HOW TO BUILD A STRONG RELATIONSHIP WITH YOUR BOARD
The Board’s Role
The Staff’s Role
Dealing with Resistance
Creating Engagement
Board Assessment
# THE BOARD’S ROLE: OVERVIEW

## Donor
- Set an **example**
- Show **belief** in the organization

## Ambassador
- Introduce **others**
- Share **enthusiasm and commitment**

## Governor
- Share **expertise**
- **Problem solve**
THE BOARD’S ROLE: DONOR
<table>
<thead>
<tr>
<th>Role</th>
<th>Task</th>
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<tbody>
<tr>
<td>Ambassador</td>
<td>Build awareness and interest</td>
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<tr>
<td>Relationship Builder</td>
<td>Cultivate and recruit</td>
</tr>
<tr>
<td>Solicitor</td>
<td>Ask for support</td>
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<tr>
<td>Steward</td>
<td>Thank and recognize</td>
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THE BOARD’S ROLE: AMBASSADOR

- Board Member
- Volunteers
- Executive Director
- Donor
- Staff
THE BOARD’S ROLE: GOVERNOR

Due diligence

Loyalty

Obedience
THE STAFF’S ROLE

- **Executive Director**: empower and inspire
- **Leadership Staff**: provide transparency
- **Fundraising Staff**: provide tools
- **Program Staff**: provide messaging
- **All**: participate in committees
DEALING WITH RESISTANCE

get on board
CREATING ENGAGEMENT
BOARD ASSESSMENT

**Diagnosis**
- Data gathering
- Analysis

**Planning**
- Data feedback
- Action planning

**Intervention**
- Unfreeze
- Change
- Refreeze

**Sustainability**
- Evaluation
- Start again!
Emma Gilmore Kieran
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