**Step 6: Sample Board Member Marketing Language**

The most authentic and successful way to recruit board members who mirror and represent the communities you serve is to be genuine and intentional in your ask.

Below is sample language to consider when promoting your board recruitment efforts via email or social media:

* Are you looking for a unique service leadership opportunity that allows you to put your lived experiences to direct good use? Girls on the Run (insert council name) is seeking 3-4 members to add to our board of directors. The individuals elected for this office will each serve a X year term.
* **As a member of our board, you can expect:**
* Support and education from an experienced and caring board and staff
* Regular and effective communication
* Active participation and contributions from all members
* Utilization of your expertise through service on one board led committee
* At Girls on the Run (insert council name), we strive to be an inclusive organization that honors multiple approaches and points of view. We believe diversity drives innovation and celebrates the spirit and opportunity of our community. To ensure we best represent the communities we serve, BIPOC and LGBTQIA+ individuals, people 65 and older, and residents of XX county are encouraged to apply (\*\*include language that is relevant to your council.)
* **Our board is currently in need of leaders with the following skill sets and attributes:**
* [insert examples identified in your board matrix here, such as...]