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| **DOCUMENT TITLE** | Why volunteer for a board? |
| **LAST UPDATED** | October 2022 |
| **PURPOSE** | This communication tool for board recruitment seeks to create awareness of the role of the board of directors and how it contributes to an organization’s operation, strategy and success. The communication also calls to action any LSO or PSO volunteers willing to learn more about becoming a board or committee member and ideally, encouraging them to sign up for a board or committee. |
| **HOW TO USE** | Use this template as a communication tool when seeking to inform members of forthcoming board elections or when seeking nominations from members to fill vacant roles on the board or on committees. |
| **ADDITIONAL NOTES / CONSIDERATIONS**  This document has been designed as a communication tool and informational support.  Edit and adapt to maximize the message for your target audience.  This document does not constitute legal advice and should not be relied upon as such. Expert counsel is recommended if there are any issues requiring clarification. | |
| *Remove this table from the document before revising and issuing for your organization* | |

# Board recruitment

## Website or newsletter introduction

“We are looking for volunteers for our Board of Directors! Before signing up, you may be asking some great questions like, “What is a board of directors?”, or “What is the benefit of serving on a board?”.

We are glad you asked! Let’s start with some board basics…

## What is a board of directors?

A board of directors in amateur sport in B.C. is the governing body for the club, association, district or sport body it serves. A board of directors is legally required for an organization to operate as a not-for-profit in British Columbia in accordance with the B.C. Societies Act. The members of a non-profit board focus on the high-level strategy, oversight, and accountability of the organization. This role is different than those of employees or volunteers who oversee the day-to-day operations of the organization.

Those individuals chosen for your sport organization’s board of directors are responsible for making key decisions that address the organization’s mission, strategy, and goals. They aim to address the public’s interest (e.g. members, athletes, coaches, referees, etc.) through the organization’s work and act as the voice for the organization.

## What does our board of directors look like?

“<insert organization name>’s board sets the overall direction of the organization and oversees its activities and goals. The Board Chair leads and speaks for the Board, and works directly with the Executive Director, who manages operations and is accountable to the Board.”

**<Insert diagram of your organization’s governance structure>**

## Why volunteer for a board of directors in sport?

Many of you many wonder “Why should I volunteer? What’s in it for me?” The benefits of serving on a board of directors are plentiful. More than anything, it is an excellent way to give back to the community. Here are some top reasons for serving on a board of directors:

**<NOTE: Consider inserting photos with the below benefits to personalize this message to your organization.”>**

1. Make your sport organization and community a better place.
2. Contribute to the success of the organization.
3. Drive impact or change within the organization.
4. Promote sport, physical activity and active living in your community or province.
5. Gain not-for-profit board experience and develop new professional and personal skills.
6. Work with a diverse group of people who share a passion for sport.
7. Expand your personal and professional network.
8. Boost your own CV/resume

## What’s involved?

Being on a board can provide opportunities and fulfilling experiences, but it is important to understand the commitment and expectations before taking on a position. **<Insert details on frequency of meetings, etc.>**

## What do some of our current and past board members have to say?

**<Insert quote from current board member. Name, Title>**

## Sounds great! Where do I sign up?

## To learn more about the role or apply for a seat on the board, please send your résumé and cover letter (or any questions) to **<insert name, title>** at **<insert email address>.**