

# Share Our Secrets:

## Recruiting & Developing Younger, More Diverse Board Leaders



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Attorney at Law  
Larmore Scarlett  
Board Member:  
-Chester County  
Community Foundation  
-Friends Committee on National  
Legislation  
-Haverford College  
-Westtown School



**Keith Burress**

Project One Director  
Family Services ChesCo  
-Board Past President,  
Orion Communities  
-Board Member,  
Community Coalition



**Mayra Castillo**

Supervisor, CCIU  
Migrant Education  
Program  
Board Member:  
-Kennett Area Attainable  
Housing Council  
-Health & Welfare  
Foundation of SChesCo  
-Casa Guanajuato



**Erik Gudmundson**

Chief Revenue Officer,  
Pegasus Technologies  
Board Member:  
-Chester County  
Community Foundation  
-SCC Chamber of  
Commerce  
-CCEDC Innovative  
Technology Action  
Group  
-Tech Forum of DE  
-ChesCo Workforce  
Development Board



**Timmy Nelson**

Outreach Advisor  
Chester County  
Community Foundation  
Board Service:  
-United Way ChesCo  
-Turks Head/ChesCo  
Hospital/Penn Medicine  
-Patient Advisory  
Council (QIRN4)  
-Gift of Life Donor  
Program  
-West Chester Food  
Cupboard

# BOARD DUTIES

1. Ensure Legal & Ethical Integrity
2. Build a Competent Board
3. Determine Mission & Purpose  
Ensure Effective Planning  
Monitor & Strengthen Programs & Services
4. Protect Assets & Provide Financial Oversight
5. Ensure Adequate Financial Resources
6. Enhance the Organization's Public Standing
7. Select, Support & Evaluate the Chief Executive

**Recruit & Develop Younger, More Diverse Board Members**



# TODAY'S FOCUS

## Recruit & Develop Younger, More Diverse Board Members



3. **Where & how** do we find & develop younger, diverse relationships?

2. What works well & what doesn't

- in **cultivating & recruiting?**
- in **orienting & retaining?**
- in transitioning to **leadership positions**

1. **Self-Reflection & Self-Examination:**

Are board members **really** ready for more diversity of all types throughout the entire nonprofit organization:

- programs & services
- vendors
- partners
- communications, marketing, fundraising
- **volunteers, committees, board, staff**

- ❖ What practices & processes at our nonprofit are **impediments** to diversity?
- ❖ What can be done to improve this?
- ❖ What are some examples of where this is working **well?**



# TARGET BOARD NEEDS

## DEMOGRAPHICS & EXPERTISE



AREA	HAVE	NEED
<b>PASSION + COMMITMENT to CAUSE</b>		
High, Medium, Low, None		
<b>EXPERTISE</b>		
Board: Serves on other boards		
Accounting, Finance, Investment		
Customer Service		
Human Resources		
Legal, Risk Management		
Fundraising, Marketing, Sales		
Strategic Planning; Strategic Thinking		
<b>RESOURCE   CONNECTIONS</b>		
Introductions/Ambassador to potential partners & donors		
Open doors to funding sources		
Community outreach		

AREA
<b>GEOGRAPHY</b> N, S, E, W, Central
<b>AGE</b> 20s, 30s, 40s, 50s, 60s, 70s, 80s
<b>SEX</b> M, F
<b>SEXUAL ORIENTATION</b>
<b>GENDER IDENTITY</b>
<b>RELIGION</b>
<b>DISABILITY</b>
<b>RACE/ETHNICITY</b>

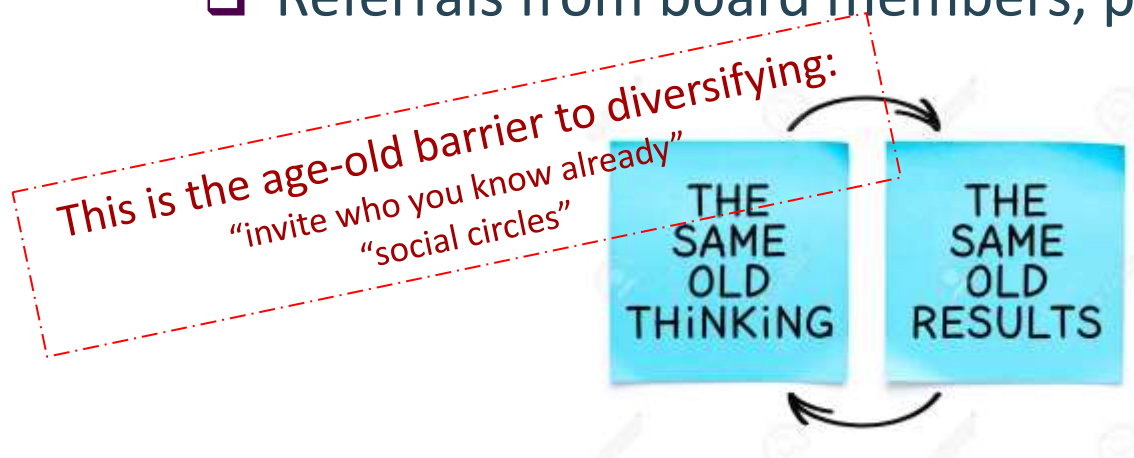


"Diversity is about embracing differences, and recognizing the amazing things that are possible when it's woven into an organization's culture"



# IDENTIFY BOARD PROSPECTS

- Leverage existing organizational networks
  - ❑ Volunteers, donors, constituents, event attendees
  - ❑ Referrals from board members, partners



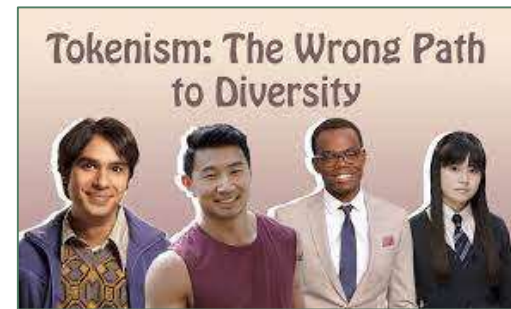
- Build **new** networks. **Start**. Give it **time** to develop.

Looking ahead,  
it isn't about WHO you know,  
it's about who you NEED to know



# RECRUIT BY DESIGN, NOT BY ACCIDENT

- **Recruit affirmatively** by identifying diverse people whose specific skills, abilities, qualifications & experiences meet your nonprofit's needs
- Recruit a **critical mass** of diverse people
  - Be wary of tokenism
  - Rule of 3
- Respect **non-traditional backgrounds** & experiences
- **Seek out diverse networks & intentionally** follow up for guidance & assistance—new experiences, new connections, new perspectives, new knowledge of others, new referrals
  - Attend community events which include & honor diverse people
  - Personally patronize restaurants & businesses owned by diverse people



# RECRUIT

## TAKE TIME TO BUILD AUTHENTIC, NEW RELATIONSHIPS

- Initial interactions & tone

- Visits, events, programs

Welcoming & inclusive (*Are We Really???*)

- Deepen interactions

- Committees / Task Force service **first**

- Then decide whether Board service is appropriate

- Commitment to mission
- Place nonprofit's needs ahead of own
- Hold confidences & private info
- Respect group process & organizational protocols
- Serve as strong ambassador



# RETAIN DIVERSE LEADERS

## *Retention is grounded in good group process*




- Satisfying authentic relationships
- Mutual benefit & exchange
- Effective leadership
- Substantive work
- Celebrate accomplishments





# RECRUITING DIVERSE LEADERS IN CHESCo...A START

LISTING & LINKS AT [HTTPS://CHESCOCF.ORG/SOCIAL-JUSTICE/](https://chesco.org/social-justice/)

<p><b>REFERRALS/INTRODUCTIONS</b> from diverse people who already serve on other nonprofit Boards, committees &amp; who volunteer</p>	<p><b>FAST-TRACKED MIDDLE MANAGERS</b> in larger businesses &amp; corporations</p>	<p><b>ORGS REPRESENTING DIVERSE GROUPS</b>          NAACP – West Chester, Phoenixville, Coatesville          Black Light Projects, Phoenixville          Black Women of Chester County in Action          Casa Guanajuato, Kennett          Diversity in Action, Phoenixville          LGBT Equity Alliance of ChesCo, Phoenixville</p>
<p><b>COLLEGES &amp; UNIVERSITIES ALUMNI, FACULTY &amp; STAFF</b>          Cheyney University          Delaware County Community College          Lincoln University          Penn State  <a href="https://www.facebook.com/psuchesco/">https://www.facebook.com/psuchesco/</a>          West Chester University esp.          WCU Black Alumni Association  <a href="https://www.wcualumni.org/bac">https://www.wcualumni.org/bac</a></p>	<p><b>EXECUTIVE LEADERSHIP TRAINING PROGRAMS</b>  <b>Leadership ChesCo</b> UW + WCU + CCCBI @8 trainings over 8 mos, 20 alumni/yr  <a href="https://www.unitedwaychestercounty.org/leadership-chester-county/">https://www.unitedwaychestercounty.org/leadership-chester-county/</a>  <b>DiverseForce on Boards</b>          Univ of PA + William Penn Fdtn/Lenfest /Knight board training &amp; matching program for emerging &amp; senior leaders of color. 6 wk training, 100 alumni/yr  <a href="https://www.diverseforceonboards.com/">https://www.diverseforceonboards.com/</a></p> 	<p><b>RELIGIOUS COMMUNITY GATHERINGS</b>          St Paul’s Baptist Church, West Chester          Bethel AME, West Chester          Bethel AME, Kennett Square          Grimes AME, Phoenixville          Keshet Israel, West Chester          St Agnes Latino mass, West Chester          Tabernacle Baptist Church, Coatesville</p>
<p><b>PROFESSIONAL, TRADE OR FRATERNAL ASSOCIATIONS</b>          Latino Lunch Club – monthly meet up          West Chester &amp; Virtual</p>	<p><b>CHAMBER OF COMMERCE GATHERINGS</b></p>	<p><b>SERVICE CLUBS</b>          Rotary Clubs          Lions Clubs          Kiwanis Clubs</p>
 		<p>CCCF version adapted from          Cynthia Primo Martin          Founder, Trustees of Color, DE  <b>Recruiting, Training &amp; Engaging Trustees of Color, 2021</b>  <a href="http://www.cedartreebooks.com">www.cedartreebooks.com</a></p>

# NEW PROGRAM TO RECRUIT & SUPPORT EMERGING DIVERSE COMMUNITY LEADERS IN CHESCO...START W/COMMITTEES

## GETONBOARD CHESCO TRAIN • CONNECT • SUPPORT

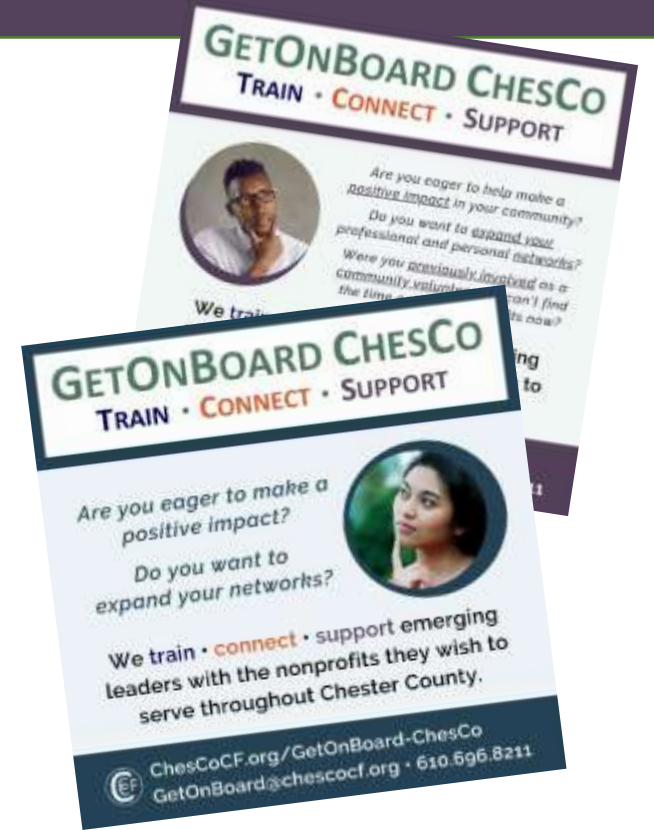


We train, connect, and support emerging leaders with the nonprofits they wish to serve throughout Chester County.

[ChesCoCF.org/GetOnBoard-ChesCo](https://chescof.org/GetOnBoard-ChesCo) • 610.696.8211



Promotional Partners



<https://chescof.org/getonboard-chesco/>

## NEXT STEPS: SET YOUR BOARD RECRUITMENT & DEVELOPMENT GOALS

*We know how to do this.*



It takes *awareness*.

It takes *planning*.

It takes *commitment*.

It takes *time*.