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Surveys for Board Members

Having great local and national boards are key to your association's success - but how can we keep recruiting superstars with fresh new ideas, focus and the perspective all board members need - chaos is fun, building things are creative opportunities and contributing your best is an honor and privilege!

People typically join boards for 4 reasons:

1. Personal growth + development
2. Professional growth + development
3. PR + visibility for self/organization/career
4. Commitment to industry + making it better

As association leaders, it's your job to know why people are joining, staying and leaving boards so you can recruit great new leaders!

Below are a few key survey questions you can ask of your current boards so that you may pitch easily (and quote directly) to future board members:

1. What was your main motivator in joining the board? (use the 4 reasons above as options)
2. What did you gain professionally while serving on the board? (text field)



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3. What did you gain personally while serving on the board? (text field)
4. How much time did your position require each month? (radio buttons of 1-2 hours, 2-4 hours, 5+ hours)
5. Would you recommend others join the board? (yes/no)
6. Why / why not? (text field)
7. What would you tell someone that's interested in serving on the board about the benefits you've gotten out of your time on the board? (text field)
8. We'd love to feature you on a blog/social media post with your feedback - is that OK? (Yes/no)

Using these questions and sharing responses will help put names, faces and titles to board members and entice people for authentic reasons to join the board. We all know the impact that boards can have and I wish you luck as you recruit awesome superstar board members!

Have questions? Want to see my survey for new board members to set expectations? Interested in speaking with me about my keynotes or team training? Email me anytime at hi@rachelsheerin.com!