

STRONG PARKS, STRONG COMMUNITIES

Tool 3: Board Profile Grid

Use this profile grid to identify what skills, experiences, connections, and demographics are important to your organization’s board. Identify what is represented by your current board and what gaps you might prioritize for recruiting new members. (Completed sample is on the next page.)

BOARD MEMBERS	NAME	NAME	NAME	NAME	NAME	NAME
Skills and Talents						
Major gifts fundraising						
Events planning						
Grant proposal writing						
Communications						
PR / marketing						
Business operations						
Legal						
Finance						
Connections and Influence						
Corporate / business						
Conservation						
Public history						
Public officials / agencies						
Funders/donors						
Capacity/Commitment						
Bring connections						
Leadership prospect						
Participation						
Demographics						
Geographic						
Gender						
Age						
Cultural / racial diversity						

Board Profile Grid – Completed Sample

This is an example of what your completed profile grid might look like. You may want to ask current board members to fill out a grid to indicate their skills, experiences, commitments, and demographics. From there, identify where you have gaps you might want to try to find new board members to fill. As you identify prospects, you can complete a column with how they can help build your board.

BOARD MEMBERS	Bob (Current Board Member)	Sally (Current Board Member)	Sam (Current Board Member)	Susan (Current Board Member)	Board Recruit #1	Board Recruit #2
Skills and Talents						
Major gifts fundraising	X	X		X	X	
Events planning			X			X
Grant proposal writing	X					
Communications		X				X
PR / marketing					X	
Business operations			X			
Legal			X	X		X
Finance				X	X	
Connections and Influence						
Corporate / business	X	X	X	X	X	
Conservation			X		X	X
Public officials / agencies	X	X	X	X	X	
Funders/donors				X	X	X
Capacity/Commitment						
Bring connections	X	X	X	X	X	X
Leadership prospect	X			X		X
Participation	X	X	X		X	
Demographics						
Geographic	local	regional	remote	remote	local	local
Gender	Male	Female	Male	Female	Female	Female
Age	65+	40-65	40-65	40-65	65+	20-40
Cultural / racial diversity	White	White	White	White	Latino	Latino