



# Nonprofit Toolbox

## What to Look For In Advisory Board Members

*The effectiveness of your advisory board depends entirely on who you invite. Be intentional.*

### 1. Relevant Expertise

**Look for individuals who bring skills your organization lacks:**

- Fundraising and development
- Legal and compliance
- Marketing and communications
- Programmatic or subject-matter expertise
- Finance or investment

### 2. Align with Your Mission

**Passion matters.** Advisory members should genuinely care about your cause and understand your community.

### 3. Strong Networks

Well-connected individuals can amplify your reach, introduce donors, and create partnerships.

### 4. Willingness to Engage

Avoid “name-only” advisors. Look for people who are willing to contribute time, ideas, and connections.

### 5. Diversity of Thought and Experience

A strong advisory board reflects a range of perspectives: professional, cultural, geographic, and generational.

