

Trustee Recruitment Pathways – Expectations of Participating Charities

Trustee Recruitment Pathways is an 18 month programme to develop charity trustee recruitment practice, and to innovate and test free and low cost trustee recruitment methods.

Trustee Recruitment Pathways will have a significant impact on the governance of the participating charities, as well as the practices of funders and the wider charity sector.

It will enable participating charities to recruit boards with the skills and knowledge to tackle the challenges those charities are facing, and identify and promote good trustee recruitment practices to funders and the wider sector. We will work with charities to identify the type of trustees they need to thrive and to attract them into trusteeship. These might include people with particular professional skills, knowledge or life experiences. We will also encourage participating charities to look at the diversity of their board.

Who is eligible to take part?

Any charity registered with the Charity Commission for England and Wales with an annual income under £2m is eligible to submit an expression of interest. We are particularly looking to work with charities who have struggled to recruit the trustees they need, and are willing to put the time and effort into trying innovative trustee recruitment methods. Participating charities will be trustee recruitment pioneers and our (anonymous) findings will be shared across the charity sector to support other charities to recruit trustees more effectively.

Your current board of trustees must agree to your charity taking part.

We will select ten charities representing a broad range of different causes, geographical locations, sizes, age of charity, and funders. The programme's funders (Comic Relief and the Pears Foundation) will invite around 15 further charities that they fund to take part. If you are not selected through these means, you can request that your funders fund your place (£750) through their "Funder Plus" grantee support work.

What does the programme involve?

Trustee Recruitment Pathways will test free and low cost methods for recruiting trustees. This will include established methods, such as trustee finder websites and existing networks, as well as more innovative tools particularly aimed at 'harder to reach' groups.

We will collate the findings from the Trustee Recruitment Pathways programme to produce freely available guidance for all charities on the most effective ways to recruit trustees, predominantly in digital format. We will also share lessons with our partner funders on good practice so they can assist charities with trustee recruitment practices.

What does our charity have to do if it takes part?

If you're selected to take part in the programme we will send you an online survey so you can tell us more about how you currently recruit trustees and what you're looking for.

Getting on Board will support you through the steps below:

- Assess the skills, knowledge and experience you need on your board of trustees to meet the challenges your charity will face over the next 3-5 years.
- Draw up a role description / person specification or informal profile for the role and type of person your particular charity needs.
- Advertise trustee positions openly and/or using targeted recruitment, to give your charity the optimum chance of recruiting the best person for the role.
- Run a formal application, interview and appointment process, suitable to your particular charity.
- Induct new trustees formally and consistently onto the board.

You will be invited to a workshop to help you develop the tools you need to run a successful recruitment campaign. We do not expect you to know how to reach the trustees you need before the start of the project.

The charity will carry out much of its trustee recruitment activity itself, but will have support from Getting on Board (see below).

We will ask you to track the recruitment methods you use and how successful each one is in attracting potential trustees. We will then ask you to report back to us using a simple online form.

What will Getting on Board do?

Getting on Board will provide you with guidance, signpost resources, and deliver a workshop to help you develop your recruitment campaign, as well as giving you the opportunity to learn from other charities taking part.

We will also carry out some centralised recruitment activities which can only be achieved through economies of scale. This may include regional trustee-matching events and securing advertising space on social media.

In total, each charity will have access to up to 3 days' of time from Getting on Board to support their campaign.

How much will it cost our charity?

Trustee Recruitment Pathways will test free and low cost recruitment methods so it doesn't need to cost you anything other than your time.

Central recruitment activity and programme costs will be met by our partner funders including reasonable travel expenses for you to attend one of the workshops we are planning.

If there is local recruitment activity that you want to try out – such as placing an advert in a local publication – each charity will be allocated a budget of £75. If you wish to spend more than this on recruitment, then you will need to meet that out of the charity’s own funds.

What are the timescales?

Timescales may change during the programme, but participating charities should be able to work within the following timescales:

Deadline for expressions of interest	Friday 16 February 2018
Successful charities notified they’ve been selected	w/c 26 February 2018
Getting ready for recruitment – participating charities attend workshop, prepare adverts, decide how and where to advertise	March – May 2018
Participating charities recruit, appoint and induct trustees	June – October 2018
Participating charities provide feedback on recruitment methods	October 2018
Getting on Board collates feedback and produces guidance	November 2018 – March 2019

Who is funding this programme?

Comic Relief, Pears Foundation and Anjoli Stewart Fund have collectively committed to fund 25 charities to participate in the programme. We are also in discussion with a number of other funders, so that we can involve more charities.

What else do I need to know?

The information you provide to us will be confidential. We won’t pass onto funders or others any information which identifies your individual charity – whether that’s about your existing recruitment practices or wider governance – unless you have agreed to us doing so, or for regulatory or legal reasons.

We will use online surveys and reports to collect baseline information about your charity and to capture your feedback. Participating charities therefore need to have capacity to submit information digitally.

Charities participating in Trustee Recruitment Pathways do so voluntarily and they remain entirely in control of the appointment of new trustees.

Applications to take part in Trustee Recruitment Pathways must have the support of the charity’s board of trustees. They may delegate to a committee, individual trustee(s), volunteer or staff member oversight of the recruitment process including attendance at a workshop.