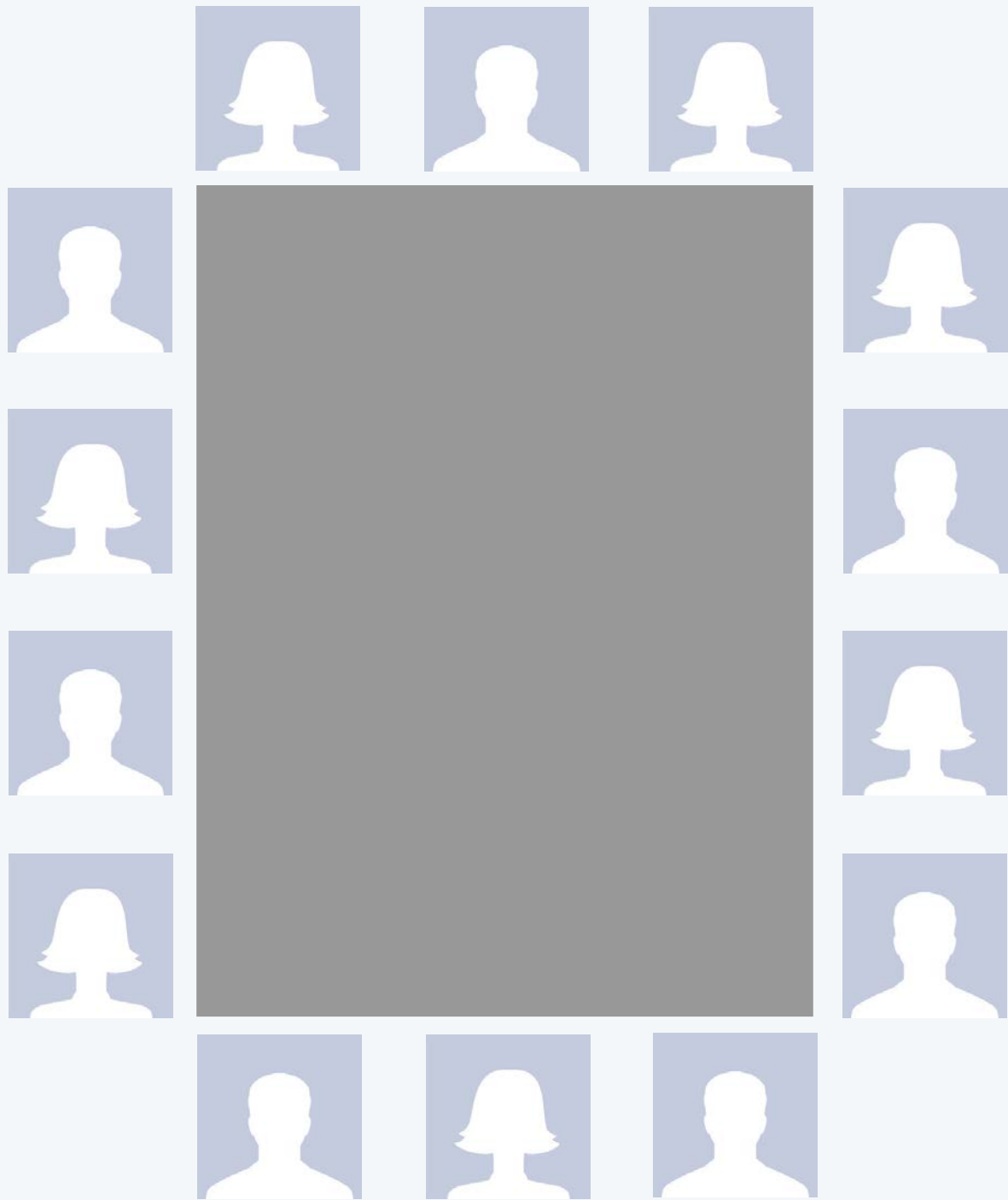


TINY

OPERA  HOUSE





Board Mana geme nt



[Origin story]

**So.. what is the board supposed to
be doing anyways?**

Responsibilities of the board

Fiduciary responsibility

Fiduciary responsibility

Legal responsibility

Fiduciary responsibility
Legal responsibility
Ethical responsibility

Fiduciary responsibility
Legal responsibility
Ethical responsibility
Mission responsibility

Your board should help you raise money

Your board should keep you compliant

**Your board should make sure you're doing
as much as possible for your mission**

Your board should champion the org

**Your board should champion the org
and tell all their friends how great it is**

Your responsibility to the board

Engage

Engage
Respect

Engage
Respect
Communicate

Engage
Respect
Communicate
Value

Engage
Respect
Communicate
Value
Manage

Engage
Respect
Communicate
Value
Manage
Empower

Engage
Respect
Communicate
Value
Manage
Empower
Trust

You and the board are on the same team

You work for the board

You both work for the mission

A great nonprofit needs a great board

The Roles of Board Members

Board officers

Board officers (generally)

Board officers (generally)

Chair

Board officers (generally)

Chair
Treasurer

**Board officers
(generally)**

Chair

Treasurer

Secretary (minutes taker)

Board officers (generally)

Specific rules vary by state

Board officers (generally)

Specific rules vary by state

(<https://www.harborcompliance.com/information/nonprofit-governance-by-state>)

Types of board members

Fundraisers

Program specialists

Finance fanatics

Rules respecters

Community champions

**Sometimes people to actually
help you do the work**

All of these roles are valuable

Board Committees

To get more out of your board,

**To get more out of your board,
use a committee structure**

Benefits of committee structure

Benefits of committee structure

Elevates the contributions of key members

Benefits of committee structure

Elevates the contributions of key members
Keeps the details out of general meetings

Benefits of committee structure

Elevates the contributions of key members

Keeps the details out of general meetings

Makes running meetings easy

Benefits of committee structure

Elevates the contributions of key members

Keeps the details out of general meetings

Makes running meetings easy

Gets more work out of board members

Committees do a lot of the work in between general meetings, then report to full board

Key committees

Key committees

Finance committee

Key committees

Finance committee

Governance committee

Key committees

Finance committee

Governance committee

Development committee

Key committees

Finance committee

Governance committee

Development committee

Program committee

Key committees

Finance committee

Governance committee

Development committee

Program committee

Nominating committee

Key committees

Finance committee

Governance committee

Development committee

Program committee

Nominating committee

Executive committee

Finance committee

Finance committee

Review detailed financials before meetings

Finance committee

Review detailed financials before meetings
Understand financial projections

Finance committee

Review detailed financials before meetings

Understand financial projections

Make high level financial decisions

– like insurance, loans, etc

Governance committee

Governance committee

Ensure org is following nonprofit rules

Governance committee

Ensure org is following nonprofit rules
Onboarding new board members

Governance committee

Ensure org is following nonprofit rules

Onboarding new board members

Go-to for compliance and legal issues

Development committee

Development committee

Identify new donor prospects

Development committee

Identify new donor prospects

Make introductions and set meetings

Program committee

Program committee

Helps build and advise on programming

Program committee

Helps build and advise on programming
Review impact of programmatic work

Nominating committee

Nominating committee

Identify new board member prospects

Nominating committee

Identify new board member prospects
Make introductions and set meetings

Nominating committee

Identify new board member prospects
Make introductions and set meetings
Can be part of governance committee

Executive committee

Executive committee

Elected board officers and ED

Executive committee

Elected board officers and ED
Make high level decisions

Executive committee

Elected board officers and ED

Make high level decisions

Can make decisions on behalf of full board

Board Recruitment

or How To Build A Great Board

Everything starts with strategy

What are your goals?

What are your goals?

What kind of help do you need to get there?

For example:

For example:

**You want to expand programs to a new part
of town**

For example:

**You want to expand programs to a new part
of town**

Going to cost money (fundraisers)

For example:

**You want to expand programs to a new part
of town**

**Going to cost money (fundraisers)
Need new relationships (programmers)**

**For example:
You want to add a new service**

**For example:
You want to add a new service**

Going to cost money (fundraisers)

**For example:
You want to add a new service**

**Going to cost money (fundraisers)
Need new relationships (programmers)**

For example:

You want to add a new service

Going to cost money (fundraisers)

Need new relationships (programmers)

Expansions can be tricky (rules)

Building roster based on needs

Do you have board members that:

**Do you have board members that:
Understand finance**

Do you have board members that:
Understand finance
Give you program credibility

Do you have board members that:

Understand finance

Give you program credibility

Know the rules of running an organization

Do you have board members that:

Understand finance

Give you program credibility

Know the rules of running an organization

Can find you new board members

Do you have board members that:

Understand finance

Give you program credibility

Know the rules of running an organization

Can find you new board members

Can raise money

Do you have board members that:

Understand finance

Give you program credibility

Know the rules of running an organization

Can find you new board members

Can raise money

Can expand your market reach

Do you have board members that:

Understand finance

Give you program credibility

Know the rules of running an organization

Can find you new board members

Can raise money

Can expand your market reach

That you can call on if you need help

**Look at your current board -
where are the gaps?**

Find people for roles,

**Find people for roles,
not roles for people**

sure, but where do I find them?

Board recruitment is relationship building

**Board recruitment is relationship building
(long tail, multiple touches)**

**Look at similar organizations for their
board members and donors**

Local business owners and the Chamber of Commerce

Community leaders

Elected officials sometimes

Young professional groups

**Leverage your existing board
to find new members**

**Leverage your existing donors
to find new members**

Make being small an advantage

Being a board member is a real job, and can really help you achieve your goals.

**Being a board member is a real job, and can
really help you achieve your goals.
So give it some gravity.**

**And once you have them,
make sure you keep them!**

Board member retention

Board member retention

Respect and value their time and contributions

Board member retention

Respect and value their time and contributions

Make them feel like family

Board member retention

Respect and value their time and contributions

Make them feel like family

Thoughtful onboarding can help

Board meetings

Board meetings are really important

**Board meetings are really important
so plan ahead**

Planning ahead means

Planning ahead means

Agenda and materials sent in advance

Planning ahead means

Agenda and materials sent in advance

You've addressed items from last meeting

Planning ahead means

Agenda and materials sent in advance

You've addressed items from last meeting

You have a goal for the meeting

Planning ahead means

Always have a goal for the meeting

Planning ahead means

Always have a goal for the meeting

What do you want to accomplish?

What do you want their takeaways to be?

**What do you want them to do
before the next meeting?**

Keep in mind:

You think about this all the time.

**You think about this all the time.
They only think about it once a month.**

Reports for board meetings

Reports for board meetings (board packet)

Thoughts on board packet

Thoughts on board packet

Agenda with time frames

Thoughts on board packet

Agenda with time frames

Minutes from last meeting

Thoughts on board packet

Agenda with time frames

Minutes from last meeting

Always include financials

Thoughts on board packet

Agenda with time frames

Minutes from last meeting

Always include financials

Summary information with supporting docs

Agendas are your friends

Sample Agenda

Sample Agenda

Call to order	9:00AM
Approve the minutes	9:05
Executive Director report	9:10
Committee reports	9:25
Finance	
Program	
Governance	
Old business	10:00
New business	10:15
Adjourn	10:30

Other thoughts on board meetings

The fight against derailing

**Your board members need to hear how
great all the work your doing is**

Board chair runs the meetings

Learn the basics of *Roberts Rules of Order*

**Make sure you understand what your
bylaws say about the board**

Board meetings are marketing

**Board meetings are marketing
(intentional actions designed to make
people do something)**

Board meetings are marketing
What do you want your board to do?

Other FAQs of board management

Should we have a minimum give amount?

Should we have a minimum give amount?

Give? Get?

Should we have a minimum give amount?

Yes. Yes.

Should we have a minimum give amount?

**Minimum give communicates professionalism
and sets the tone and understanding
that money is part of this work**

How many board members?

How many board members?

**As many as you can personally connect
with once a month**

Do board members know what they are doing?

Do board members know what they are doing?

Not always – it's your job to educate them

Do board members know what they are doing?

Not always – it's your job to educate them
Pair new ones with great current members

Should the Executive Director be on the board?

Should the Executive Director be on the board?

Personally, I don't think so.

**You'll get more value out of a great board that
runs without you.**

Should the Executive Director be on the board?

Plus you've got enough to do already

What about term limits?

What about term limits?

**Being a bad board member should be what
takes you off of a board, not time.**

What is directors and officers insurance?

What is directors and officers insurance?

Separate insurance plan that protects board members from personal liability

What is directors and officers insurance?

**Usually it's not too expensive, sometimes
board members won't serve without it**

Other Thoughts on Boards

Board leadership paradox

Board leadership paradox

**You need the board's help to be effective,
But they have to be confident that you know
what you're doing**

Diversity challenges in boards of directors

Diversity challenges in boards of directors and how small nonprofits can make a big difference

Challenges of giving up control

How

TINY
OPERA  HOUSE

Can Help

Webinars and workshops like this!

**Tiny Opera House platform makes
board reporting super easy**

Questions?

Thank you!

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