

Arts Management Guidelines

Twenty Rules for Board Management

1. Developing an involved, productive Board is perhaps the fastest way of increasing fund-raising revenue substantially; make time for Board development and management.
2. Set a reasonable give-or-get target that will make a difference to your organization and yet is realistic.
3. Use the planning process to get the Board to agree to give-or-get targets and the need for new board members.
4. Ask EVERYONE YOU KNOW about potential new Board members.
5. Make sure you have a solid press and marketing strategy before you embark on a major Board solicitation effort.
6. Add new members in clumps to change your Board culture.
7. Don't put anyone on the board just for their name.
8. Don't put too many not for profit executives on your board.
9. Make it clear to new Board members what you expect of them.
10. Give a solid orientation session to new Board members.
11. If Board members do not meet your expectations, ask them to leave the Board.
12. The staff manages the Board; do not abdicate this leadership role.
13. Think of Board members as donors; focus on the positive.
14. The real work of the Board happens outside of Board meetings.
15. Use your Board committees as opportunities to engage your Board members.
16. Don't ever lose a vote of the Board; ensure you will win before the Board votes.
17. Don't let one person dominate Board discussions and votes, no matter how much he or she gives.

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18. Never say in a Board meeting 'The Board has to help raise money.'
19. Make it easy for your Board to help raise money – give them an easy quid pro quo.
20. When your Board members' personal happiness is wrapped up in the success of your organization, you have done a good job.