

THE FIVE W'S OF BOARD MEMBERSHIP

The Old Criteria:

Contribute 2 of 3 – Work, Wisdom, Wealth (or Time, Talent, and Treasure).

Some Now Look for People Who Can Provide ALL Five of These

Ideal Board Candidate	Governance Hat	Volunteer Hat
1. Wisdom	Help formulate, negotiate, determine and monitor wise policies.	Be available to advise staff when called upon and offer suggestions to the CEO.
2. Work	Attend committee and board meetings; come with homework finished.	Offer to help with a fund raising campaign, an event, mentor a staff person, etc.
3. Wealth	Comply with board expectations for being a donor of record each year; pay expenses when that is required.	Go beyond easy giving to model sacrificial giving.
4. Witness	Help integrate core values with practice in setting policies.	Talk up the organization “as you go” about your normal work and life. Seek opportunities to make the organization known.
5. Wallop	Bring your knowledge and experience to bear on the work of the board in ways only you can do.	Always think, “what one thing could my position and network accomplish that others could not?”