



## Where to advertise for your board members?

### 6 things to think about

1. Where does your ideal trustee 'hang out'? If you need an education specialist, approach schools; if you need a lawyer, approach the [Law Society](#), local law firms; for fundraising experts, approach the [Institute of Fundraising](#); for PR specialists, consider local PR firms, the [PRCA](#).
2. Think about approaching universities – staff, under graduates, post graduates – and other large local employers who will employ people with a wide variety of skills.
3. Don't forget trustee finder sites, but think about whether your target audience is likely to look there.
4. Talk to other charities who've recruited the types of trustees you want – where did they advertise, what networks did they use, can they point any candidates your way?
5. Make use of wider professional networks – ask each trustee, as well as staff, to share the opportunity. Use online networks, ie. LinkedIn (see separate info sheet for further LinkedIn tips).
6. Consider if the individual expertise you're looking for needs to be a board member – have you thought about advisory groups, sub committees, volunteering. Or possibly co-opting a trustee to the board for a shorter period.