



TIPS, TRICKS & TOOLS

RECRUITING ADVISORY ORGANIZATION MEMBERS IN 3 EASY STEPS

RECRUIT HIGH-LEVEL DECISION MAKERS AND COMMUNITY INFLUENCERS TO YOUR ADVISORY BOARD USING LINKEDIN

STEP 1:

BUILD YOUR LINKEDIN NETWORK

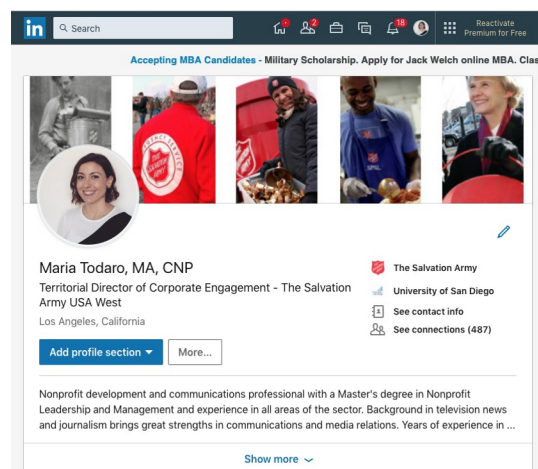
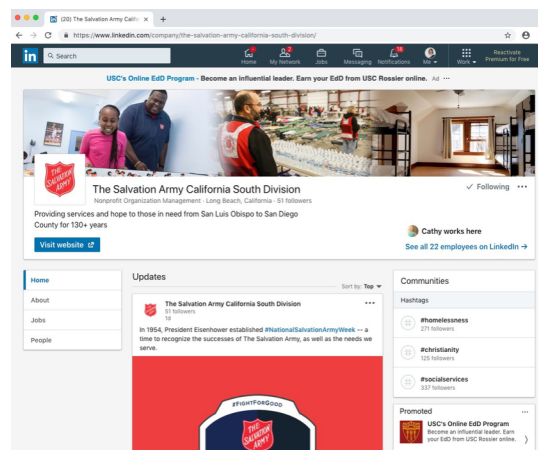


Divisional Page

- Highlight all of the great things you are doing in your division
 - Be sure your Divisional Page administrator is adding new content at least twice a week and is engaging with other influencer content
 - Post any exciting outcomes and reports (including annual reports) to your page
- Follow people in your division of interest (corporate & community leaders) and engage with them regularly
- Add your divisional LinkedIn page link to your email signature
- Be sure all staff in your division have linked their personal LinkedIn profile pages to your divisional page as their employer
- Engage all Advisory Organization members and volunteers in connecting with your divisional page
 - Ask Advisory Organization Members to add The Salvation Army in the volunteer section of their personal profile

Your Personal Page

- Be sure your profile is complete
- Follow your divisional page and engage with the content!
- Build your professional network by connecting with more people you have worked with



BOARD RECRUITMENT TIPS



STEP 2: LEVERAGE YOUR NETWORK & AIM HIGH!



Figure Out Who You Want at the Table

This is a time for dreaming big. Ask yourself, "what does our dream Advisory Board/Council look like?"

- Make a list of the companies and community leaders in your division that would make up your **ideal** advisory board/council
 - **Aim high!** If there's a company in your division/area that you want to build a relationship with, look up their C-Suite executives and add their CEO, CFO, CMO, or COO and see if you or anyone connected to your divisional LinkedIn page has a 1st or 2nd degree connection so you can get a warm intro.
 - The higher-up the decision maker, the more potential there is for the corporate partnership
 - Check to see if the C-suite individuals you have identified have checked the "I'm interested in joining a nonprofit board" box on their profile
- If you aren't sure who to add to your prospect list, you can also search LinkedIn for executives in your city/state who have indicated they are interested in joining a nonprofit board. Here's how:
 - Go to Search, select People, and then go to All Filters
 - From here you can choose people in a certain geography, at a specific company, who have checked the "I'm interested in joining a nonprofit board" box on their profile
- Now that you have an exciting list of prospects, follow the companies LinkedIn and engage with the content they post

STEP 3: REACH OUT AND ASK



If you never ask, the answer will always be no.

Don't forget that The Salvation Army is a globally recognized nonprofit with an incredible reputation of impact and good stewardship. Most people will be honored to be asked to join a Salvation Army board.

Here are some tips:

- Before you reach out, be sure you know exactly what the time commitment and expectations will be and have all of the onboarding materials ready to go. The first questions they ask will be about what's expected of them.
 - Invite them for a facility tour or offer to come visit their office if they have a packed schedule.
- If they say no, ask them if they'd be willing to recommend a close colleague who may be a good fit and make an introduction. Many incredible board members are found through these types of referrals.
- Use this as an opportunity to tell more people about the incredible work of The Salvation Army. It's never a wasted email or lunch meeting if an influential person walks away with a new appreciation of the Army's work.

I guarantee you'll be pleasantly surprised by the reactions you get!

Questions? maria.todaro@usw.salvationarmy.org