Recruiting New Board Members

Attributes to Look for in Potential Board Members

- **Education & Professional Experience:**
  - Finance & Accounting
  - Marketing
  - Fundraising Experience
  - Local Government Employees
  - Chamber of Commerce Employees
  - Medical background
  - Law Enforcement Agents
  - Family members of or individuals with a mental health challenge
  - University staff
  - Health & Human Services
  - IT Experience
  - Social Workers
  - Attorneys
    - Need experience of Chapter 51 commitments

- **Personality & Character Traits**
  - Outgoing
  - Energetic
  - Supports the Mission
  - Knowledgeable
  - Accountable
  - Dependable
  - Strong communicators
  - Diverse in experiences, culture, race, religion, socioeconomic status, etc.
  - Youth
  - Committed to the cause
  - Has the time to invest

People/Professions to Reach Out for Potential Board Members

- Schools/PTO
- Nurses and other healthcare positions
- Lions Club
- Clergy
- Certified Peer Specialists
- Reporters/Journalists
- MH Professionals
- Local Clubs/Orgs
- Benevolent & Fraternal Organizations
- Legislators
- Universities
- Rotary
- Pharmacies
- Kiwanis Groups

Strategies to Find & Connect with People of Interest

- Have each member of the board generate a list of names of anyone they know that meets some of the criteria you are searching for, along with contact information, etc. and appoint a committee to charge the effort of contacting those people.
- Prepare a presentation or ask to come in for an open dialogue with groups like the PTO, school board, Community Treatment Programs, etc. to explain who you are and ways in which people can be involved
  - Make sure to let them know why you think it is important their agency or organization is represented on your board and the benefit that being a part of NAMI will have in their work as well.
Have an open house where you can discuss what the opportunities are that are available and how to move forward with the group
  o Host a "Get to Know you" dinner
  o Explain the mission and purpose of the group to anyone who comes

Host an Annual Banquet where you can invite local community agencies and supporters
  o Can honor guests and volunteers at the event as well as show what has been able to be accomplished with the group assembled as well as what more can be done with greater resources to help get people excited about how they can help