

# FYI Board of Director Needs

## Legal Experience

- Need expertise in Federal and State tax laws and policies govern many of the operations of charitable 501(c)(3) nonprofit **organizations**.
- Role is to ensure the board pays attention to relevant legal issues as a part of strategic planning and decision making. To help access pro-bono legal resources.

## Advocacy Experience

- Need expertise with the knowledge of how advocacy strategies and campaigns can support a specific issue of cause.
- Role is to help the FYI board think through how expanded board participation could help achieve FYI's mission and vision.

## Marketing Experience

- Need expertise in effective branding and communications (i.e., messaging).
- Role is to help the FYI board think through the strategies of organizations brand and identity to improve outreach, increase client access, and leverage FYI resources to maximize impacts.

## Technology Experience

- Need expertise with an understanding of using Enterprise Resource Planning (ERP) tools (i.e., Salesforce) in a Google Cloud environment.
- Role is to help the FYI board to think through the strategies of expanding and integrating current FYI technologies to increase the efficiencies and effectiveness of FYI operations.

## Fund Raising Experience

- Need expertise in fund raising strategies required to support current and future FYI Programs.
- Role is to help FYI explore various techniques that will generate revenue streams to address FYI funding shortfalls.

## Grant Writing Experience

- Need expertise in grant writing and negotiations.
- Role is to provide FYI with help in researching available grants, creation of application strategies as to how to win grants, and assist current FYI grant writers in developing grants.

### **Social Media Experience**

- Need is for a social media strategist, someone who can help with developing social media policies.
- Role is to provide recommendations (i.e., best practices) for: online fund raising; monitoring and analyze metrics to determine effectiveness of FYI's social media outreach initiatives

### **Substance Abuse Prevention Experience**

- Need is for someone who has knowledge of substance abuse services, understanding and application the best practices used to prevent users from drug addiction.
- Role is to assist FYI with the development of future programs that effectively address the prevention of drug addiction.

### **Regional Director Experience**

- Need is for someone who has an outgoing personality; lives in the local communities served by FYI, and is well connected with local officials and businesses.
- Role is to educate community and business leaders on the services and benefits offered by FYI; identify potential donors, host and coordinate local fund raising events.

### **Other Experience**

- Need is for resources who have experience instrumental to the success of non-profit boards. To include pastors, mentors, teachers, business leaders, local and state government representatives.
- Role is to provide FYI with a board with diverse leadership.