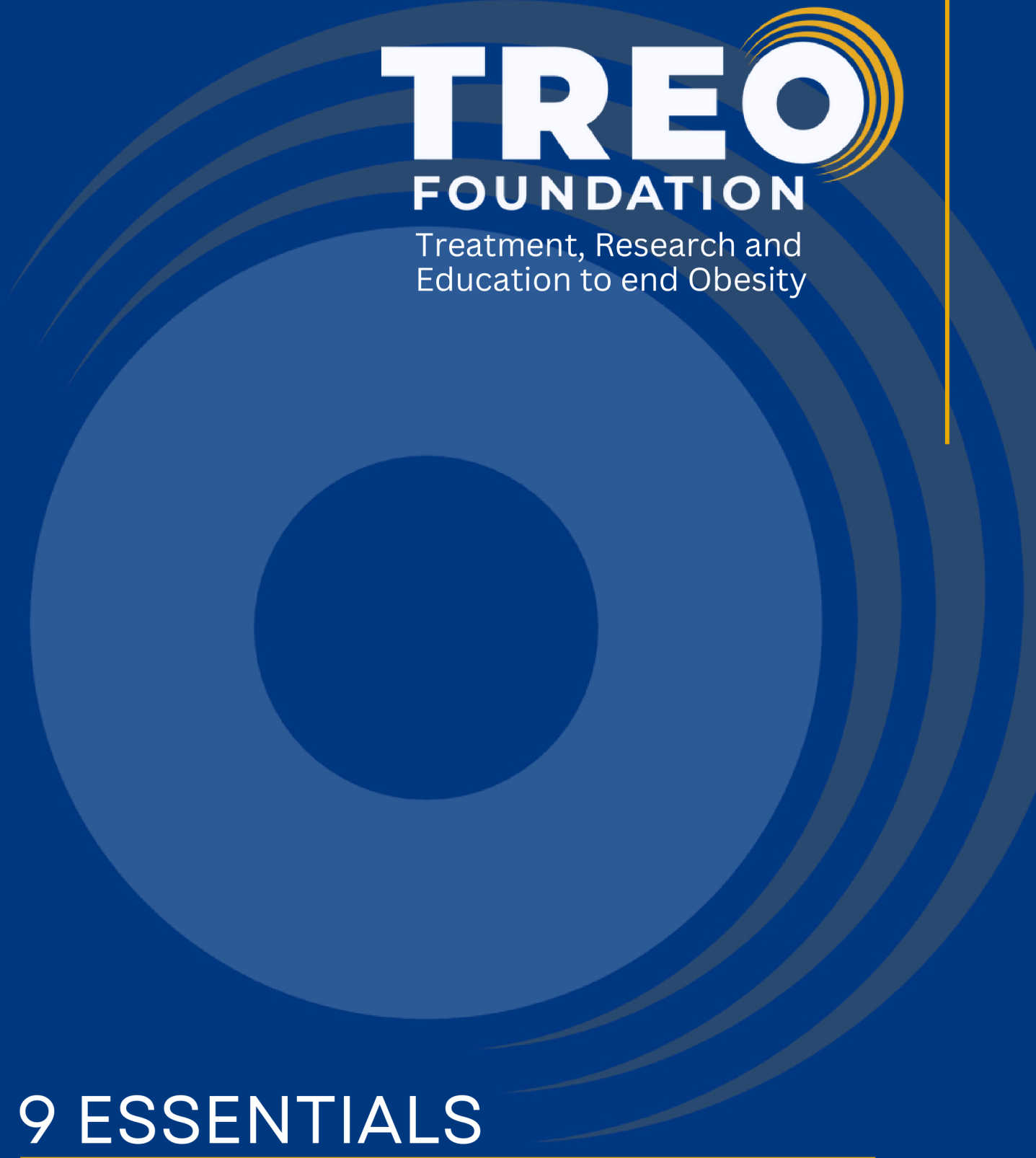




TREO

FOUNDATION

Treatment, Research and
Education to end Obesity

9 ESSENTIALS

FOR BOARD MEMBERS

9 Essential Criteria for TREO Foundation Board Members

These 9 essential criteria should consider being considered to recruit influential board members.

1. Passion for the mission.

Nothing replaces a potential board member's commitment to the mission. What attracts the potential board member to the Foundation? Why do they care? Do they have a personal connection to the Foundation or obesity?

2. Expertise and ability.

What expertise does the board member bring to the organization? A careful analysis of the Foundation's future needs should be paired with the skills and abilities of incoming board members.

3. Philanthropic history.

Consider past financial support of the Foundation as a requirement to be considered for future board membership. IE: Donations with Dues, Gala support, WFO support. There are some exceptions to this, such as when a potential board member is new to the community.

During the recruiting process, it is important for all candidates to be educated on the giving expectations the organization has for board members. All potential board members should be told what the Foundation expects the board member to make the organization "one of their top philanthropic priorities."

The reason for this is simple: donors look to board members to set an example for them. If board members don't give generously, neither will donors.

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4. Reputation.

All potential board members should have a positive reputation in the community. Most importantly, they need to be seen as having integrity.

5. Willingness to advocate for the organization.

One of the key things that distinguish a board member from a general supporter is a willingness to advocate on behalf of the Foundation. Board members should be very comfortable promoting the Foundation to family, friends, and colleagues. IE: Host Walk from Obesity, Gala & LEAD Award sales, Foundation Sponsorship sales.

6. Ability to work in groups and to lead.

It is incredibly important for potential board members to have the ability to both work in a group and lead. Throughout their term as a board member, most board members will be asked to take leading roles on projects, fundraisers, or as committee chairs; so their ability to lead is critical.

However, equally important is a board member's understanding that as a member of a governing body there might be a time when they have to submit to the will of the group. If a potential board member does not have the ability to "win some and lose some," then we would recommend that you pass them over for another choice.

7. Connection to resources.

One of the primary functions of a board member is to get the Foundation in front of people who can help it. Potential board members should be asked about their connections to government, donors, and foundations and vetted for their willingness to use those connections to benefit the Foundation.

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8. Time.

We need to be very explicit about how much time board members are expected to give. The more we engage the board, the more effective the Foundation will be.

9. Diversity.

A diverse board is more inclined to respond to community needs faster and more effectively. We encourage consideration of age, sexual orientation, physical ability, geography, and country of origin, among others.