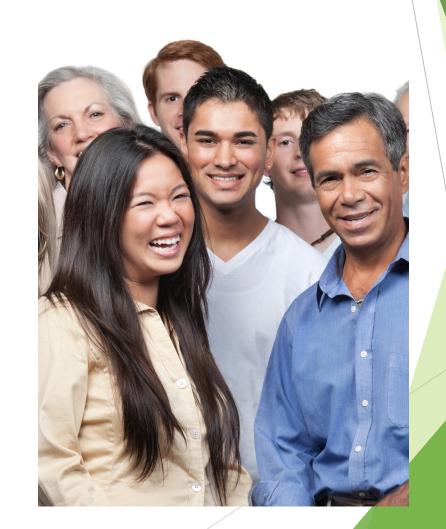# A Ten-Point Plan
for
Building a Board of Directors
In the Nonprofit World

With Ron Dieckmann

What does a Board do?

Board = Governance

- ▶ The oversight body for the nonprofit

- ▶ The legal voice for the organization

- ▶ The decision epicenter for mission, strategy, and goals

So much good info out there!

- Articles
- Books
- Web-based resources
- Government sites
- Webinars, lectures
- Bootcamps
- Consultants
- Nonprofit training Centers
  - *e.g., Center for Excellence in Nonprofits (www.CEN.org)*

1. Begin with a grand, inspirational idea

- "Making a difference" is contagious

- Talk to your friends about your idea,
  But don't put them all on the Board!

2. Seek diversity on your Board

Get people that don't look like you, think like you, or possess your skill set

- Age and gender diversity

- Culture and racial diversity

- Diversity in point-of-view

- Skill set diversity
  - e.g., accounting, business, legal, education, subject expertise, fundraising

Best predictor of a great Board member

Is NOT wealth or connections

- *It is the fire in the belly*

3. Tell 'em about the money

- Be clear about "get/give" responsibilities for fundraising before the handshake
  - Set an explicit minimum amount for EVERYONE

- Be sure the whole team understands the Business Plan

4. Set term lengths

▶ Renewable, variable "term limits" will give freshness and flexibility to a healthy Board

▶ Develop a recruitment pathway (e.g., KCE global fellowship)

   ▶ *RECRUITMENT should always be on your mind!*

▶ Start with a small Board and grow

Recruiting outside your circle

- Donors
- Professional associations
- Professional networks
- Websites
- Social media
- Academic departments
- Other nonprofits
- Local businesses
- Major corporations and their community outreach programs
- Proprietary consultants

5. Define your "Holy Trio"

- Values

- Vision

- Mission

Our Core Values

Child/Family Focus: KCE was founded on passion and commitment to improve health outcomes for children and families. We focus on providing tools that support clinicians who promote the unique needs of children and families.

Cultural Sensitivity: We believe that cultural sensitivity is not just about awareness of cultural differences, but also about valuing and nurturing them. We strive to build trust and mutual respect with our partners, and to promote health equity by minimizing cultural barriers to access to evidence-based medicine.

Empowerment: We strive to foster a sense of confidence, pride and self-efficacy among the clinicians we partner with, and to support their efforts to practice evidence-based medicine.

Kindness: We approach our partnerships with kindness and compassion, with a generosity of spirit and universal concern for the physical and mental welfare of all of our colleagues and friends worldwide.

Impact: We build projects that attain lasting improvements for entire health care systems. We are dedicated to measuring and evaluating the impact of our work in order to endlessly refine our approaches for optimal efficacy.
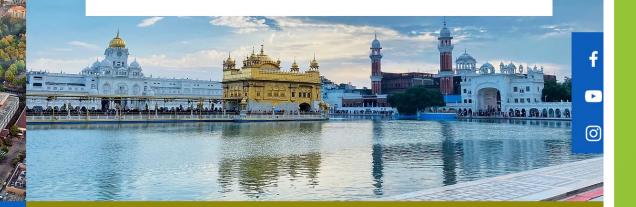
Sustainability: We are committed to creating long-term, community-driven projects to improve clinicians' access to evidence-based medicine. By investing in education and training, we create targeted projects that are tailored to unique needs, resources and cultures, and can be maintained after our initial site visits.

Latest Project

In July 2023, KidsCareEverywhere traveled to Vietnam and Cambodia to provide training and access to DynaMed.

See What's Next

Learn about our upcoming projects with partners in Bangladesh and India.

Our Mission

Saving children's lives in under-resourced health systems by empowering physicians with state-of-the-art medical software

Our Vision

We envision a world where all physicians have immediate access to current medical information

Our Core Values

6. Codify your processes
Articles of Incorporation and Bylaws are not enough

▶ Define basic roles and responsibilities in your Bylaws

   ▶ Develop additional easily-modifiable electronic documents
   (e.g. *Provider Manual*, *Instructor Manual*, *Operations Manual*),
   so that practices are reproducible and analyzable

▶ Use QR codes and Google Docs (or similar free software)
   to store, organize and share your data

▶ Develop an *Onboarding Package for new Board members*,
   and keep it updated to clarify EXPECTATIONS

   ▶ Assign new members a mentor to guide and excite them

Onboarding Package

A document to guide you as you become a part of our Board of Directors.

2023

Your Onboarding Plan

- INTRODUCTION

- MEET OUR BOARD TEAM

- BOARD EXPECTATIONS

- PORTFOLIO OF INDIVIDUAL ACTIVITIES

- ONBOARDING CHECKLIST

7. Promote professional development

- Hold an annual retreat for all Board members

  - HAVE FUN, brainstorm,
    and set goals (e.g., 5 year strategic plan)

- Promote Board members' attendance at conferences
  to learn and network

- Provide targeted information

8. Manage adversity

▶ The big world is a treacherous and unpredictable place, so expect disasters

▶ But the most destructive forces erupt from within…….

　▶ Be alert to Board member conflicts of interest and perform due diligence about character and team behavior

▶ Make something good out of something bad!

9. Engage

- Secure Board member "Buy-in"
  - Make *ad hoc* and permanent committee assignments
  - Appoint ambassadors to major projects/geographic areas

- Assign fundraising responsibilities to everyone

- Promote hands-on involvement
  - Your most powerful magnet for Buy-in

10. Evaluate

▶ Evaluation is the soul of self-improvement

  ▶ Titrate to resources, complexity of mission and Board style

▶ It does NOT have to be tedious and time-consuming

  ▶ Google Forms has simplified everything!

▶ Evaluate goals and performance <u>using KISS principle</u>

  ▶ Find objective success metrics (e.g., clients served, dollars raised)

  ▶ Keep surveys short and simple, if you want anybody to respond

KCE Site Assessment Tool - Gonoshasthaya Kendra

Form description

Email *

Valid email

This form is collecting emails. Change settings

Are point-of-care information tools (e.g., UpToDate, DynaMed, etc.) currently *available* at your institution/hospital? *

○ Yes, point-of-care information tools are available at an INSTITUTIONAL level.

○ Yes, point-of-care information tools are available at an INDIVIDUAL level.

○ No, point-of-care information tools are not available.

KCE 16th Annual Gala Feedback

Thank you so much for attending this year's Gala - we love your support and appreciate your feedback. We are always striving to improve our operations, and this includes the Gala. This survey should take about five minutes and will help us understand how we can make the next event even better!

Overall, how would you rate the Gala? *

	1	2	3	4	5	
Poor	○	○	○	○	○	Excellent

Please indicate your satisfaction with the following aspects of the Gala. *

	Extremely satis...	Very satisfied	Somewhat sati...	Not so satisfied	Not at all satisfi...
Venue	○	○	○	○	○

KidsCare EVERYWHERE

ABOUT KCE

We are a registered 501(c)3 California non-profit organization with 17 years experience working with healthcare organizations, regional and national governments, and hospital leadership around the world to provide training and free access to DynaMed, a state-of-the-art clinical decision-support tool. DynaMed provides clinicians with the most current evidence-medical information that's easily accessible on mobile phones or desktop computers. KCE has conducted trainings in 24 countries with active projects in seven core sites: Vietnam, Cambodia, Nepal, Bangladesh, India, Ghana, and Peru.

OUR VISION
We envision a world where all clinicians have immediate access to current medical information

OUR MISSION
Saving children's lives in under-resourced health systems by empowering clinicians with state-of-the-art medical software

WHY WORK WITH US

- Offer free, continuous access to DynaMed
- Conduct DynaMed trainings and provide ongoing training support
- Establish a "Training-of-Trainers" (ToT) program, where on-site "DynaMed Champions" are taught how to train and support other clinicians in using DynaMed
- Support the project indefinitely with updated software to site users

ABOUT DYNAMED

- Rated #1 medical software worldwide in recent years
- Multiple user features to allow sharing and tracking of topics

- Over 10,000 topics
- Vast drug database
- Clinical calculators
- Updated daily
- Mobile version is available offline

OUR IMPACT

Each doctor we train typically sees 10,000-15,000 patients per year.

Since KCE's founding, we've trained over 10,000 clinicians, potentially affecting the health outcomes of millions of patients.

www.kidscareeverywhere.org
info@kidscareeverywhere.org

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