

# Helping Your Board Get “It”

Your hosts for the morning:

Robert Baker and Neil Hannam

# Learning Goals

- Remembering our three ideas for helping your board get “it”
- How to approach asking your board members to give “it”
- Making a plan to update your board orientation package based on helping your board get “it”
- How to avoid the worst sin of board management
- Educating you and your board is ongoing – and engaging them will reinforce their need to keep getting “it”

If we lived in the United States YOU would say this to your board:

- GIVE
- GET
- OR GET OFF!

But since we live in Canada YOU will say:

- GIVE
- GET
- OR THANK DONORS

Because these are the THREE things to help your board get “it”

# Board Solicitation

- First question: Why are you on the board?
- Second question: What project will you commit to over the next three years?

# Board Solicitation

- Third question: How will you help us get more money?
- Fourth question: How will you be involved with thanking donors?

**Now the cycle of “it” is complete.**

# Board Orientation

- Add the cycle of “it” to your packages for future members – give, get and thank donors.

# The only sin of board management is what?

- Speculating
- Condescending attitude
- Badgering
- Nagging



**NEVER SPECULATE!**

Therefore your board report will include the following:

- A focus on how you get “it” and how you will help them to get “it”
- You will badger, nag and adopt a condescending attitude if they fail to get “it”

# Keep learning about “it”

- Insist your board reads Tom Ahern’s blog
- You will print out Tom Ahern’s examples of what is good and bad, and you WILL take his advice, unless you want to stop getting “it”
- Share resources with your colleagues and discuss the content at Natas
- I like the old school book *The Artful Journey* and the new book *Vigilant Fundraiser*

# Have we achieved the learning goals?

- Remembering our three ideas for helping your board get “it”
- How to approach asking your board members to give “it”
- Making a plan to update your board orientation package based on helping your board get “it”
- How to avoid the worst sin of board management
- Educating you and your board continues – and engaging them will reinforce their need to keep getting “it”

Thank you for your time and attention!

**Questions?**