

UNITED WAY BOARD DEVELOPMENT: THE RIGHT PEOPLE

Board Composition and Criteria Matrix: Evaluation Instructions

- 1) Populate the United Way Board Composition and Criteria Matrix with current board members.

Board Member	Competencies*	Influence	Skills & Experience												Demographics													
			Willingness to act, inspire and mobilize	Willingness to Connect capital to the organization	Willingness to contribute skills and knowledge												Reflect community											
					Experience			Sector			Issue Area						Geographic		Race / Ethnicity			Gender / Age						
Name	Advocate for Community Connects Leaders to Leaders Strategic Thinker	Access to Resources & Assets Shareholder of Board & Trust	Access to Contact & Sports	Access to National Influencers	Access to Community Leaders	Access to Legislators	Business Operations Finance / HR / Legal	Fundraising	Marketing	Nonprofit / Social Policy	Government	Other	Faith Based	Community	Government	Political	Corporate	Education	Income	Health	Other	LLM Specific	Geographic	Hispanic / Latino	Native American	Other	Gender	Age
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For more information about the Board Competency Model, visit:
https://online.unitedway.org/sites/default/files/resources/United_Way_Volunteer_Leadership_Competency_Model_FINAL.pdf

- 2) Adapt and customize the grid to include locally relevant demographics.
 - a. If needed, use the [American Fact Finders' Community Facts](#) tool to learn more about the population and economic indicators in your community. For other countries, please use your Country's appropriate community facts and data.
- 3) Analyze the alignment between your current board, its representation and knowledge of the community, and organizational needs to assess gaps in board composition. Use the [Volunteer Leadership \(Board\) Competency Model](#) in addition to all other characteristics (influence, skills & expertise, demographics).
- 4) Review [United Way Attributes of the High-Performing Board & CEO Partnership](#) to understand the role and performance your Board – as a unit – is expected to display for high-performance.
- 5) Use gaps identified through the matrix to identify needed competencies and characteristics when recruiting new board members.