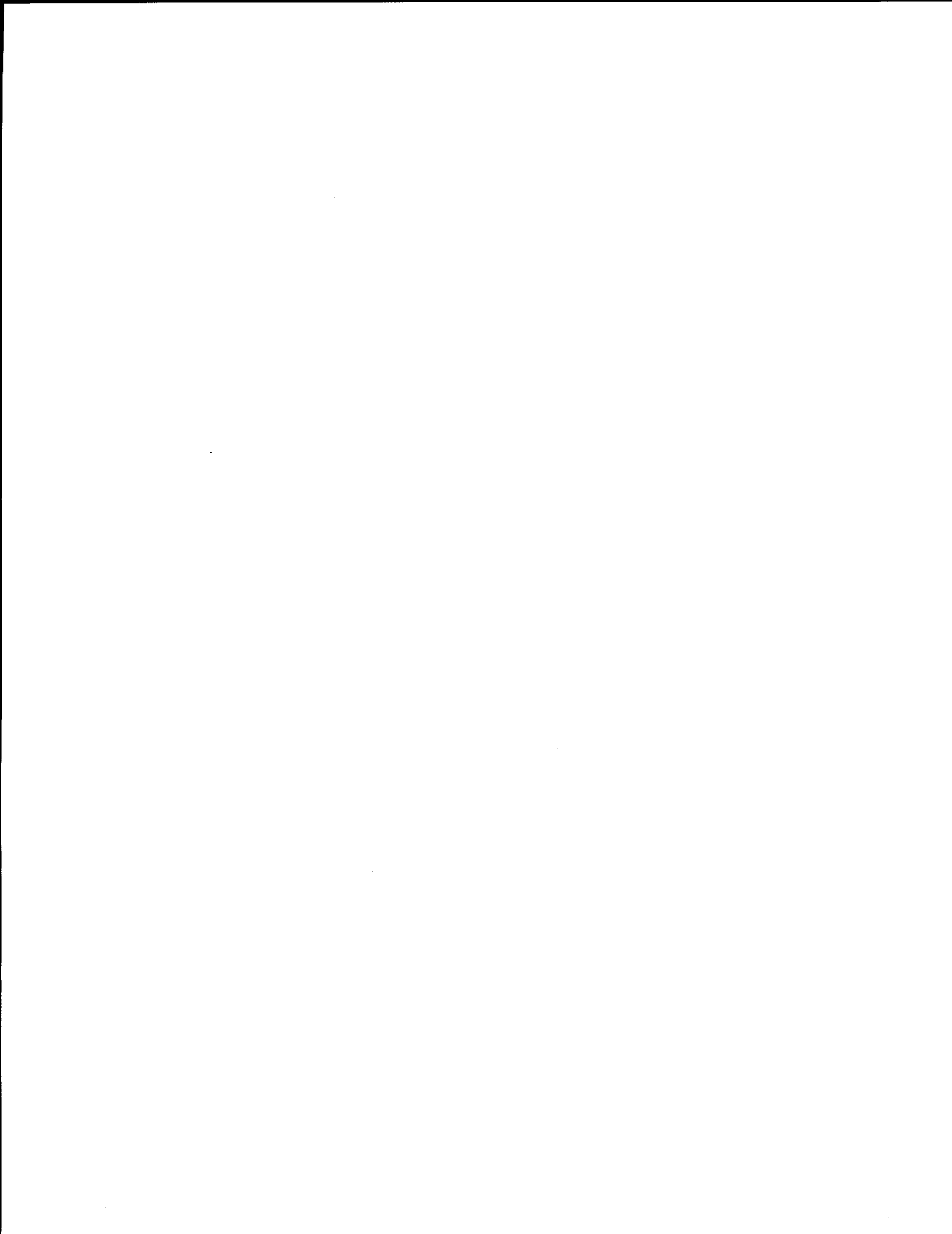


T H E B O A R D
M A R K E T P L A C E
P R O G R A M

*A community action
plan to bridge the
gap between nonprofit
boards and potential
board members*



V O L U N T E E R C O N S U L T I N G G R O U P , I N C .



OUR MISSION

Founded in 1969 by the Harvard Business School Club of New York, the Volunteer Consulting Group (VCG) works regionally and nationally to strengthen the governing and management capability of nonprofit boards. As a nonprofit organization, our mission is to bring outstanding leadership into service as board members for other nonprofit organizations working in the areas of advocacy, community development, culture, education, health and human services.

On a regional basis, VCG assists nonprofit boards in defining their board recruiting objectives, and helps conduct targeted searches for business, professional and community leaders possessing the expertise, diversity of perspective and resources desired. We also provide guidance to boards hindered by organizational and operational issues, including structural problems, committee design mandates, and the development of policies intended to increase governance efficiency. Our Board Marketplace Program helps individuals wishing to serve as board members explore their interests, review nonprofit board opportunities that reflect those interests, and gain introduction. In addition, VCG sponsors the *boardmember's FORUM*, a membership organization for those who serve on nonprofit boards, providing the opportunity for trustees to share ideas, explore issues and compare experiences.

Nationally, VCG is a resource for communities working to overcome the difficulties nonprofit boards face in filling their membership needs and for potential board members confronting common barriers that discourage their participation. Supported with grants from the W. K. Kellogg Foundation and the Rauch Foundation, VCG conducted national research in these areas which resulted in the landmark report: *Bridging The Gap Between Nonprofit Boards and Trustees: The Board Marketplace*. And, in 1992-93, we assisted Santa Clara County, CA; Atlanta, GA; the Grand Traverse Area, MI; Cleveland, OH; and Palm Beach County, FL to undertake local feasibility studies to assess the need for, and ability to maintain, a local Board Marketplace Program. Since then, all of these communities have established board programs and our work has spread nationwide.



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We are also grateful to American Express, Chevron, the W.K. Kellogg Foundation, the Andrew Mellon Foundation, the Rauch Foundation and the Charles Stewart Mott Foundation for their support of VCG's continuing development of Board Marketplace Programs around the country. The Board Marketplace Program movement is gaining momentum. We hope the information presented here will help other communities develop programs that open access between nonprofit boards and potential board members.

Special appreciation is given to the following individuals for all that they did to bring the Board Marketplace Program to life:

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Brooke W. Mahoney
Executive Director
 Volunteer Consulting Group





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PREFACE

This manual has been especially developed for staff and boards of local community foundations, leadership programs, management support organizations and volunteer centers. As you engage in strategic planning, we hope your organization will foster programming that brings together local nonprofit boards of directors—and individuals from your community who wish to serve on these boards.

Here are key reasons to sponsor a Board Marketplace Program:

COMMUNITY FOUNDATIONS

A program that helps individuals into nonprofit boardrooms is an important step of exposure and education that can lead to individual philanthropy. Men and women who know and appreciate the nonprofit sector are sources of unrestricted and donor-advised funds.

LEADERSHIP PROGRAMS

As leadership programs mature—and the programming needs of talented graduates grow—adding an effort to help alumni find boardrooms that need their knowledge and resources ensures the community involvement of those you have educated.

MANAGEMENT SUPPORT ORGANIZATIONS

There is increasing recognition that many organizations need to be assisted at both the operating *and* board level. Though historically dedicated to strengthening nonprofit operating management, MSO's can easily broaden their services to now include boards.

VOLUNTEER CENTERS

Because you are dedicated to facilitating direct service volunteers, you are in an ideal position to encourage individuals to volunteer for service on boards.



HOW TO USE THIS MANUAL

For easy use, this manual has been divided into six sections: these explanatory notes and acknowledgments, and the remaining five:

CHAPTER I: THE BOARD MARKETPLACE PROGRAM

Gives a brief overview of this program.

CHAPTER II: THE BMP AND YOUR COMMUNITY

Presents a composite BMP feasibility study — based on five actual studies — set in a fictional place: Any County, USA. A sample Request for Proposals for a BMP Feasibility Study is included in case you'd like to do one in your community.

CHAPTER III: BEGINNING YOUR OWN BMP

Offers practical start-up information and ideas for managing a program.

CHAPTER IV: BMP EVALUATION ISSUES

Discusses community impact as well as program efficiency and effectiveness.

APPENDICES

Included in Appendix One is a Fax Back response form. Please let us hear about your experience with the issues we've addressed. For further information, please contact our website at www.vcg.org. And, by all means, please call 212.687.8530, fax 212.370.0418, or e-mail boardinfo@vcg.org if we may be of further help.

"Help! How can we go about bringing some structure to the process in our community through which nonprofit boards and individuals come together?"
-Head of a Local Civic Organization

Quotes appearing throughout this text were gathered from interviews with board members and community leaders during a three-year national study conducted by VCG.



