



BOARD BUILDING

CULTIVATE: MOTIVATIONS & BOARDS

Why do board members volunteer their time, treasure, and talent? Board membership is - and should be - a significant commitment on the part of busy individuals. Before embarking on board recruitment and in working to keep current board members involved, board and staff need to understand and appreciate some of the underlying motivations behind board service.

Motives That Lead Individuals to Join Boards

- Altruism and a concern for the public good
- Community status and/or public visibility and recognition
- Be involved in their children's activities
- Altruistic business interests
- Prestige-affiliation adding to stature, socially, professionally or otherwise
- Negative reasons, i.e., avoiding alienation for personal or business reasons
- "Get in there and run things"
- Counter an image that is attached to a person
- Desire for power

Motives That Lead Boards to Determine Membership

- Commitment to children
- Immediate recognition by the public (providing a form of advertising)
- Politics
- Inclusivity (gender, race, age, geography, profession, etc.)
- Integrity
- Intelligence
- Courage to act

Adapted from Directors and Trustees, A Candid Assessment of their Motivation and Performance by Yngve Wessell Nils' (Vantage Press, 1998). 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.