A Letter from BoardSource President & CEO, Anne Wallestead

Dear [Name],

The survey for the next edition of Leading with Intent: BoardSource Index of Nonprofit Board Practices is now open.

It is imperative that we hear from as many chief executives and board chairs as possible. If you are not a CEO or board chair, please forward this email to any and all chief executives and board chairs you know.

What is Leading with Intent?

Leading with Intent provides valuable information about what is happening within nonprofit boardrooms. Nonprofit leaders rely on it for insights into board trends, strengths, and challenges. It highlights important sector-wide areas for improvement as well as opportunities for reflection and board development within individual boardrooms. The information being collected now will be analyzed and reported on in early 2020.

What you need to know before completing the survey:

- Incentives include a free BoardSource publication and entry in a raffle for two registrations (CEO and board chair) to the 2020 BoardSource Leadership Forum. Lodging included.
- You can start and then come back to complete the survey at a later time. It has taken some participants as much as an hour to complete the survey. While this is considerable, we believe and hope you agree that contributing to this research is an important use of your time.
- Nearly all the questions can be answered from your existing knowledge. The only additional information that you will need to collect ahead of time is:
  - organization’s Employer Identification Number (EIN), which can be found in Box D of your organization’s IRS Form 990. If you lead a private foundation, that information can be found in Box A of your organization’s Form 990-PF.
  - organization’s total revenues from the most recently completed fiscal year. This information can be found in line 12 of your organization’s IRS Form 990 or Form 990-PF if you represent a foundation.
  - demographic information for your board members, including age range, race and ethnicity, gender, sexual orientation (if known), and whether they identify as a person with a disability (if known).

Thank you for participating in this crucial research.

Sincerely,

Anne Wallestad
President & CEO