



A strong board needs people who can be focused on external forces and the big picture as well as those who can work internally to execute plans and get things done. Each individual may be good at playing multiple roles.

A good board member would fit into at least 2-3 archetypes and the superstar board members would have 3 or more archetypes that would characterize them.

Externally Focused or Strategy-Oriented

The Evangelist - This proud supporter of the organization is an active recruiter and solicitor of volunteers and resources. Passionate about the mission and good at spreading the word to key and prospective stakeholders.

The Visionary - Full of ideas and new initiatives for the organization to help it grow and attract new resources. Spends most of their time and energy thinking about the future and its possibilities for the organization. This person can be the catalyst to energize the Board when things appear bleak.

The Patron - Brings broad wisdom from experience and contacts in and around the organization. Will support grand or transformational strategies and initiatives by marshalling resources. But may also be faithful longstanding contributors to the annual fund and major events.

The Broker - Offers a strong network of contacts she can activate to bring resources to the organization or generate fundraising momentum. Will not hesitate to bring the right people together or make the pitch. The "6 Degrees of Separation" person that can work a room full of strangers and walk out with significant contacts.

Internally Focused or Project-Oriented

The Closer – Understands what it takes and can bring the necessary skills to close on any fundraising prospect or deal. Strong negotiator that is results-oriented. Brings confidence, conviction, force of personality, ability to perceive and act upon areas of shared interest.

The Stage Manager - Leads the charge to meet clearly prescribed objectives and/or projects; understands how to build a team for the mission and keep everyone on task and focused on the goal. Commands respect from organization leaders and supporters but will go after the objective aggressively.

The Expert - Brings deep expertise, skills and contacts in a functional area or industry. Analytical and process-oriented and can provide focus to projects that require intensity or technical skill.

The Doer - A task-oriented person who thrives on crossing items off their to-do list. Most effective on committees or projects that have a clear focus or objective and a visionary leader. Reliable, industrious and willing to do whatever is needed be it stuffing envelopes, working through a call list, matching volunteers to tasks, or decorating a party room.