



Jump on Board!

#PACC18





**First, a Story...**



## Why are we here?

- To positively impact our communities by building more effective organizations

# Why are we here?

- To positively impact our communities by ~~building~~ growing more effective organizations

# What results are we shooting for?

- Learn the ‘first next steps’ you can put into action to expand the great work you do!
- Use your resources more efficiently
- Make your PAC more effective



**A healthy, vibrant, diverse,  
abundant, resilient garden!!**



## Some fun topics

- First Next Steps
- Minimum Required Dose
- 80/20 Rule

# Activity

What motivated you to join/lead your PAC?

Why?



# Feeling vs. Logic

- Emotions inspire action in others

# How can you use this story?

➤ INSPIRATION!



# #1 Recruiting Secret



## Activity

What makes a good board member? A great one?

# Cloning your best people

➤ What about them is important to you?

(and repeat)

# Where are these people?

- Who to reach out to?
- What to say?

# Use your energy effectively!

- Your inner circle
- Their networks
- Everyone else

(This is why we have boards, btw)



# Activity

My community resources





## Making contact

- What can your team offer?
- What are your team's strengths?
- (share your story!)

## It's all about THEM.

- Answer THEIR questions
- Short and direct: 5 sentences max here's why
- Best first (don't bury the lede)

# Systems

- (Re)design your recruiting process

# Retention

- Start here
- Close the back door!

## Make it meaningful

- Make impact visible
- Connecting to the cause
- Share good news
- Recognize / develop skills

# The magic formula

(Transparency \* Accountability) + Feedback = Trust

# Is your team transparent?

- How do you share information?
- Set goals?

# Is your team accountable?

- How do you assign tasks?
- Share responsibility?
- Keep score?



# Clear expectations

- Set a performance goal

# #1 Recruiting Secret!!!

- Build an awesome team!

## Being the expert, in gardening!

A leader's job is not to get all of the work done, it's to create the environment so your team can get the work done. The seed grows by itself... as long as you create the right environment.



**What will you grow in your garden?**



# Contact info

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# Additional Questions?

Drop a note in the question box  
on the way out!

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## Bonus Skill

- The 'forwardable' email