

# **THE NEXT GENERATION OF NONPROFIT BOARD LEADERS**

2015 USD NONPROFIT GOVERNANCE SYMPOSIUM

# SHARE OUR SESSION

#NPGOV #BRDNXT



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# WHY ENGAGE YOUNGER PEOPLE ON NONPROFIT BOARDS?

## YOUR TURN TO SHARE

- Your name, organization(s) and role(s)
  - What brought you to this session?
  - Why is this topic so important?
  - What value do you see in including younger people?
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# BARRIERS TO YOUNGER GENERATIONS ON BOARD

## YOUR TURN TO SHARE

- No perceived need for age diversity
- Preference for executive-level board
- No money – to give or get
- No discernible skills or expertise to contribute
- No governance training
- Can't find them
- The board isn't ready



# WORD ON THE STREET: YOUNG PEOPLE...

- Help us with **diversity**
- Understand—and will manage—**social media**
- Will open new revenue channels through “that **crowdfunding** thing”
- Will make us go **viral**

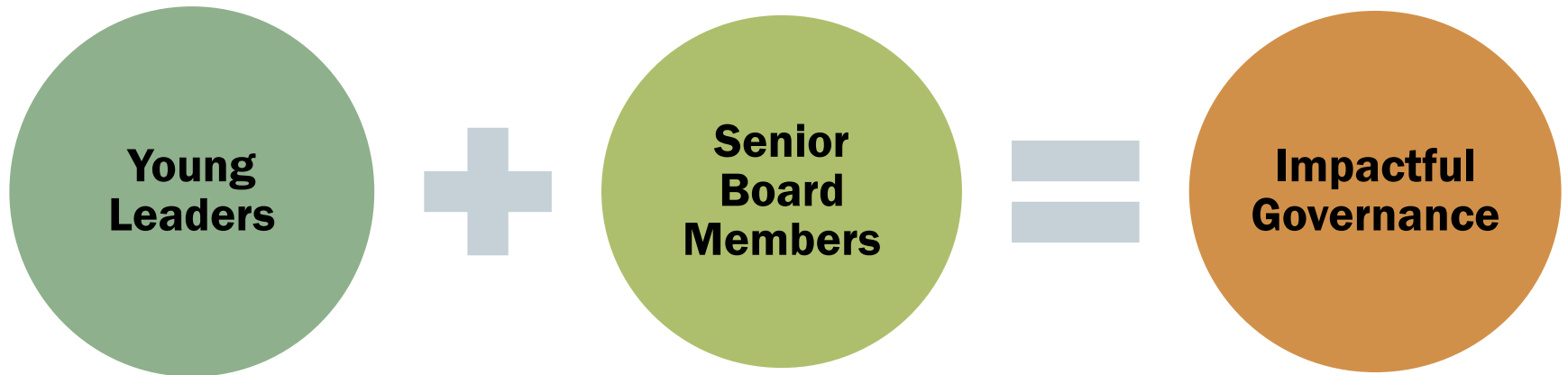
- Always use their **phones**
- Don’t know how to have a **real conversation**
- Feel **entitled** to \_\_\_\_\_ without paying their dues

# THE MILLENNIAL ADVANTAGE

- Passion and energy
- Willingness to learn
- Results-oriented thinking
- Fresh perspective on old (but changing) problems
- Access to new networks



# WHERE THE MAGIC HAPPENS



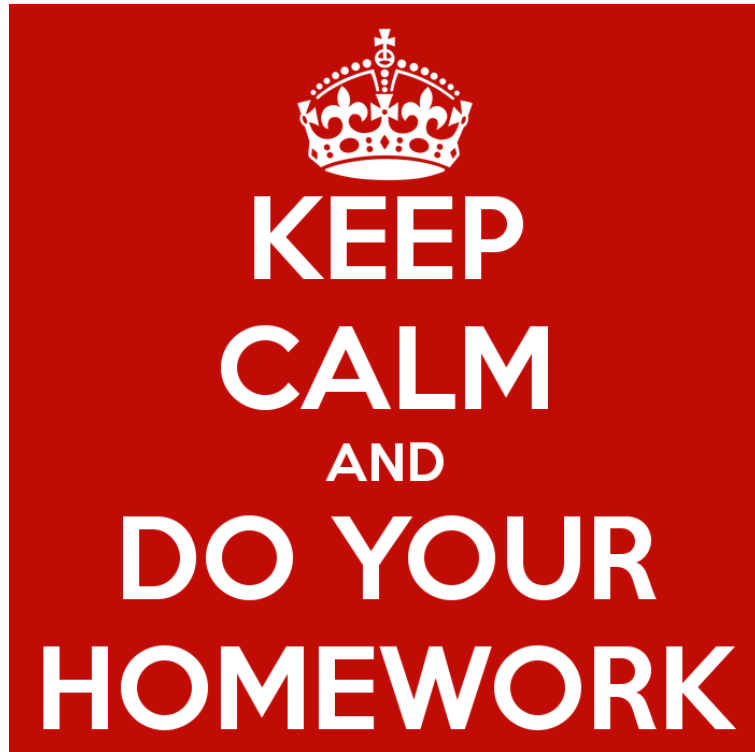
# WHO BENEFITS?

- Organizations
- Individuals
- Communities





# PREPARING FOR AN INTERGENERATIONAL BOARD



## DO YOUR HOMEWORK

### **Build a Professional Board**

- Value proposition
- Clear vision and theory of change
- Job description

# PREPARING FOR AN INTERGENERATIONAL BOARD

## DO YOUR HOMEWORK

### Build board capacity

- Diversity training
- Board mentor and orientation program
- General governance training

### Build respect and trust

- Recall your 1<sup>st</sup> board experience
- See young professionals as assets
- Next Gen is a misnomer. **NOW** Leaders!

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# CLOSING THOUGHTS: A CHALLENGE

- ❑ Empower young people to lead
- ❑ Look beyond the usual suspects
- ❑ Invest in board leadership development
- ❑ Facilitate two-way connections between young professionals and organizations
- ❑ A rising tide does lift all boats
- ❑ Civic engagement as talent attraction and retention



# ADDITIONAL RESOURCES

- YNPN, [www.ynpnsandiego.org](http://www.ynpnsandiego.org)
- EPIP, [www.epip.org/san-diego-chapter](http://www.epip.org/san-diego-chapter)
- BoardNEXT
- USD SOLES
- Board Match at The San Diego Foundation
- Nonprofit Management Solutions (especially Sherri Petro's sessions), [www.npsolutions.org](http://www.npsolutions.org)
- BoardSource, [www.boardsource.org](http://www.boardsource.org)
- Blue Avocado, [www.blueavocado.org](http://www.blueavocado.org)
- Compass Point (Board Café & resources), [www.compasspoint.org](http://www.compasspoint.org)