

# STRONG PARKS, STRONG COMMUNITIES

## Tool 1: Board Development Basics

Developing the board of directors is perhaps the most fundamental activity needed to build and maintain a strong nucleus for your organization. It is a responsibility that boards should put near the top of their list of priorities.

The steps in the development of the board are:

- **Nomination and Recruitment** — the process of identifying the right individual to meet the needs of the organization and convincing that person to become part of the group. For many NPS philanthropic partners, this is best done in close coordination with your park superintendent. (*See more in Board Tool 3, Board Recruitment Process.*)
- **Orientation** — the steps taken to give new board members information on the background, programs, and culture of the organization.
- **Training** — build new skills and abilities among existing board members.
- **Evaluation** — the annual task of evaluating each individual board member's contributions to the board and vice versa.
- **Recognition** — the ongoing process of recognizing work well done and thanking leaders for their commitment and the contributions they make to the philanthropic partner organization and its support of the park.

Each of these elements of board development is critical to your organization's success. Consider developing a specific committee that is responsible for these tasks. Nonprofits often call this the Board Development Committee, or alternatively, Nominating Committee or Governance Committee.

The issues and procedures listed above apply not only to the development of board members, but also to the development of advisory board members, non-board committee members, and other key volunteers.

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**NOTE:** Please refer to the [National Park Service's Director's Order 21](#) (DO21) and the accompanying Donations and Philanthropic Partnerships Reference Manual 21 (RM-21) for specific NPS policy regarding philanthropic partnerships and the acceptance of support from the private sector.