

- 1. Assessing Needs of the Board
- 2. Putting Together a List of Prospective Nominees
- 3. Developing a Tentative Slate of Nominees
- 4. Recruiting Candidates Who Are Willing to Serve
- 5. Developing the Final Slate of Nominees

Getting people to agree to serve is the most critical step in the nominating process. When approaching prospective nominees keep the following recommendations in mind:

- Remember that who does the asking is crucial. Be sure the approach and ask are done by persons most likely to secure acceptance. These persons may or may not be members of the nominations committee.
- Always contact a prospective nominee in person. If approached by telephone or letter, the candidate is more likely to say no. It is sometimes helpful if two people make the contact jointly.
- Be prepared to discuss organization's goals and priorities.
- Provide a orientation packet, which might contain the following:
 - Information about the duties and expectations of a board member
 - A list of current board members and their terms of office
 - A schedule of meetings or other events the individual would be expected to attend
- Be truthful about the demands of the job. People are entitled to know what kinds of contributions and commitments they are being asked to make. Explain that board members are expected to make financial contributions based on each person's ability to contribute.
- Explain to prospective nominees the process by which they were chosen. This explanation need not be personal or detailed, but it is gratifying for people to know they were carefully chosen in terms of what they could contribute to the board.
- Emphasize the needs of the community, satisfaction of serving others, and the possibilities for personal growth. Recognize that each nominee will decide to join (or not join) the board based on its relevance and the value it will add to their lives, as well as their understanding of how they can contribute to the organization.
- Tell the candidate what resources will be available for guidance and support. New members should receive an orientation to their jobs.
- Listen carefully and respond honestly to reactions and reservations. Answer questions as completely as possible and offer to supply information not immediately available.
- Make it clear that willingness to be nominated does not automatically ensure election.
- Give the individual time to think it over, if necessary. Most people resent being pressured. Arrange a definite time to call back for a decision and be sure to follow up.