

Best Practices for Building a Strong Board Candidate Profile

Your candidate profile is the key to connecting with the right opportunities. Think of it as your elevator pitch – a quick and easy way for nonprofits to learn about your expertise and interests all at once.

While the profile questions are not required to submit your application, your matches depend on the information you provide. You can save your progress and return later, which allows you to take the time to craft thoughtful responses. Before you hit "submit," make sure your profile is complete and thorough.

Why a Thorough Profile Matters

Board Building uses the details you share to match you with organizations whose missions, needs, and values align with yours. The more complete and specific your answers, the better the system can identify opportunities where you'll thrive. Skipping questions or providing vague responses could mean missing out on the perfect match.

Key Areas to Focus On

When building your profile, consider these core sections and why they matter:

- 1. Basic Information & Demographics:** Providing your demographics helps organizations understand the diversity you bring to the boardroom and meet any specific representation goals, if needed.
- 2. Interests and Skills:** Identifying causes you care deeply about helps to ensure you align with the mission of the nonprofit. Similarly, detailing the skills you bring to the boardroom allows organizations to see where you'd add value.
- 3. Employment:** Including your current role, industry, and professional experience will help the organization understand your expertise, skill sets, and alignment with the role. It's helpful to highlight expertise or sector knowledge that might support a nonprofit's mission and governance needs, as well. Breadth in board composition is important.
- 4. Nonprofit Experience & Training:** Share any prior volunteer service, board memberships, committee work, or nonprofit sector training you've completed. This shows readiness and familiarity with board roles and responsibilities.
- 5. Service Interests:** Indicating your interest in involvement helps ensure a good fit, especially for boards that want to build a pipeline for leadership or require committee support.
- 6. Desired Nonprofit Organization and Board Characteristics:** Describing the types of organizations you'd like to work with, including size, term lengths, and financial responsibility, helps match you with organizations whose values, structures, capacities, and expectations align with yours.

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The Power of Your LinkedIn URL

Adding your **LinkedIn profile link** is one of the simplest ways to strengthen your candidate profile. It allows organizations to:

- View your full work history, awards, and achievements.
- Understand your professional network and connections.
- See endorsements, recommendations, and additional skills that may not fit into the form.

A complete LinkedIn profile also adds credibility. It shows that you've taken the time to present yourself professionally.

Tips for Creating a Standout Profile

- **Be authentic.** Share what truly motivates you and the kind of board service you're looking for.
- **Use clear, concise language.** Make your skills and experiences easy to understand.

Final Step: Review Before You Submit

When building your profile, consider these core sections and why they matter:

- Check that all sections are complete.
- Confirm your LinkedIn link works.
- Ensure your responses paint a clear picture of who you are, what you bring, and what you're seeking.

By investing the time to thoughtfully complete your profile, you increase your chances of being matched with a board opportunity that's not only a fit for your skills but also fuels your passion for making a difference.