Building a Better Equine Board of Directors
Jacque Schultz
Senior Director
ASPCA Equine Fund
jacque.schultz@aspca.org

www.ASPCApro.org/equine
The Board of Directors (BOD) acts as the governing trustees of the organization on behalf of contributors and the community at large while carrying out the organization’s mission & goals.
Governance:
The act, process or power of governing

Govern:
- To set forth & administer public policy & affairs
- To control the actions & behaviors
- To keep under control
- To exercise a determining influence on
How Big Is Your Board?
The nonprofit board has to take action to protect its tax exempt status, and maintain financial stability and resources, in order to operate & stay true to its nonprofit cause.

Elizabeth Layne
10 Basic Responsibilities of Nonprofit BOD  BoardSource, 2009

1. Determine mission and purpose
2. Select chief executive (C.E.)
3. Support & evaluate C.E.
4. Ensure effective planning
5. Ensure adequate financial resources
10 Basic Responsibilities of Nonprofit BOD  

6. Monitor/strengthen programs and services
7. Protect assets & provide financial oversight
8. Build a competent BOD
9. Ensure legal/ethical integrity
10. Enhance org’s public standing
Foremost BOD Responsibility

To secure adequate resources so you can fulfill your mission
BOD’s Fundraising Responsibilities

• Approve your mission & policy statements

• Participate in creating/approving a development plan/budget

• Identify & cultivate new donor prospects

• Be an advocate for the organization

• Attend events, make introductions, go on donor cultivation visits, send personal thanks
Helping Them Toward Giving

• Be clear from the beginning on expected contributions and asks

• Provide an orientation for new BOD members on your mission, programs and where the money goes

• Survey them on why they’re not giving

• Provide training/resources on how to make an “ask”

• Hold a board retreat to review organization progress & analyze current situations
Anyone Can Fundraise

Andrea Kihlstedt

Rain Maker

Go-Getter

Mission Controller

Kindred Spirit
Desired Traits in a Board Member

• Shared sense of purpose
• Business savvy
• Well-connected
• Works well w/others
• Will donate time & $$
• Knows how to raise money
• Sense of humor
• Integrity
Common Board Problems

• Too small
• Too self-serving
• Related by blood or marriage
• Too busy
• Lack knowledge of sound business practices
• Conflicts of interest
• Factions
Removing a Problem Board Member

1. Personal intervention
2. Leave of Absence
3. Impeachment

OR ....
Term Limits & Advisory Councils

- 62% of boards have both term limits & limits to number of consecutive terms

- Would problem board members do better on an advisory council?
Conflict of Interest

“Yes, I am employee of the month again. And yes, I’m the one who chooses the employee of the month. And no, I don’t see a conflict of interest.”
Finding the Ideal Board Member

- Always be on the look-out for movers & shakers
- Fill holes in expertise
- Network at other community and nonprofit events
- Consider retired executives
Does Your Board Reflect the Community You Serve?
Any questions?
Related ASPCApro Webinars

[link]

Grant Resources for Equine Rescue
Claire Sterling, Senior Grants Manager, ASPCA
Locate grant funding opportunities for equine rescue.

Recruiting and Keeping Equine Volunteers
Cindy Gendron, Coordinator, Homes for Horses Coalition
Gain strategies, checklists, and tips for recruiting and keeping volunteers.