

How to Create a Successful Board of Directors

Ensuring that your board of directors has the necessary skills and experience is imperative for success. Board members should understand what is expected and needed when they begin their service. After all, how can a board be successful if each member doesn't even know their responsibilities?

First, let's start with the traits of an influential board member:

- They need to be able to tell the story of your organization, and its impact
- They must be able to adapt to ever-changing priorities and challenges.
- They should offer innovative fundraising ideas.
- They must be proactive in supporting the organization.

Now that you know what to look for, let's talk about the roles and responsibilities of board members. There are eight primary responsibilities that a board member should have.

1. Understanding and upholding the mission and purpose of the organization
2. Providing support for nonprofit leadership
3. Actively participating in strategic planning discussions
4. Developing the financial resources needed in an ever-changing environment
5. Recruiting and orientating new board members
6. Reviewing current and proposed programs and services
7. Adhering to legal and ethical standards
8. Safeguarding the organization's assets

With this understanding, it's time to provide your board members with the training they need to be successful. Each board member brings skills and attributes to your organization. But being a board member also requires training. A formal training program sets the expectations and provides practical applications for new and tenured board members.

SVA's board building training program can be customized for your organization. Since your board is such a critical part of the organization, give your board members the training and resources they need to succeed.

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