

# Strategies for Increasing Nonprofit Board Diversity

---

High-performing nonprofits are both thoughtful and intentional in creating a strategically composed board of directors. Composition ideally reflects diversity in gender/identity, age, geography, race/ethnicity, skill sets, professional expertise, circles of influence, as well as personal and leadership characteristics. Every board's ideal composition should be considered in terms of the specific needs, strategies, and lifecycle of the organization, as the board looks forward several years.

## Questions to Evaluate if Your Board is Diverse:

1. Who are the individuals that comprise the board?
2. What skills, expertise, cultural/ethnic backgrounds, and lived experiences do they bring?
3. How do all these factors impact the way that the board views their role, and how they make decisions and prioritize work?



Springfield Foundation

For good. For ever. For all.®

# Strategies for Increasing Nonprofit Board Diversity

## Consider These Strategies for Diversifying Your Nonprofit Board:

- Posting diversity-focused board searches on sites that attract individuals with a passion for volunteering such as volunteermatch.org and boardmemberconnect.com. Also on sites that attract a broader range of potential board candidates such as LinkedIn or Indeed.
- Connecting with local chapters of professional and civic associations.
- Connecting with religious centers, neighborhood agencies, and community centers in diverse areas.
- Engaging volunteers – particularly those who are involved in external outreach and may identify individuals from other organizations who exhibit traits that would enhance your board.
- Engaging the full board – challenge every board member to be intentional in expanding their personal outreach and ambassadorship to diverse potential board candidates.
- Asking other community organizations, leaderships groups, and stakeholders for board recommendations that fit your desired candidate. You can also ask them to help solicit volunteers from their communities by cross posting your call.
- Communicating the time commitment up front and in writing, as well as what you can offer volunteers in exchange for their time.
- Indicating whether meetings will be virtual or in-person, when they'll be held, and where. Consider public transportation options to the meeting site, and whether you can offer childcare, transportation stipends, and meals where applicable.
- Picking up the phone and inviting individuals you've identified as potential participants. Talk to them about your organization's priorities, process, and why you believe their input is integral to the impact you seek to affect.



Springfield Foundation

For good. For ever. For all.®