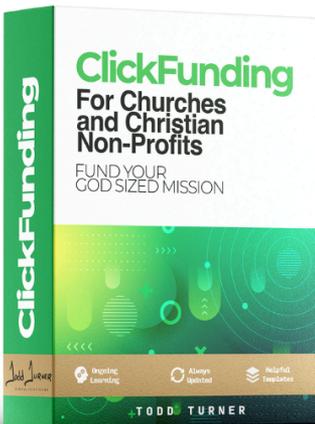




CLICKFUNDING

# Board of Directors Guide

*Help your board think digitally and lead with clarity.*



# Must Haves

## Ensure that...



- BOARD MEMBERS ARE GREAT ADVOCATES FOR ORGANIZATIONS. HIGH PROFILE OR NOT, EVERYONE HAS CIRCLES OF INFLUENCE. MAKE SURE YOUR MEMBERS ARE ARMED WITH THE ASSETS THEY NEED TO EXPOSE YOUR MINISTRY AND CAMPAIGNS TO THE PUBLIC.

- YOUR ORGANIZATIONS WEBSITE IS NOT THE ONLY PLACE THE WORLD SHOULD EVER KNOW SOMEONE IS SERVING ON YOUR BOARD. SOCIAL MEDIA SHOULD BE LITTERED WITH BOARD DRIVEN NEWS, IMAGES, MOVEMENT.

- BOARD MEMBER'S PICTURE(S), BIO, AND SOCIAL MEDIA SHOULD BE PRESENTED ON THE SITE... EVEN FEATURED IN SOCIAL MEDIA.

Board of Directors

# Must NOTs

## Eliminate...



- DON'T KEEP MEETINGS PRIVATE OR TRANSFERS OF BOARD MEMBERS. AGREEMENTS OR VOTES THAT FURTHER MISSION ARE BIG NEWS EVENTS. USE THEM.

- DON'T ASSUME BOARD MEMBERS ARE PAYING ATTENTION. SERVE UP INFORMATION TO THEM REGULARLY. SIMPLE SHARABLE EMAILS WITH COPY/PASTE POSTS FOR THEIR SOCIAL ACCOUNTS ARE AN ADDED TOUCH.

- DO NOT LET A MEETING GO BY WITHOUT TAKING A PICTURE. FORMAL AND/OR WORKING MEETING IMAGES. THESE ARE GREAT FOR HISTORICAL ARCHIVES AND SOCIAL MEDIA.

# Helpful Tips

## Giving Tuesday

Every board member should be assisting with giving days (see last page). Make their life easier by supplying times of posts to share and wording they can use on their social platforms. Even emails to share with their friends and networks.



## Social Media Bios

Have your board members added their role at your organization to their social bios? It is free exposure for your ministry and adds to their resume. Ask them to add your tag line too.

## Periodic Posts

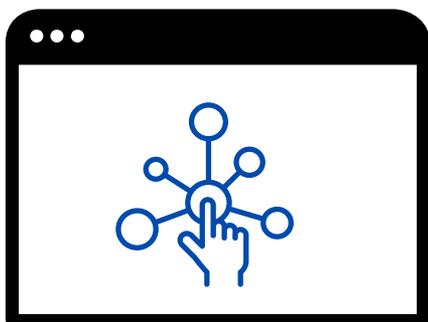
Would your board members be willing to add some extra posts to their social media and tag your organization? What about the pictures you took at the last board meeting? Action shots?



# LinkedIn

## Bios

The LinkedIn bio is very powerful. The platform values the bio and information displayed in this real estate area is seen. Have your board members list their role with you.



## Activity

Make it a habit to post and interact on LinkedIn. It is the magic bullet for exposure... and potential donors. When your board members discuss their role coupled with their passion, it fits the LinkedIn environment and vibe.

## Featured

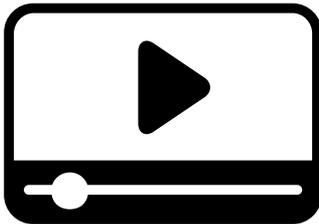
Every profile page allows content to be "featured" on the user's page. Use a powerful image to draw people to your website to learn more. Maybe an article. Freebie? Resource?



# Website Pages

### Robust Bio

You may be tempted to post names and head shots. A brief bio showing qualifications, personality, passions and length of service add value to readers and search engines.



### Video Interview

Want content to share on social media and to create stickiness on your website? A up-close-and-personal interview showing a story of passion towards the goals of the ministry is great content.

### In Action

Showing your board member doing vs just sitting in a meeting. carrying boxes, serving the homeless, going over numbers.. anything to capture the passion and commitment of the board member and tying the story into ministry.



# Ideas and Timing



## Year End

Share Social Media Posts  
Send an email from the board  
and signed by each board member

## Giving Tuesday

Share Social Media Posts  
Make a post on their own wall.  
Send a pre-Tuesday email/post asking friends to consider  
a donation to their favorite organization.

## Fiscal Year End

Share Social Media Posts  
  
Send an email from the board  
and signed by each board member

Make a video from a board member telling a story  
of ministry / history / support / miracle.

## Important Date to the Ministry

Share Social Media Posts