



BOARD BUILDING

ACTIVATE BOARD MEMBERS

Board members want and need to feel the personal connection to the club and its services. Inspiration will keep board members active in the club. As board members realize the significant differences they make in the club, they will become increasingly committed to and more actively engaged. A club serves itself best when it helps interpret and associate the club's mission, purpose, and accomplishments with the needs, dreams, hopes, and desires of individual board members.

Some simple strategies for activating board members include:

- Involving new members in board committees and board tasks.
- Seeking feedback and opinions from new members.
- Encouraging all members to ask questions.
- Holding every board member accountable, expecting their full participation and follow-through.
- Expressing appreciation for work well done.

Taken from the "Club Leadership Development Notebook" a publication from *BoardSource* created specifically for USA Swimming. For more information about *BoardSource* write to 1828 L Street NW, Suite 900, Washington, DC 20036-5114. Telephone (202) 452-6262. Fax: (202) 452-6299, email: mail@boardsource.org, website: <http://www.boardsource.org/>. Copyright 2000. Used with permission.