



Board Engagement Plans

Theresa Pesch, President, Children's Foundation



Agenda

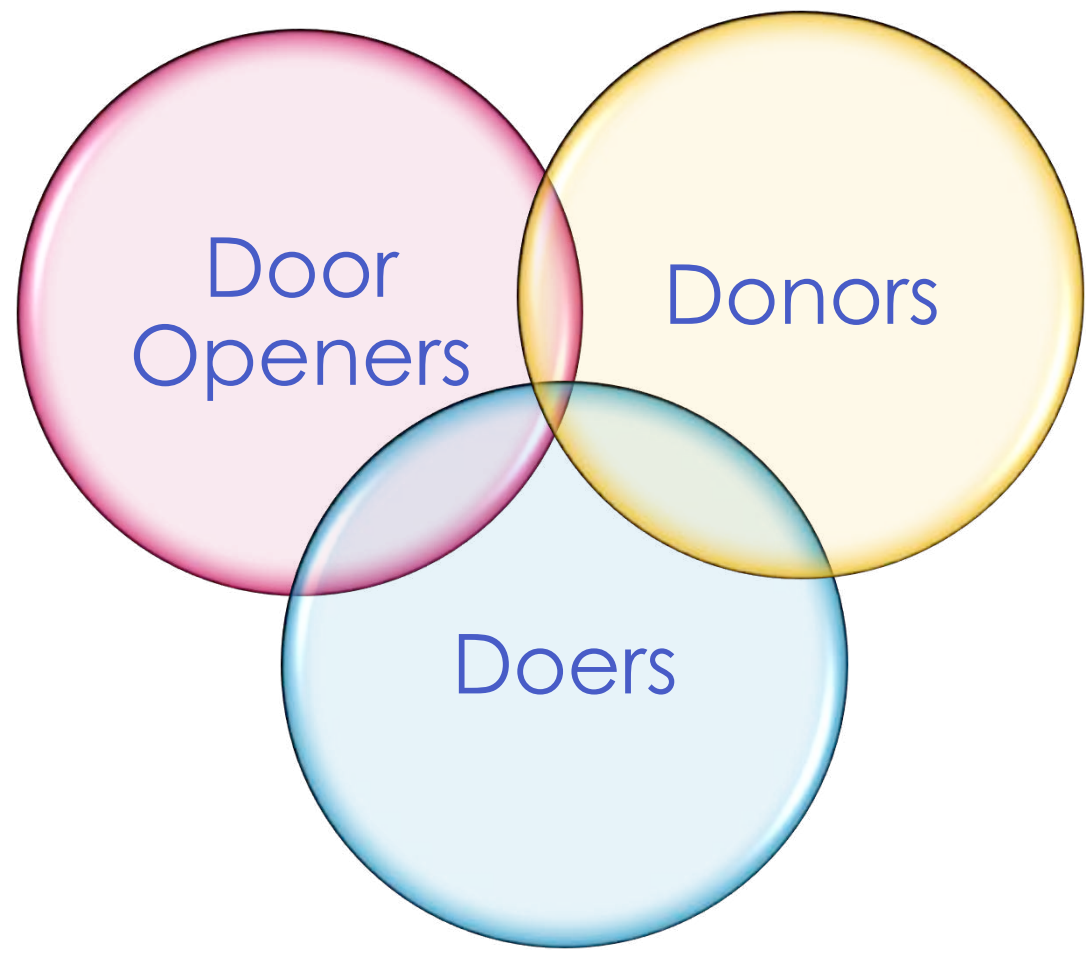
- **Why board engagement matters**
- **How to create successful board engagement plans**
- **Best practice examples**
- **Q&A**



Why Board Engagement Matters



Traditional Model



New Model



Finding and Developing Strong Board Members/Volunteers

Traditional Practice

- Nominating committee meets annually to think about names and then asks them to join
- Recruiting is about filling available positions
- Recruiting is often done to fill vacancies
- Board/volunteer orientation, training and development happens “on the job” without any established process

New Demands

- Committee on trusteeship creates a multi-year recruitment agenda and is constantly looking for strong board members and volunteers
- Recruiting is about finding individuals with specific skills and resources and selling them on board membership/volunteer positions
- Recruit all the time – better to have vacancies than weak board members/volunteers
- Development is experiences, coaching and mentoring
- Term limits with opportunities for ongoing involvement
- Consider board/volunteer pipeline (if not now, how about in the future)

Board Member Criteria

Must Haves

- Ethical
- Passion for the mission
- Made your organization among top three philanthropic/volunteer priorities
- Generous, philanthropic donor
- Actively participates
- Participates in fund development (or willing)
- Compatible
- Willing to question the status quo

Very Important

- Personal philanthropic capacity to give
- Network of influence and/or affluence
- Meets diversity goals
- Strategic thinker

Helpful or Needed

- Experienced board member and/or leader
- Additional, needed expertise based on the vision and strategic direction

Osborne Group

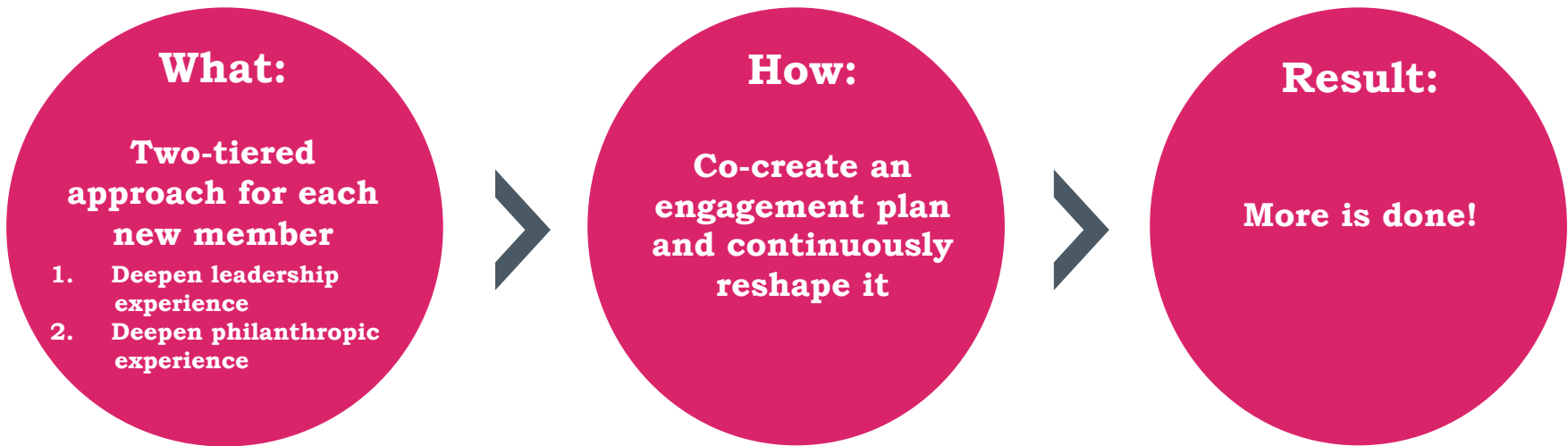
“Extreme Engagement Leads to Major and Mega Gifts”

- **Engaged donors give as much as 38% more than others**
- **Among the wealthy, the numbers are more dramatic**

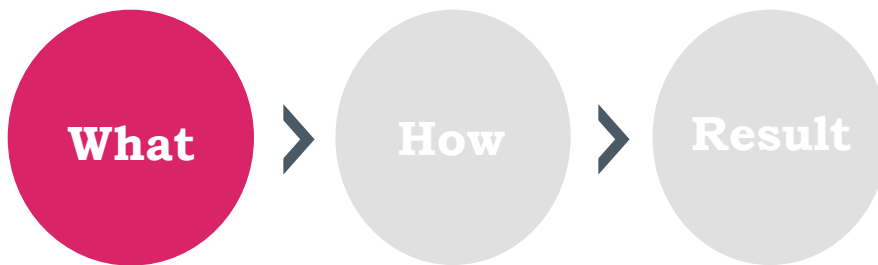


Establishing Successful Board Member Engagement Plans

The Process



Interviews: Board Chair and Vice Chair

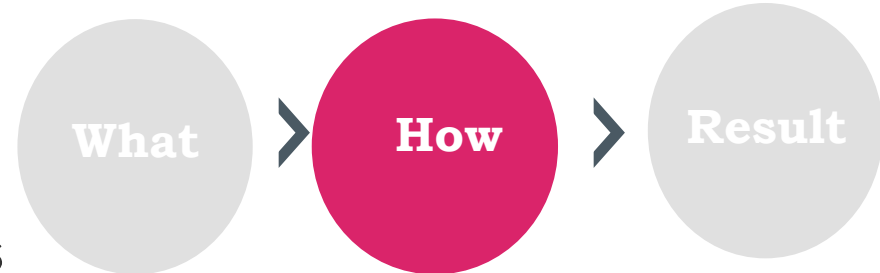


Sample Questions for Board Chair and Vice Chair Interviews:*

1. How and why did you initially become involved in [ORGANIZATION] and choose to become involved in the Foundation board?
2. As you look ahead to the next several years in which the Foundation board gains its footings, what do you see as its priorities? (in rank order)
3. How do you see deepening board member engagement?
4. How do you plan to engage other Foundation board members?
5. What do you see as the Foundation board's challenges?
6. What is needed to ensure its success?
7. As you are introducing people to Children's, what types of concerns, objections or questions are you hearing?
8. What is needed from staff to ensure its success?
9. What is the impact of philanthropy on our organization?
10. What is your vision for [ORGANIZATION] Foundation board?
11. How do you envision [ORGANIZATION] Foundation board intersecting with Children's Hospital board?
12. When thinking about this Foundation board, what will success look like to

Board Chair Example Touch Points (Deepen Leadership Experience)

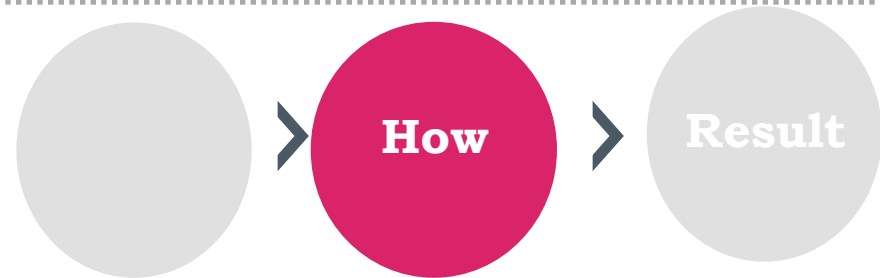
- Launch meeting to establish priorities as chair for the year
- Regularly scheduled meetings to structure engagement for other board members, discuss donor relationships and new introductions
- 1:1s held with each new board member
- Preparation before each quarterly board meeting/ quick review after each board meeting
- Visibility plan created




Board Meeting Agenda Example[★] (Deepen Leadership Experience)

Create Powerful and Memorable Board Meetings

- Agenda Setting/Chair
- Simulation Experience/
Clinical Perspective
- High-level President Report
- Committee Reports
- Executive Session

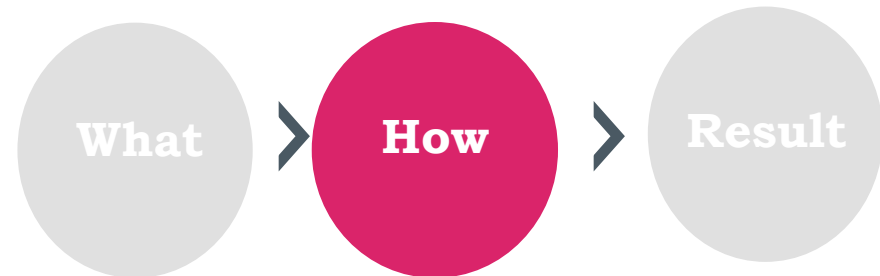


 CHILDREN'S HEALTH CARE FOUNDATION BOARD OF DIRECTORS MEETING Wednesday, January 29, 2013 7:30am-10:00am, Education Center, Children's - Minneapolis			
7:15am	Continental Breakfast		
7:30am	Children's Health Care Foundation: Annual Meeting A. Election of Directors B. Election of management & officers C. Conflict of Interest Policy	A(attached)	Mario Christi
7:35am	Foundation Board of Director's Call to Order		Mike Ciresi
7:40am	Opening Comments & Welcome to New Members • Robin Bristol • Betsy Ferguson • Scott Gill • Ivy Kessler • Charlie Maxwell		Mike Ciresi
7:45am	Simulation Experience – CV Center	B(attached)	David Dassenko, MD
8:30am	Consent Agenda A. October 30, 2013 Foundation Board of Directors Meeting Minutes B. December 11, 2013 Foundation Executive Committee Meeting Minutes Action: Approve Consent Agenda	C(attached)	Mike Ciresi
8:40am	Committee Reports A. December 4 Audit and Compliance Meeting Minutes B. December 18 Joint Finance Committee Meeting Minutes (summary) C. January 9, 2014 Joint Governance Committee Meeting Minutes	D(attached)	David Miller Jonathan Wood Greg Goren
8:45am	President's Report A. 2013 Fundraising Results B. 2014 Strategic Fundraising Initiatives	E(attached)	Theresa Fesch
9:25am	Fetal Surgery Update		Brod Falks, MD, PhD
9:35am	CEO's Report	F(attached)	Alan Goldblom, MD
9:50am	Executive Session		
10:00am	Adjournment		

Board Member Engagement Plan (Deepen Philanthropic Experience)

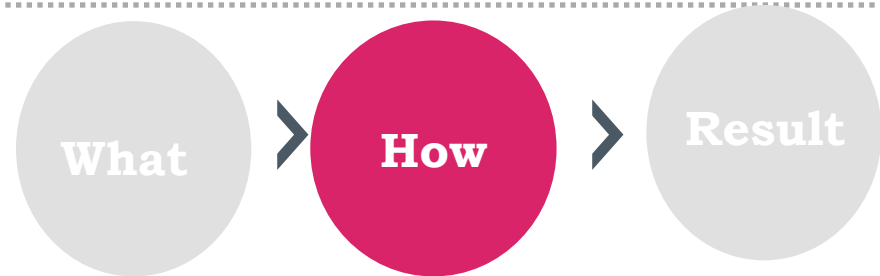
Engagement Plan Creation

- Plan for success / written statement of expectations
- Personal, family and business philanthropic plans
- Evaluate history of giving and customize stewardship plan
- Regular touch points around plan
- Track progress
- Evaluation of plan



Board Member Engagement Plan (Deepen Philanthropic Experience)

Sample of Dialogue Questions*:



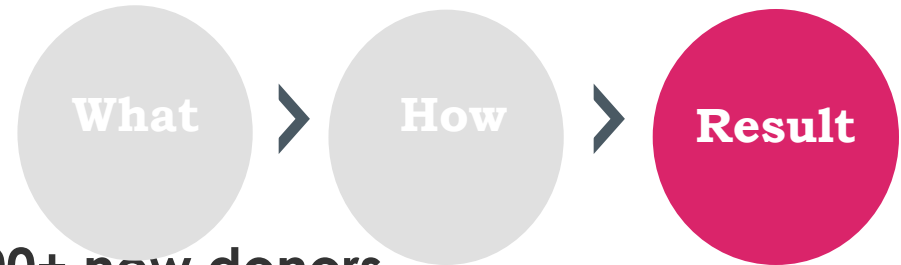
- Tell me about your history with Children's.
- What drew your interest to Children's and children's health? Did you have a family experience as a child, or more recently or through a friend?
- Tell me about your experience as a child or with your own children and involvement with charities and giving back to the community.
- What other charities have you been involved with? What's worked well and what hasn't and why?
- What is your vision for involvement with Children's? What's your dream?
- What difference would you like your philanthropy to make?
- How can we best steward, share the impact and be accountable for your gift?
- Do you work with a financial advisor/wealth management firm to help determine your philanthropic investments?

*Sampling that we refine to be very personalized for each board member.

2013 Results



- Raised \$27.2M (five-fold increase in six years)
- Grew the donor base with 3,700+ new donors
- Exceeded \$150M campaign goal by 12%
- 100% of Foundation board gives \$10K or more annually





Best Practices

- **Board/volunteer recruiting requires a new model—one that also looks at relationships, and individual’s ability to serve as a role model and ambassador**
- **Recruit for your mission**
- **Don’t forget to also recruit for wealth**
- **Understand your strategy and create “your” board and volunteers of choice**
- **Ensure engagement from the start by taking on-boarding seriously and co-creating engagement plans**
- **Train and coach leaders to see their role in philanthropy**
- **Create highly engaged, experiential board/volunteer meetings**
- **Track and measure success, adjust as needed**