



United Way of King County

The Volunteer Center

The Do's and Don'ts of Board Recruitment

Do:

- Take seriously your responsibility to ensure the future leadership of your organization.
- Make recruitment a regular, on-going activity of the whole board.
- Seek the counsel and involvement of your key development staff in all recruitment activities.
- Ensure that the board conducts a self-evaluation, and reviews and updates the by-laws and board manual annually.
- Ensure that board policies (e.g., Conflict of Interest) are in place, up-to-date, and that you have insurance for Directors and Officers.
- Be frank, honest, and positive about the challenges facing the organization.
- Adhere to the recruitment standards and selection criteria established by the board.
- Treat each board candidate as if they were a major gift prospect or donor. You'll never go wrong!
- Develop a personalized cultivation plan for each board candidate.
- Leave yourself and the candidate a gracious "out."
- Document recruitment activity and make it a permanent part of the candidate's donor or prospect file.
- Review the service of each board member annually and have a leadership plan in place for each.
- Remember to renew terms for current board members at the annual meeting.

Don't:

- Hurry up and ask, or wait until a crisis drives recruitment activity.
- Settle for less than who you really need and want.
- Misrepresent or sweep organizational challenges under the rug: they may be just the things to "hook" a board candidate.
- Ask the candidate prematurely.
- Ask in such a way that the candidate is a new board member: your work is just beginning.
- Think recruitment is a staff activity or responsibility.
- Recruit outside the board for officer positions!