

ARTSFUND



**BoldAgenda** | POWERING LEADERS  
ENERGIZING BOARDS



# Building Your Best Board: Developing Effective Advocates

March 28, 2019

ArtsFund's convenings series is sponsored  
by The Boeing Company



# Rena Henderson Mason

- Board Development
- Strategic Planning
- Executive Coaching
- Training & Facilitation
- Board – Arts Alliance Illinois



[rhmason@boldagenda.net](mailto:rhmason@boldagenda.net)

312-961-6060

[www.boldagenda.net](http://www.boldagenda.net)

# Agenda

---

Why Get the Board Involved?

Key Elements of Successful Board Advocacy

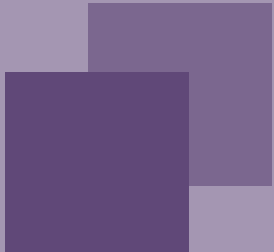
Getting Your Board Ready

Board Action Plan - Advocacy



# Audience Poll


Tell us about your primary role:

- Non-profit CEO
  - Board Chair
  - Soon to be Board Chair
  - Senior staff
  - Board officer
- 



# Audience Poll

Tell Us About Your Board:

- Strong advocates, but want to improve
  - Tried advocacy, but struggling
  - Had a few strong advocates, but no longer
  - Just starting with advocacy
  - No idea what we are doing
- 

# What is advocacy?

***“In its simplest form, making the case for your cause or mission.”***

Bolder Advocacy

***“Advocacy is democracy in action.”***

Ra Joy, Former Illinois Lieutenant Governor  
Candidate and Former Executive Director, Change Illinois

***“Effective advocacy enables nonprofits to shape the public debate on important social issues and ensure that underserved communities have a voice in the policies that impact their lives.***

***Advocacy is the number one way nonprofits can advance the issues they care about and help bring about systemic, lasting change.”***

Bolder Advocacy

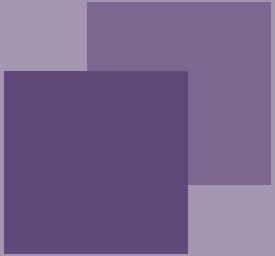
# Advocacy Activities





# Audience Poll

Tell Us About Your Advocacy Activities (check all that apply):

- Lobbying
  - Education and Research
  - Voter Engagement
  - Organizing
  - Litigation
- 








# Why Get The Board Involved?

***“Those who stand for nothing fall for anything.”***

Alexander Hamilton, Founding Father,  
American Statesman

# Why Get The Board Involved?

-  Strengthen Your Organization
-  Advance Your Field Or Sector
-  Transform Themselves – Make Change



# Why Get The Board Involved?

---

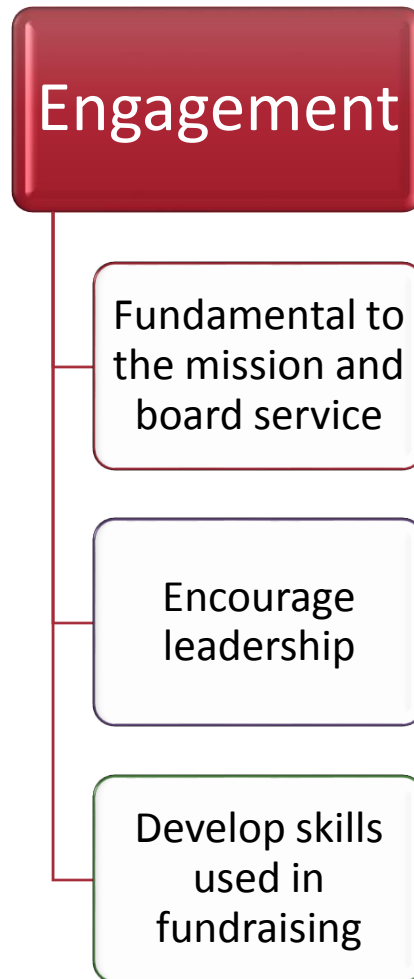
Engagement

Relationships

Communication

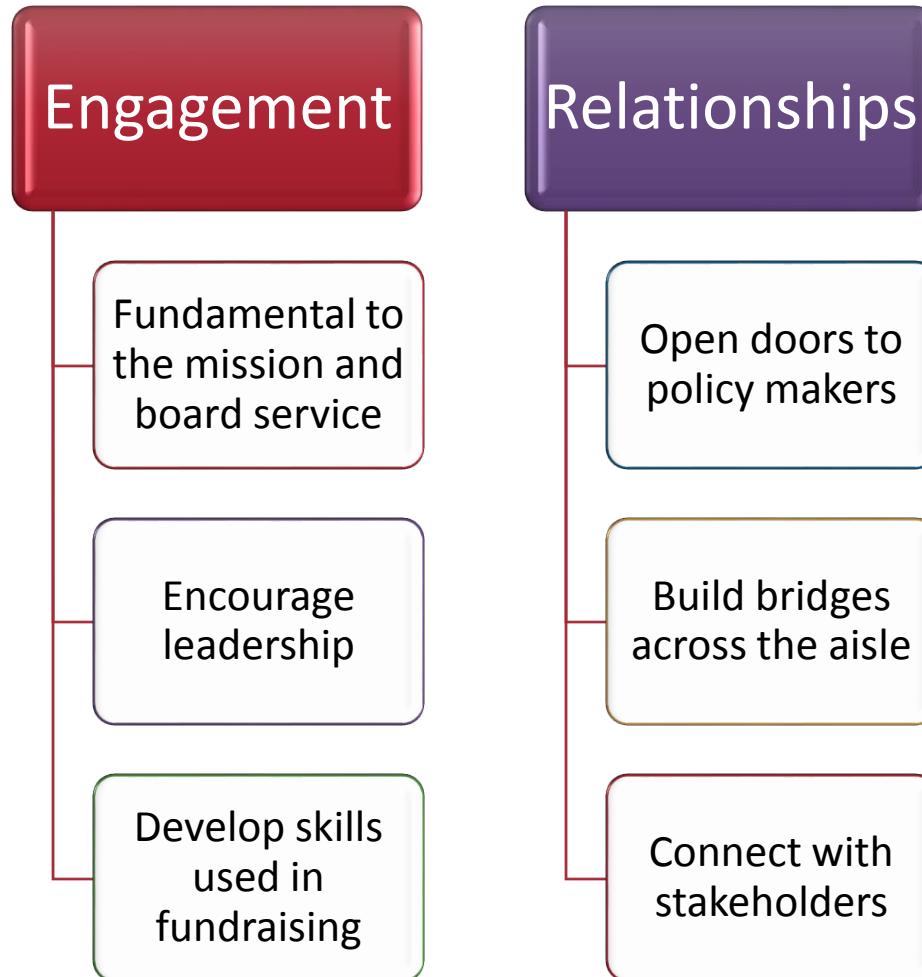
# Why Get The Board Involved?

---

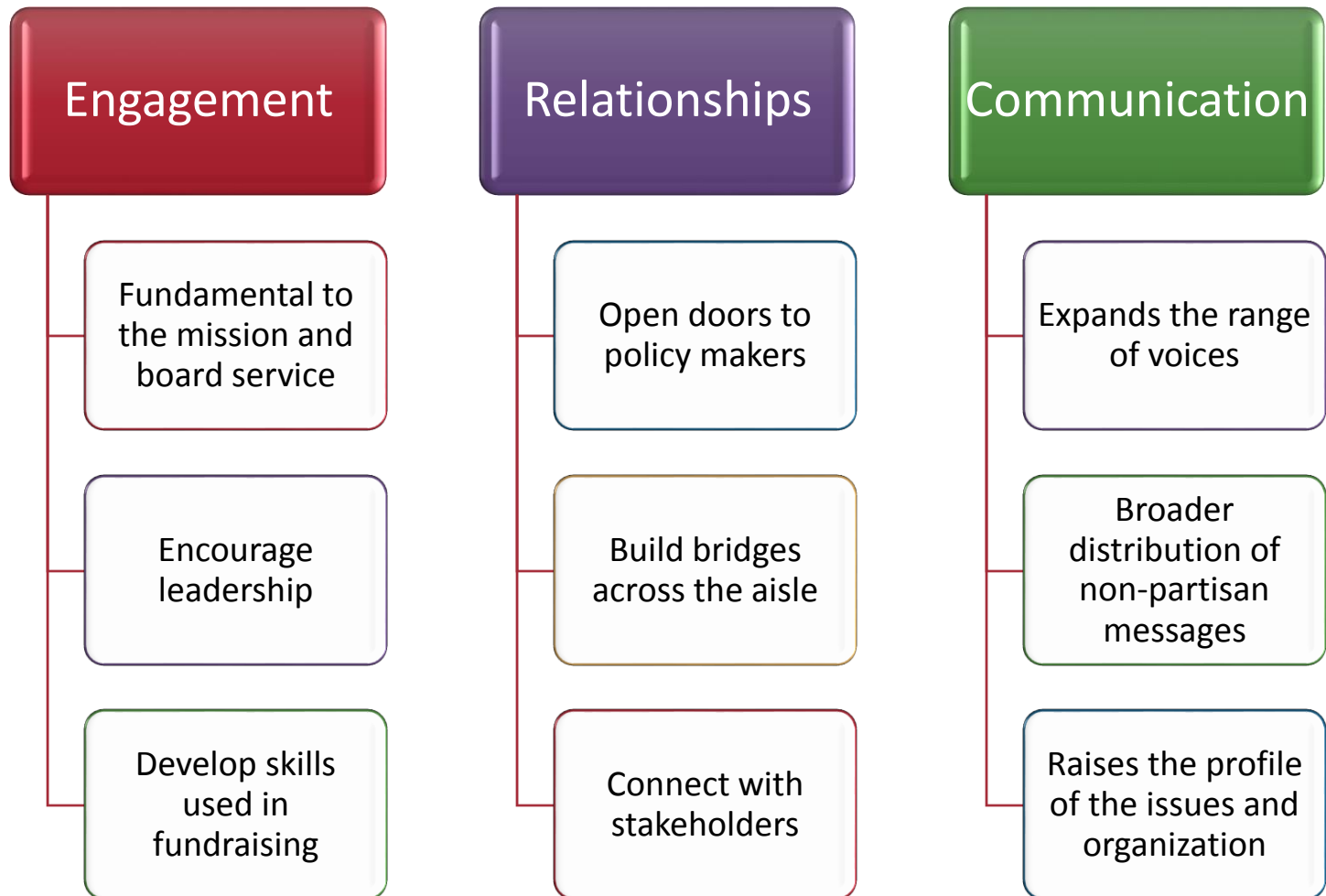


# Why Get The Board Involved?

---



# Why Get The Board Involved?

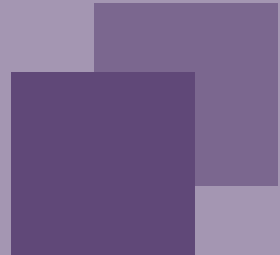





# Quick Assessment

Our Board needs to spend most of our time on:

- Engagement
- Relationships
- Communication





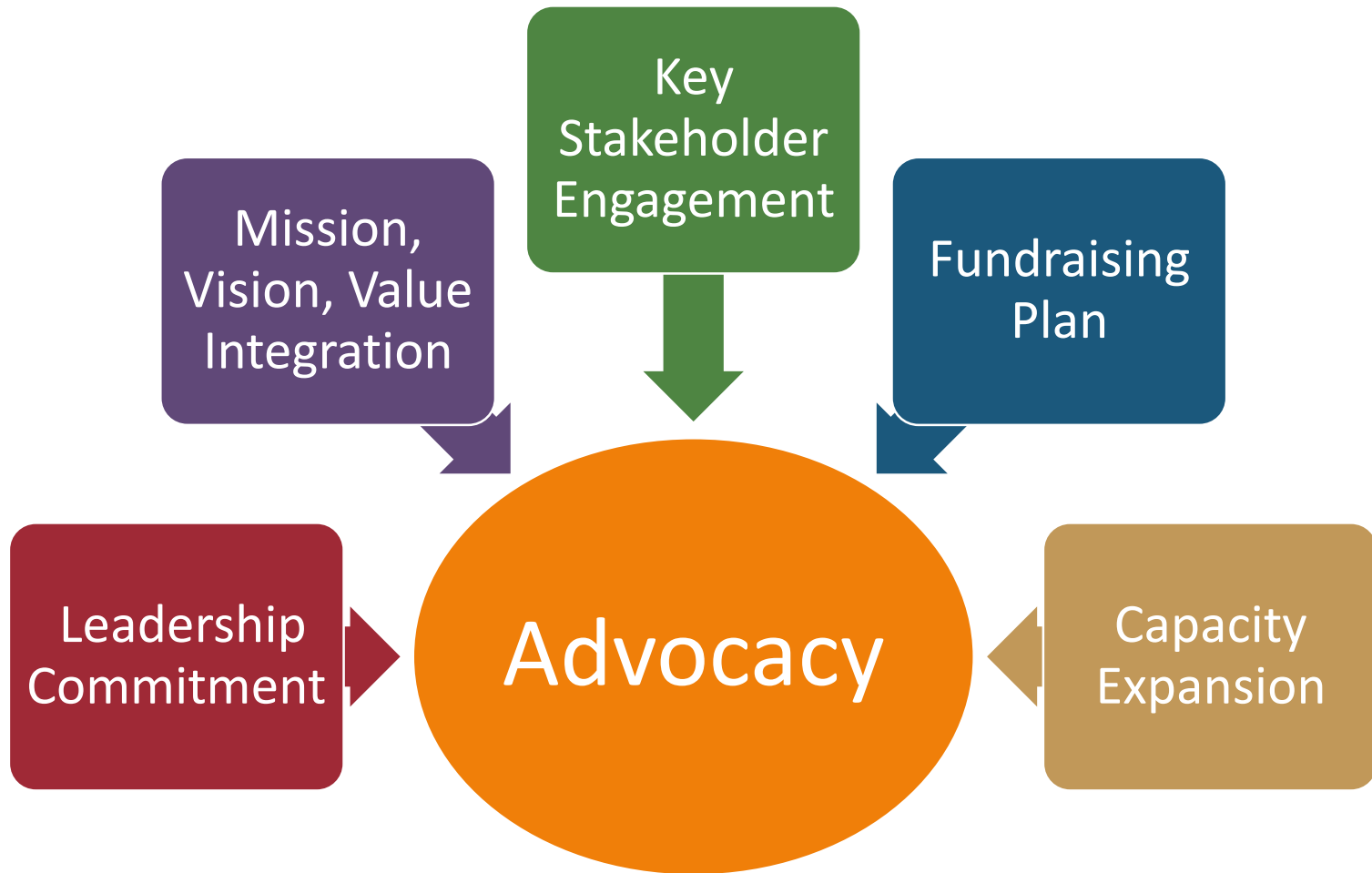
# Successful Board Advocacy

***“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has.”***

– Margaret Mead, Cultural Anthropologist, Author



# Successful Advocacy Happens When...

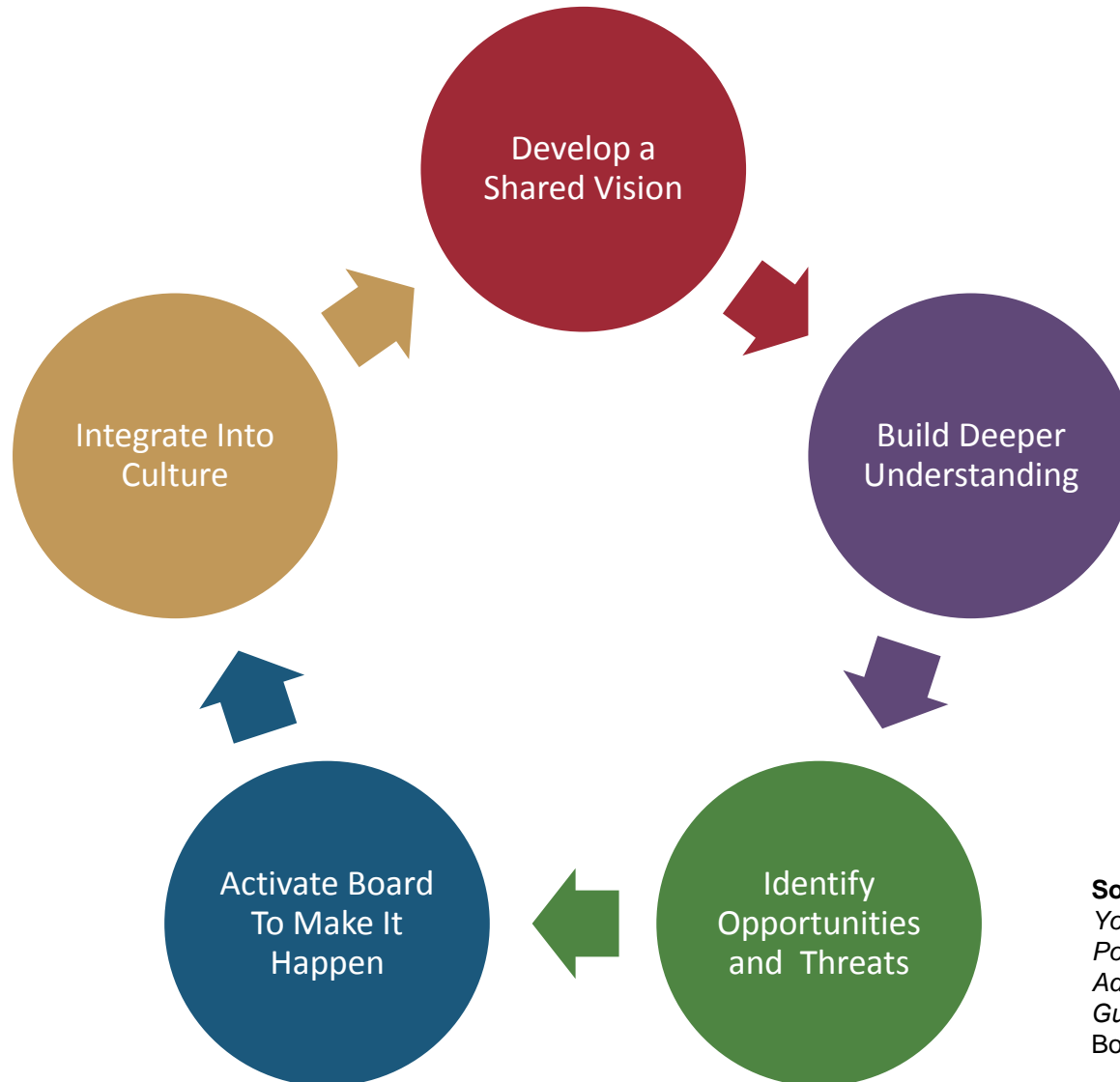


Source: "5 Steps To Impact With an Advocacy Forward Mindset," Laurel O'Sullivan



Questions?

# Start A Boardroom Conversation...

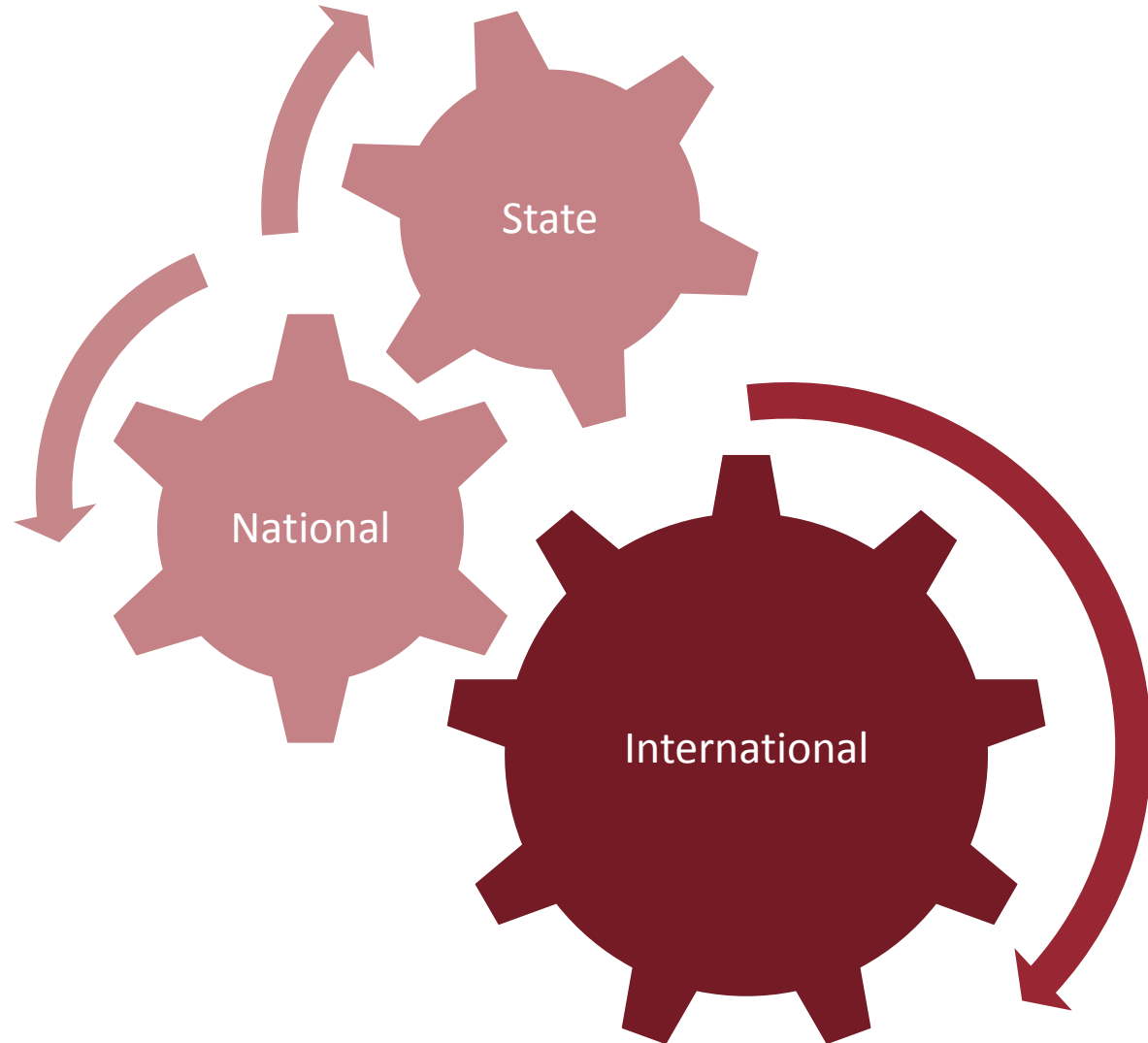


**Source:** *“Stand For Your Mission, The Power of Board Advocacy A Discussion Guide for Boards”*, BoardSource et al.

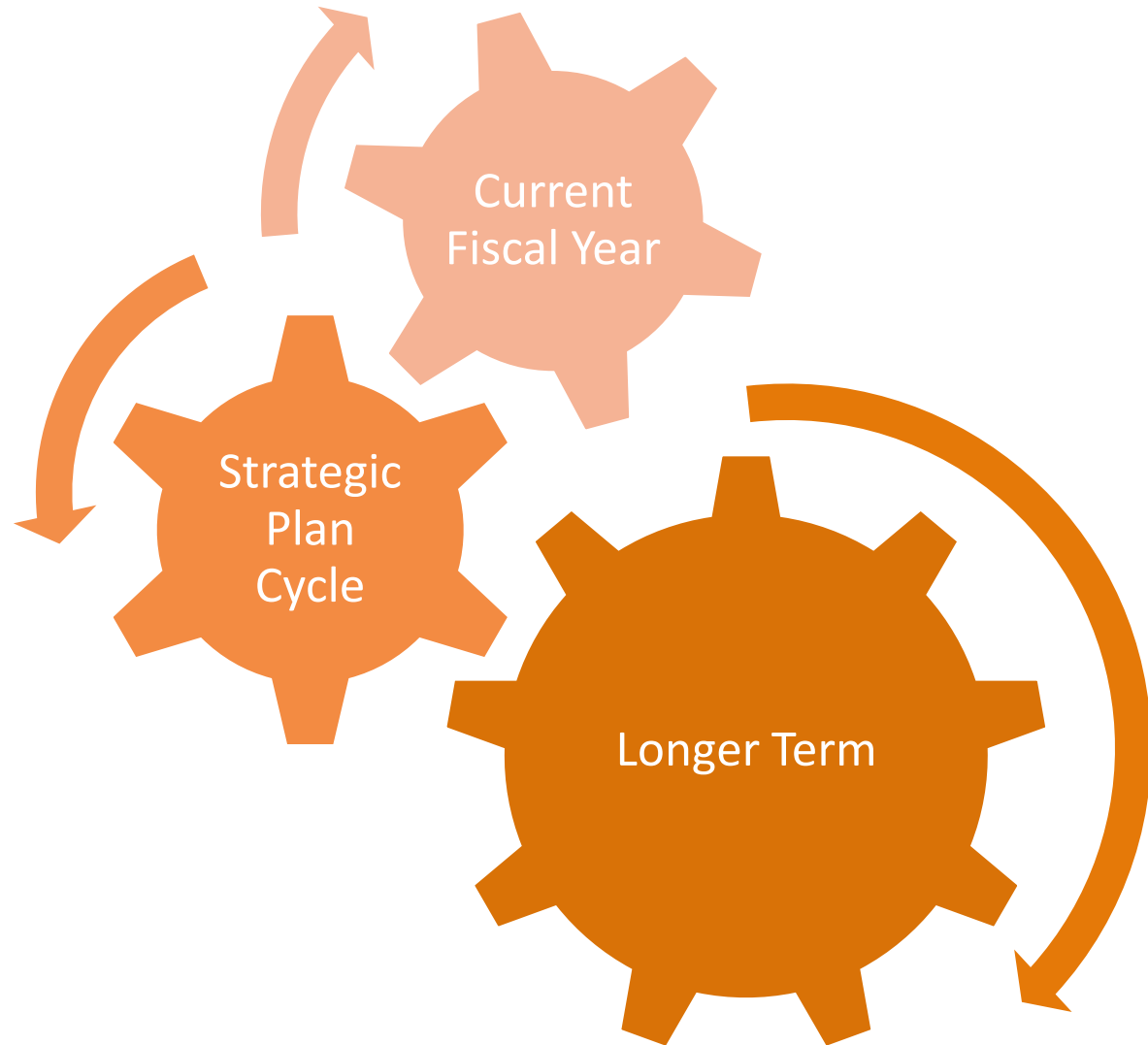
# Impact on Change – Targeted Geography



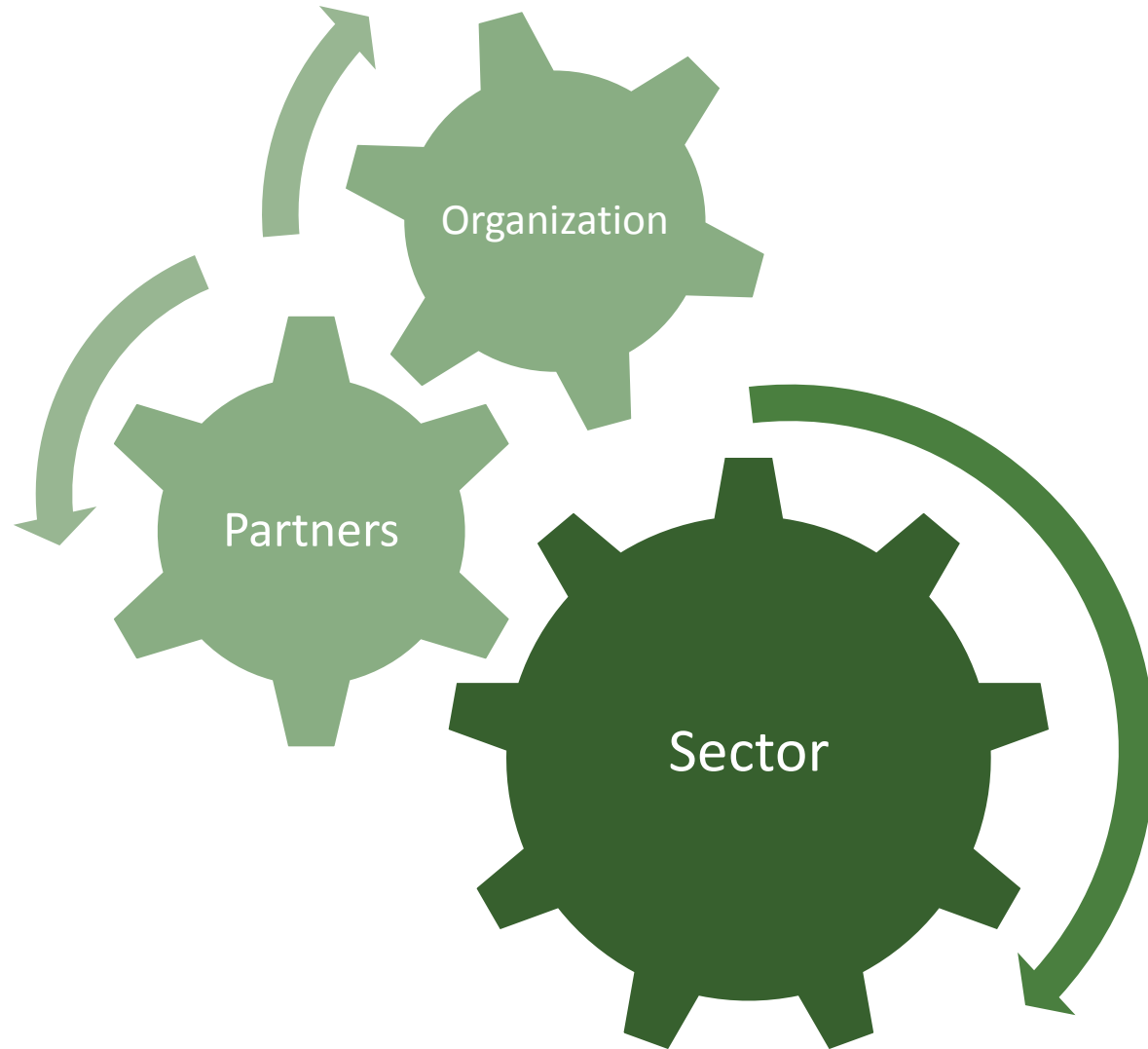
# Impact on Change – Broader Geography



# Impact on Change – Time Frame



# Impact on Change – Scale





# Getting Your Board Ready

***“We must always take sides. Neutrality helps the oppressor, never the victim. Silence encourages the tormentor, never the tormented.”***

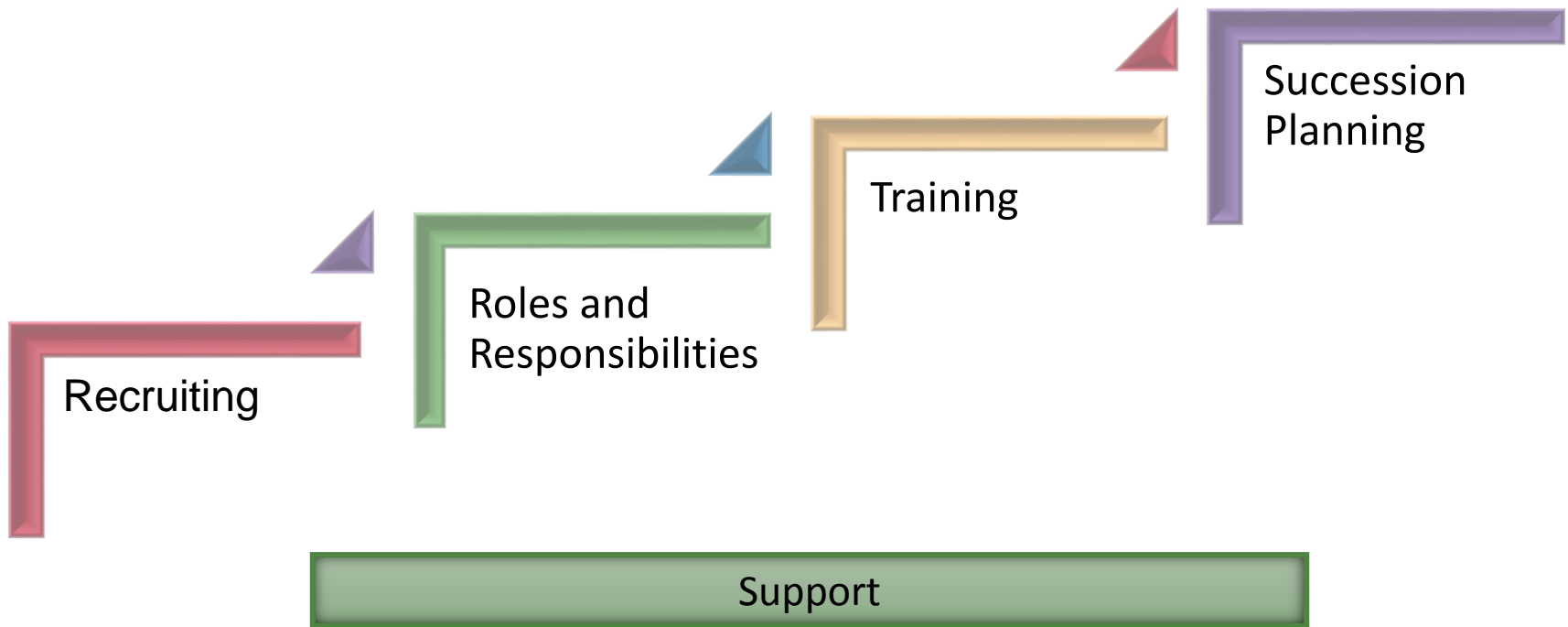
Elie Wiesel, Author, Professor, Activist, Holocaust Survivor



# Potential Barriers For The Board



# Getting Your Board Ready



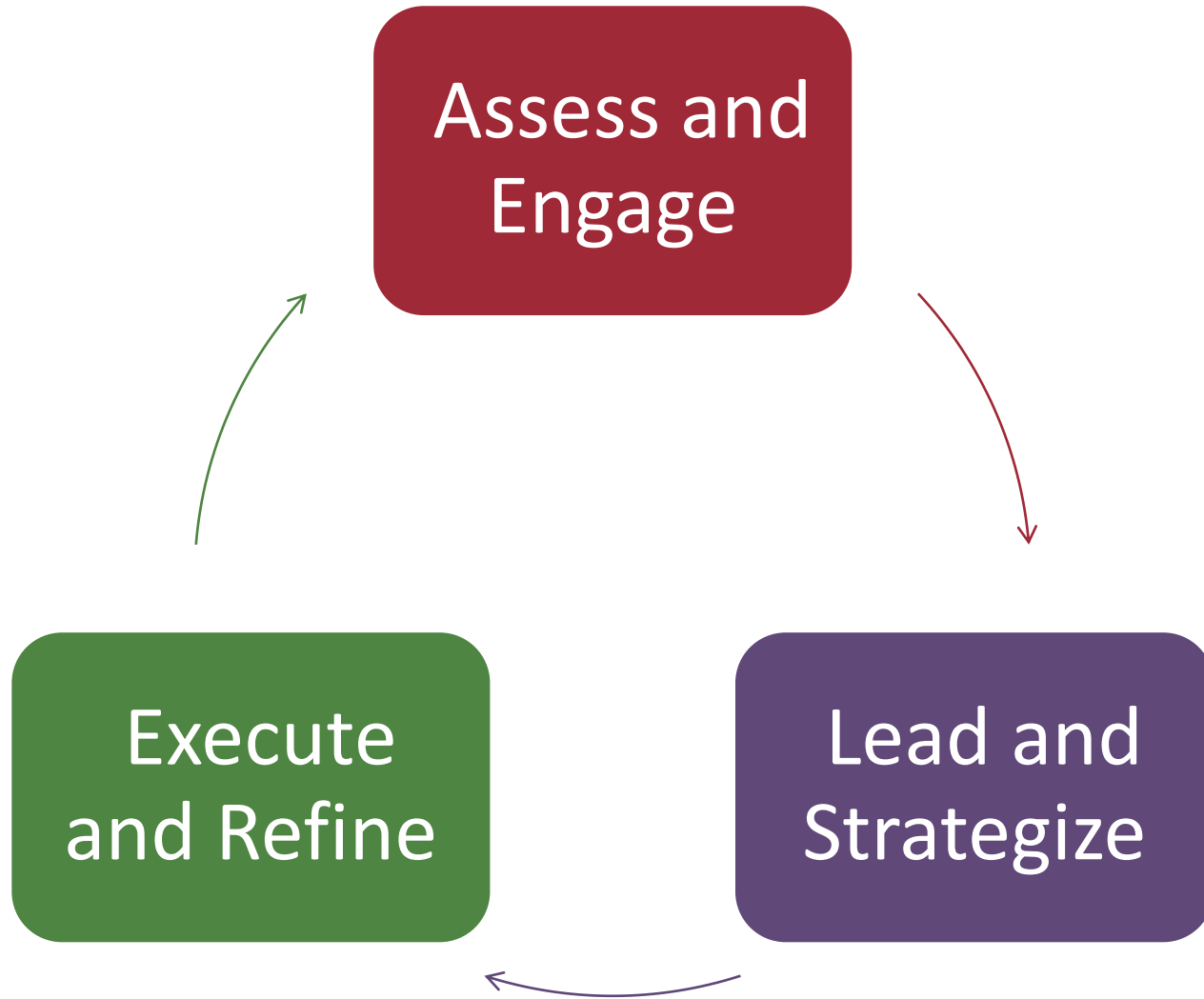


# Action Planning

***“Unless someone like you cares a whole awful lot, nothing is going to get better. It’s not.”***

Dr. Seuss, *The Lorax*

# Advocacy Action Plan - Board



# Your To-Do List

- What issues can the board influence most?
- What are the issues that will have an impact 3 months, 1 year, 3 year and 5 years from now?
- Start a boardroom conversation
- Action plan for board advocacy



# Summary

- Successful Advocacy In Any Environment
- Get Your Board Ready
- Advocacy Action Plan

***“There is a certain enthusiasm in liberty, that makes human nature rise above itself, in acts of bravery and heroism.”***

Alexander Hamilton, Founding Father, American Statesman

# Resources

- Stand For Your Mission  
<http://standforyourmission.org/>
- National Council on Nonprofits  
<https://www.councilofnonprofits.org/everyday-advocacy>
- Bolder Advocacy  
<http://www.bolderadvocacy.org>
- Washington Nonprofits  
<https://washingtonnonprofits.org>
- Americans for the Arts  
<https://www.americansforthearts.org/>
- National Art Education Association  
<https://www.arteducators.org/>



## Rena Henderson Mason



[rhmason@boldagenda.net](mailto:rhmason@boldagenda.net)

312-961-6060

[www.boldagenda.net](http://www.boldagenda.net)

[www.linkedin/in/renahendersonmason](http://www.linkedin/in/renahendersonmason)

[www.twitter.com/boldagenda](http://www.twitter.com/boldagenda)

[www.facebook.com/boldagenda](http://www.facebook.com/boldagenda)