

Building a Strong Nonprofit Board

10 Key Strategies

2024 CTM Fall Conference
October 18, 2024



Children Trust
MICHIGAN
Strength Through Abuse Prevention

A Few Things As We Get Started

- Please silence your phones.
- Let's make this interactive!
- Please hold questions until the end.
- One speaker at a time, please!
- We are here for you!



Let's Meet Your Presenters!



Suzanne Greenberg
Executive Director
Children Trust Michigan



Amy Tattrie Loepf
Board Chair
Children Trust Michigan



Setting the Context

Board Basics 101 (May 2024)

- Recruitment
- Orientation
- Activation
- Retention

Taking the Bored Out of Your Board (September 2024)

- 10 Common Myths


TODAY = Deeper Dive into Boards



Let's Get Started!

Established by the Michigan Legislature in 1982 ([PA249/250](#))

Children Trust Michigan (formerly CTF):

- serves as a voice for Michigan's children and families and promotes their health, safety and welfare
 - Funding programs and services that prevent child abuse and neglect and strengthen families.
- 

1. Know How You Are Governed

Per [Public Act 250 of 1982](#), Children Trust Michigan is led by a 15-member Board of Directors. Eleven public member governor appointed with the advice and consent of the Senate. Four members are designated state departments representatives.

Your boards are similarly regulated. CTM recognizes the challenges.

Governor-Appointed (11)

- Business Community
- General Public
- Labor
- Legal Community
- Religious Community
- Parents

State Department Representatives (4)

- Michigan Department of Education
- Michigan Department of Health & Human Services (Public Health/Human Services)
- Michigan State Police

2. Know Your Board's Duties

“Board members are the fiduciaries who steer the organization towards a sustainable future by adopting sound, ethical, and legal governance and financial management policies, as well as by making sure the nonprofit has adequate resources to advance its mission.”
(National Council of Nonprofits)

Board members do not manage day-to-day operations. Instead, Hiring/Monitoring/Strategy/Fiscal Responsibility

3. Know What Type of Board You Have

According to [NonprofitReady.org](https://www.nonprofitready.org), types of boards include:

Board of Directors – The most common type, oversees all activities and establishes the nonprofit’s mission, strategy, and goals.

Advisory Board – Unlike the board of directors, the advisory board is not responsible for governance or management of the organization. Instead, its purpose is to provide guidance and recommendations to the executive director and board of directors.

Working Board – In addition to their governance responsibilities, working board members can get involved in daily operations and performing the day-to-day work of the organization. Working boards tend to be found in smaller nonprofits that lack the funds to hire full-time staff.

4. Sample Skillsets for Board Composition

Budgeting/Finance

Data

DHHS (R)

Education (R)

Entrepreneur

Faith Community

Fund Development

Government Affairs/Legislative

Human Resources

Labor

Law Enforcement (R)

Legal/Court

Medical

Mental/Public Health (R)

Parent (System Experience)

Planned Giving

Program Development

Note: R means required



5. Recruitment Is Most Important

- Aim High
- Ask with Confidence
- The Answer is No, Ask:
 - Again
 - For A Recommendation
 - For An Introduction to a Colleague



6. Keep Board Members Engaged

- Ask For What You Need
- Active Board Committees
- Keep In Contact Between Board Meetings



7. Effective and Efficient Board Meetings

- Send Board Materials --One Week Ahead
- Respect Time
- Limit The “Sidebars”
- Stay Strategic
- Consider Written Reports



8. Know Each Of Them

- Meet Each New Board Member
- Understand The “Why”
- Know Their Strengths
- Be Grateful



9. Know Your Role

- Energy
- Expertise
- Support
- Gratitude



10. Ensure Succession Planning

- Executive Director
- Board Chair/Members



Contact Information

Suzanne Greenberg

Executive Director

Children Trust Michigan

GreenbergS@michigan.gov

Amy Tattie Loepf

Board Chair

Children Trust Michigan

atattiestrategies@comcast.net

We're here
to help!

Scan QR Code for Resources

