

Best Practices for Building a Strong Nonprofit Profile

Your nonprofit's profile is more than a form to fill out – it is your organization's elevator pitch. In just a few minutes, prospective board members should be able to understand your mission, needs, and opportunities. A strong profile not only tells your story but also attracts the right leaders who are eager to contribute.

While the profile questions may be optional, the quality of your matches depends directly on the information you provide. Take your time, save your progress, and review before submitting to ensure your profile is complete, compelling, and thorough.

Why a Thorough Profile Matters

Board Building uses the details you provide to match your nonprofit with candidates whose skills, interests, and values align with your mission. The more specific and thoughtful your answers, the more likely you are to attract leaders who will thrive with your organization. Incomplete or vague answers can mean missing out on the ideal candidate.

Key Areas to Focus On

When completing your profile, focus on these core areas:

1. **Basic Information & Demographics:** Sharing your size, community served, and demographics. This helps candidates quickly understand who you are and the impact you make.
2. **Mission and Areas of Focus:** State your mission clearly. Highlight the causes you champion so that candidates who are passionate about your work can easily connect with your purpose.
3. **Governance Needs and Skills Sought:** Be explicit about the expertise, perspectives, and skills you're seeking. This allows candidates to see where they can add value.
4. **Organizational Overview:** Provide context about your stage of growth, programs, and community impact. This helps candidates envision their role in advancing your mission.
5. **Board Service Expectations:** Outline expectations such as meeting frequency, committee work, fundraising responsibilities, and term lengths. Clear expectations build trust and encourage long-term commitment.
6. **Desired Candidate Characteristics:** Describe the experiences or perspectives that would complement your current board and advance your strategic goals.

The Power of Your Website and Social Links

Including links to your website, LinkedIn, or other social media accounts adds credibility and depth to your profile. These resources allow candidates to:

- Learn more about your programs, impact, and history.
- Understand your funders, partners, and community stakeholders.
- Experience your organization's voice and presence in the community.

A strong digital presence reinforces your story and demonstrates professionalism.

Tips for Creating a Standout Profile

- **Be authentic.** Share your needs honestly so candidates know what to expect.
- **Be specific.** Clear details about goals and expectations help the right people self-select into roles where they can truly succeed.
- **Be concise.** Use straightforward, engaging language that is easy to understand.

Before You Submit

Do a final check to:

- Ensure every section is complete.
- Verify website and social links work.
- Confirm your responses present a clear picture of your mission, needs, and the kind of board members who will flourish with you.

A thoughtful profile does more than check boxes – it builds connections. By taking the time to share your mission and governance needs with clarity and care, you'll attract board candidates who not only bring valuable skills but also share your passion for making a lasting impact.