

# Peninsula Family Service

## NextGen Board Operating Manual

### Objective

A supplement to the PFS NextGen Charter, this document offers an action plan for PFS to recruit and retain NextGen Board members, including proposed recruiting strategies and benefits the experience may bring its members.

### Recruiting channels

#### Existing PFS network

- Current Board of Directors network - Announce inception of NextGen board during Board of Directors meeting, calling for nominations from the board for potential candidates NextGen board
- Current volunteers - Email distribution list of anyone who has volunteered for PFS, in any capacity, during the last one to three years and announce the recruitment for a NextGen board
  - Option to extend an invitation to current and previous employees, as well as volunteers
- Mail flyers - Include announcement of NextGen board in regular mail flyers. In particular, request that recipients of mail flyers reach out to those in their network that may have contacts in their network interested in joining the NextGen board

#### Networking Events

- PFS sponsored event - Host 2 - 4 events particularly targeting recruiting NextGen board members. Vary timing and days of the week to ensure interested candidates can attend. Consider hosting one before or after a Board of Directors meeting, so candidates can see their interest in and passion about PFS, while laying foundation for mentorship connections between the two boards.
- Local, in-person networking event - Partner with a local event
  - E.g.. The Board Match on Feb 12, 2020 (San Jose) & April 7, 2020 (San Francisco)
    - Site: <http://theboardmatch.net/>

## Social Media

- Various sites - Promote NextGen board on social media channels, including LinkedIn, Facebook, and Instagram. In addition to announcing the position openings, advertise any in-person networking events to increase attendance.

## Online volunteer matching

- Catch a Fire - Allows non-profits to “Post a project” to find volunteers that fit role
  - Site: <https://www.catchafire.org/howitworks/organizations>
- Cari Club - Free site that helps its members find associate board positions at non-profits. The “Build a board” tool requires answers to some questions about the non-profit before providing a charter template
  - Site: <https://cariclub.com/> / <https://associateboards.com/>
- Volunteer Match - Site that aids in recruiting volunteers after creating a profile
  - Site: <https://www.volunteermatch.org/nonprofits>
- Board Net USA - Site with free online listings for board positions
  - Site: <https://www.boardnetusa.org/public/nonprofitbenefits.asp>
- Bridgespan - List positions for 60 days for \$50
  - Site: <https://www.bridgespan.org/jobs/nonprofit-jobs/find-and-hire-top-nonprofit-talent-to-further-your>
- Idealist - Post board positions for free (not specific to non-profits)
  - Site: <https://www.idealist.org/en/>