

USEFUL STRATEGIES TO ADOPT WHEN RECRUITING AND RETAINING TRUSTEES:

NCVO's focus for Trustees Week this year is on the recruitment and retention of trustees. There are many reasons why this is a pressing issue in the UK and Ireland which we will explore in this article before reflecting on some useful improvement ideas. Here are some of the current challenges.

- **Governance:** The regulatory landscape for charities and voluntary organisations has become more complex, requiring trustees to navigate a range of legal, financial, and environmental obligations. Our event on the Core Trusted Standard Indicators is going to dig into how you can self-assess these governance issues for further details or [click here](#).
- **Growing Needs for Services:** With the cost-of-living crisis, an aging population and increased child poverty all placing greater pressure on trustees and their organisations to deliver services with often less resources as result of falls in donations or a drop in volunteers.
- **Time Investment:** Due the pressures above the role of trustees is time pressured and generally undertaken on a voluntary basis alongside other roles.
- **Specialised Skills and Diversity:** Trustees are required to have specific skills, such as finance, governance, or legal expertise, which can be difficult to find. Ensuring diversity within trustee boards, including in terms of age, gender, ethnicity, and socioeconomic background, can also be challenge.
- **Perceptions:** Negative media coverage of scandals involving trustees can create a negative perception of the sector, deterring potential entrants.

IDEAS TO MAKE IMPROVEMENTS THAT ALIGN WITH TRUSTED STANDARD:

- **Clear Communication of Expectations:** Developing clear role descriptions that outline the responsibilities, time commitment, and skills required. Providing comprehensive induction programmes to new trustees, introducing them to the organisation's mission, governance structure, and expectations.
- **Skill Development and Support:** Offering training programs to help trustees develop the necessary skills and knowledge, such as governance, financial management, and risk management. Establishing mentorship programs to pair new trustees with experienced ones, providing guidance and support.
- **Term limits and flexibility:** Consider implementing term limits for trustees to ensure a steady flow of new talent. Offer remote or flexible working arrangements to accommodate trustees with busy schedules.
- **Recognition and Appreciation:** Publicly recognise the contributions of trustees, highlighting their achievements and impact. Organise thank-you events or dinners to show appreciation for trustees' time and dedication.
- **Effective Recruitment Strategies:** Utilise a variety of recruitment channels, including social media, professional networks, and community organisations, to reach a diverse pool of potential trustees. Identify individuals with specific skills and experience that align with the organisation's needs.
- **Share Success Stories:** Highlight successes and impact to attract trustees who are passionate about the organisations mission.
- **Governance Review:** Conduct regular reviews of the organisation's governance practices identifying areas for improvement to ensure that the board is functioning effectively. Develop a board succession plan to identify potential future trustees and ensure a smooth transition of leadership.