

## Talking About Recruiting Board Members Online

Consider these ideas and tips for reaching out online to prospective board candidates.

✓ **Set up a dedicated page.**

You want recruitment information to be easy to find and update on your site. Add a board service information page with its own link on the Volunteer section of your site.

✓ **Give the page an inviting title.**

Your aim is to connect with individuals who want to be board members and to pique the curiosity of others. Think promotionally. The more applicants you draw, the larger the pool of candidates.

✓ **Make clear it's volunteer.**

Not everyone understands that nonprofit board members are not paid. Stamp VOLUNTEER prominently on your recruitment page, to ensure applicants are mainly motivated by altruism.

✓ **State what you do.**

Yes, your mission is elsewhere on your site. But it makes sense to repeat it briefly as potential candidates consider whether your nonprofit's cause matches their interests.

✓ **List major responsibilities of board members.**

Cover the bases in simple, clear language. This can be an exercise for your current board to do.

✓ **Describe key qualifications of board members.**

Lead with qualities like passion, enthusiasm (however you want to phrase it) to emphasize that commitment to the organization is vital in a strong board. Other qualities might be informed by your organizational goals, such as inviting individuals with good community connections.

✓ **Spotlight legal and financial requirements for membership.**

That may be age or residency – and a recommended yearly giving amount. Save everyone time – and awkwardness – by indicating qualifications *and* expectations that aren't really negotiable.

✓ **Provide a link to apply.**

It can be an electronic application or a word document to email to the board chair or other member. The application can be the same questions you ask potential candidates in person.

✓ **Put "for more information" in downloadable files.**

You might include a typical yearly schedule of meetings and events that require (or strongly expect) board member attendance; responsibilities spelled out in more detail; an outline of orientation and training activities. If you don't have these documents ready to upload, preparing them now can serve double duty – for current and potential board members.