

Analyzing Boards of Directors

Board Composition and Structure

How many members are on your board of directors? _____

How many minority members are on your board? _____

Does board composition mirror your constituency? _____

	Yes	No
1. Are the six largest employers in your area represented on your board?	_____	_____
2. Are the major financial service companies in your area represented on your board?	_____	_____
3. Are the two largest merchandising stores in your area represented on your board?	_____	_____
4. Are the two largest private utility companies in your area represented on your board?	_____	_____
5. Is a prominent media outlet in your area represented on your board?	_____	_____
6. Do you have a prominent attorney on your board?	_____	_____
7. Do you have a prominent educator on your board?	_____	_____
8. Do you have a prominent CPA on your board?	_____	_____
9. Do- you have a prominent Realtor on your board?	_____	_____
10. Do you have a good community volunteer on your board?	_____	_____
11. Do you have members of your board who are knowledgeable about the arts?	_____	_____
12. Do all of the members of your board hold one of the top three positions in their companies' operations in your community or area?	_____	_____
13. If you answered "No" to question number 12, how many of your members hold these top three positions?	_____	_____

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| 14. | Is a substantial majority of your board membership active in their business or profession? | _____ | _____ |
| 15. | If you answered "No" to question number 14, what number of your members are active? | _____ | _____ |
| 16. | Are the following functions handled by standing committees of your board? | _____ | _____ |
| | A. Public Relations /Publicity | _____ | _____ |
| | B. Finance | _____ | _____ |
| | C. Budget | _____ | _____ |
| | D. By-Laws | _____ | _____ |
| | E. Nominations | _____ | _____ |
| | F. Programs | _____ | _____ |
| | G. Marketing | _____ | _____ |
| | H. Operations /Education | _____ | _____ |
| | I. Strategic Planning | _____ | _____ |
| 17. | Does each of your committees have a chairperson? | _____ | _____ |
| 18. | Does your board also have the following officers: | _____ | _____ |
| | A. Chairperson or President | _____ | _____ |
| | B. President Elect or Chairperson Elect | _____ | _____ |
| | C. Vice Chairperson or Vice President | _____ | _____ |
| | D. Treasurer | _____ | _____ |
| | E. Secretary | _____ | _____ |
| 19. | In your estimation, does your present board consist of the right number of members? | _____ | _____ |
| 20. | Do your by-laws provide for the rotating of board members on a scheduled basis? | _____ | _____ |
| 21. | Do your by-laws provide for the rotating of officers of the board on a scheduled basis? | _____ | _____ |

Remember to Make Use of Board Influences

	Yes	No	If No, List Percentage
1. Does every member of your board make a personal financial contribution to the organization?	_____	_____	_____
2. Does every company represented on your board make a financial contribution to the organization?	_____	_____	_____
3. Is every member of your board asked to assist in fundraising?	_____	_____	_____
4. Is every member of your board assigned to at least one of the following fundraising functions: cultivation, solicitation, rating of prospects, promotion and publicity or research?	_____	_____	_____
5. Has every member of your board submitted a written endorsement of the organization, or one of the programming aspects?	_____	_____	_____
6. Does every company represented on your board sponsor the organization, or one of the programming aspects?	_____	_____	_____
7. Has every member of your board whose company has its own newsletter or form of publicity, run a story on your organization in the past three years?	_____	_____	_____
8. Has every member of your board made at least one cultivation call during the past year on one of your principle contributors or on a new prospect?	_____	_____	_____
9. Has every member of your board attended at least one program or function of the organization during the past year?	_____	_____	_____
10. Do you have a board speaker's bureau?	_____	_____	_____
11. Do you issue a press release every time a new board member is elected?	_____	_____	_____

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| 12. | Do you issue a press release listing the entire board and officers after each annual meeting? | _____ | _____ | _____ |
| 13. | Do you have formal "thank you" or awards presentations for outgoing officers? | _____ | _____ | _____ |
| 14. | Has the spouse of every board member been invited to at least one organizational function in the past year? | _____ | _____ | _____ |
| 15. | If a public relations committee exists, how often does it meet? | _____ | _____ | _____ |