

Your Board's Director Recruitment Package



Here are some tips on what to include in your board's director recruitment package, that folder you will give prospective new board members. A decision to join a board is an important one. Candidates should be well informed about the organization before they agree to let their name go forward as a nomination. The existing board needs to put its mind to what is expected of new directors, including what skills are needed, the nature of the commitment.

Keep in mind that effective recruitment is a continuous process. You want to educate candidates about your organization and the board's role and that even if they do not say yes to your request this year, they might be interested next year.

The Essential Ingredients

1. Personal letter of invitation

This might include something on why they should choose your organization, its current strengths and challenges and why your organization has selected them as a potential board member. The letter might include an invitation to meet with an existing board member and be given a tour.



A brief description of your organization, what it does and how it came about (history) is an essential piece. This may all be captured in an existing brochure or organizational profile.

3. Mission statement and objectives

Your organization's vision, mission, objectives and values are what will get prospective candidates most excited about joining you board. If they are not in a single document, a new document should be created. The organization's statement of purpose found in most incorporation documents (e.g. By-Laws) is not a substitute for a more prominent, and often more current, statement.

4. Board member role description

It is essential that you include a "job description" indicating what you expect of board members (their responsibilities) including an indication of how much time is typically involved.

5. Financial statement

An approved budget or the operating statement and balance sheet for the most recent year should be included. Your **Annual Report** or a photocopy of your last **Auditor's Report** would be fine.

6. Existing board and staff

A list of existing board members and key staff persons is essential information.

7. Board application form

Create a board application form to get some information on the person you are approaching. You will want their name, address, other contact information, occupation, and brief statements on why they are interested in your organization and what skills they see themselves contributing.

The application form or the letter of invitation should indicate what the next steps in the recruitment process are, including possibly, an interview.

Some Optional Items

You might also want to consider including the following additional items:

8. By-Laws and governing policies

9. Fundraising campaign description (especially if the Board plays an active role in fundraising)

10. Description of board officer's roles, existing board committees

11. Sample board meeting agenda

12. Invitation to the Annual General Meeting