

LinkedIn for Nonprofits

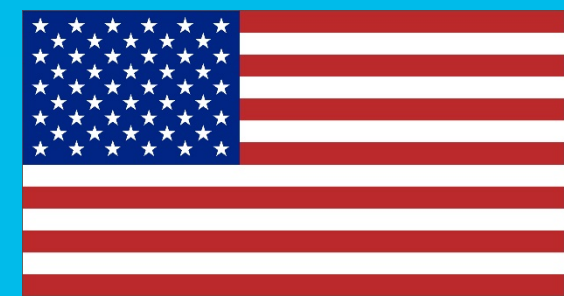
Find Board Members Find Volunteers Resources

Locate the talent and connections you need to change the world

Learn how your nonprofit can leverage LinkedIn as a valuable resource

[Post volunteer opportunities](#) [Explore resources](#)

The background of the LinkedIn banner features a photograph of four people in a meeting, overlaid with a green tint. In the foreground, there are two stylized hand icons: one on the left with a heart in the palm, and one on the right with a heart in the center of the palm.



LinkedIn
For
Non-Profit
Organizations



Introduction

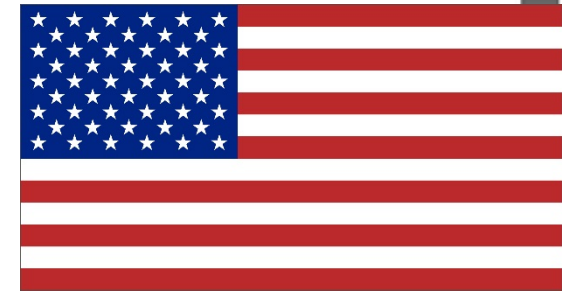


Millions of nonprofit professionals use LinkedIn to:

- ✓ Identify potential volunteers
- ✓ Board members
- ✓ Employees
- ✓ And donors



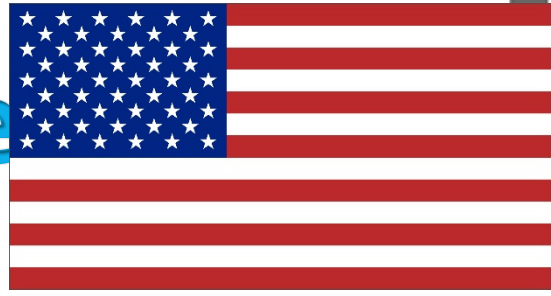
Five Simple Steps



- Establish and grow your presence by building a Company Page
- Encourage supporters to promote your cause
- Find board members
- Find skilled volunteers
- Locate staff



Create a Company Page



The screenshot shows the LinkedIn profile for 'Roots & Roofs'. At the top left is the company logo, which consists of a stylized house icon with a green plant growing from it, and the text 'ROOTS & ROOFS' below. To the right of the logo, the company name 'Roots & Roofs' is displayed, followed by '1,251 followers', a yellow 'Follow' button, and a blue 'Tools' button with a dropdown arrow. Below this is a navigation bar with links for 'Home', 'Services', 'Insights', and 'Analytics'. The main banner image shows a close-up of hands holding several large, fresh carrots. Overlaid on the banner is the company logo and the text 'ROOTS & ROOFS' and 'BUILDING STRONG COMMUNITIES THROUGH FARMING'. Below the banner, there is a section titled 'Recent Updates' with a post from 'Roots & Roofs' that reads: 'We just broke ground on a new project that we're excited to share with you. Thanks to the volunteer efforts of several web designers and developers. Roots & Roofs is transforming the way communities fund housing initiatives through sustainable agriculture.'



Create a Company Page



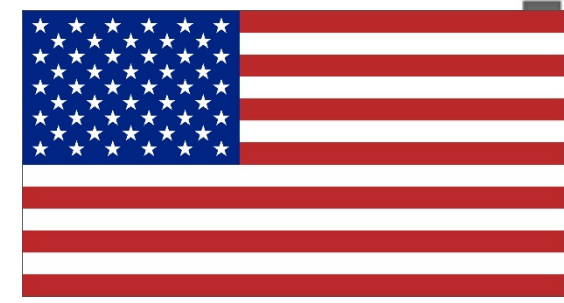
- Highlight the CSO's mission and objectives
- Engage supporters

Your Company Page allows you to:

- Easily post status updates
- Share news
- Find volunteers
- Grow your community
- Stay in touch with your followers



Encourage Supporters to Promote Your Cause





Encourage Supporters to Promote Your Cause



- Your volunteers, board members, and supporters are already your strongest advocates.
- Encourage them to add LinkedIn's Volunteer and Causes section to their profiles:
 - They can showcase their service and champion your organization.



Find Board Members





Board Member Connect



- *Could you use a human resources expert to support your organization's plans for growth?*
- *Do you need an accountant to serve as your new Treasurer?*

LinkedIn members possess these skills and 78% of those surveyed want to join a nonprofit board.



Find Board Members

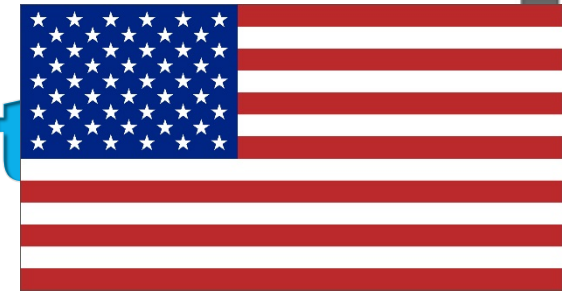


Join LinkedIn's nonprofit board recruitment program to access training, premium tools, and a peer learning community.

<https://nonprofit.linkedin.com/resources/webcasts/webinar>



Board Member Connect



- How will you benefit from the webinar?
 - Learn powerful search tactics with Premium access
 - Get exclusive educational webcasts
 - Join the Board Member Connect Group



Find Board Members



- Search for professionals interested in board service.
- LinkedIn's advanced search feature allows you to target specific qualities while searching for your ideal candidate.

<https://www.linkedin.com/vsearch/j?title=board&openAdvancedForm=true&locationType=l&countryCode=us&sortBy=R&rsid=270168041389119256922&orig=ADVS>



Find Board Members



SEARCH

Advanced >

All
Jobs
 More...

Keywords

Company


Title

Location
 Located in or near:


Country

Postal Code


638 results Sort by Relevance ▾

- 


Volunteer: Board Member Position
 Steps of Success Incorporated
 Atlanta - GA • Nov 5, 2014
[Similar](#)

▾
- 


Volunteer Board Member for Boys Scouts of America - Suffolk County Council (Long Island, NY)
 Boy Scouts of America, Suffolk County Council
 Greater New York City Area • Oct 31, 2014
[Similar](#)

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Secretary of the Board of Trustees
 Oregon State University
 Corvallis, Oregon Area • Oct 28, 2014
 ▶ 1 person in your network • [Similar](#)

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Board Liaison
 Environmental Defense Fund
 New York City, NY, US • Nov 3, 2014 • From hire.jobvite.com
[Similar](#)

▾
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Volunteer: Board Member
 Building Opportunities for Self-Sufficiency
 Berkeley - CA • Nov 3, 2014
[Similar](#)

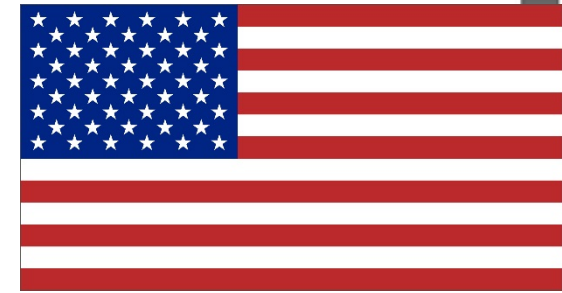
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Volunteer Board Member (Development/Fundraising Expertise)

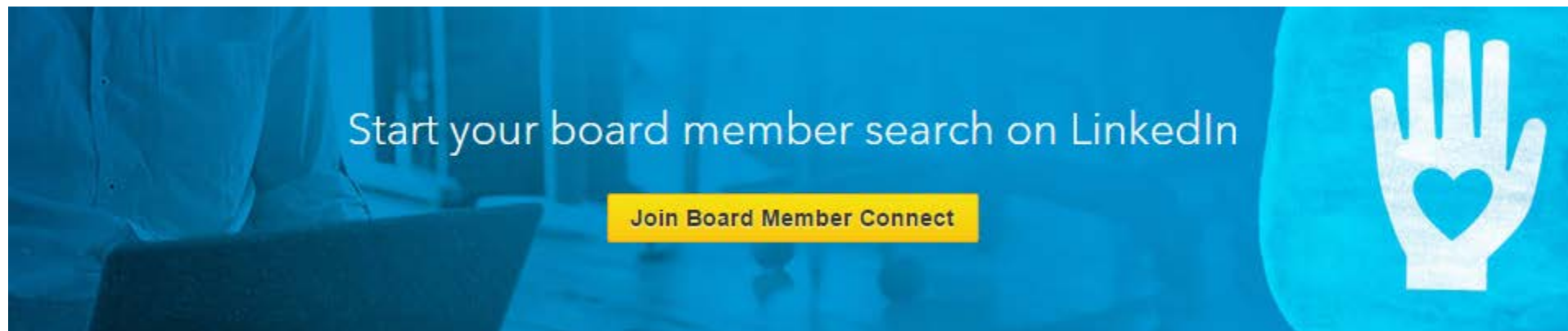
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Recruit Board Members through Job Postings



*Post your board opportunities on LinkedIn
for less than \$50 per posting with these 3
simple steps.*





Recruit Board Members through Job Postings



- Draft a compelling job description
- Start the job title with “Volunteer Board Member...”
- Include “LinkedIn for Good” in your description
- Post through BoardSource

1 Serving on the board of Roots & Roofs means you're building a proven, sustainable network that helps lift communities out of poverty.

Job Title

2 Volunteer Board Member (HR Expertise)

Job Description

B *I* U | ☰ ☰


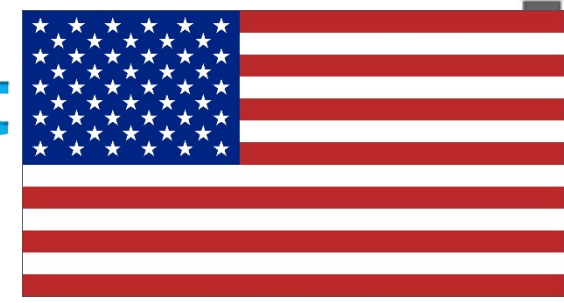
Roots & Roofs is seeking an experienced executive to lead our staffing plan as we expand operations nationally.

3 LinkedIn for Good Volunteering






Board Member Recruitment Case Studies



BUILDING EXCELLENT SCHOOLS

Five of nine board members for a BES charter identified through LinkedIn.

[Read how ▶](#)



BERKELEY FOOD & HOUSING PROJECT

How architect Caroline Nassif joined a nonprofit board through LinkedIn.

[Read how ▶](#)



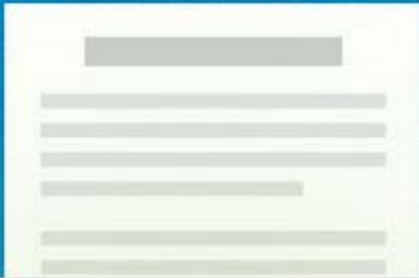
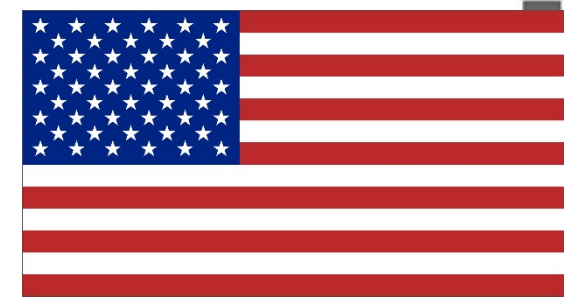
UHAMBO USA
MAKING OPPORTUNITY ACCESSIBLE

How one InMail changed the perspective of Joop Rubens and recruited him to the UHAMBO board.

[Read how ▶](#)



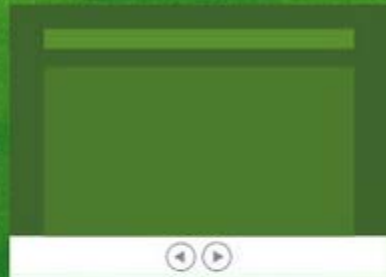
Board Recruitment Resources



BoardSource Board Composition Matrix

How to identify the gaps on your board so you know who to recruit


[View ▶](#)



Board Member Connect

One page description of the program and how to engage with it

[View ▶](#)



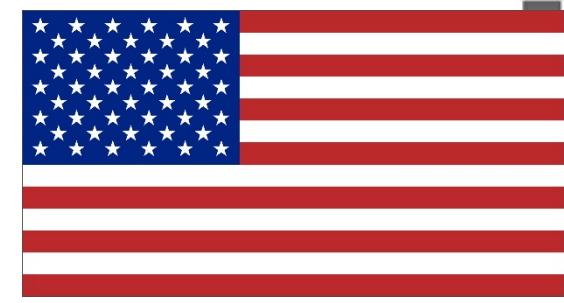
Volunteer and Causes Section

One page overview of adding the profile section to communicate your social impact

[View ▶](#)



Find Volunteers



Identify professionals interested in making a difference
Have a volunteer project that requires a specific skill set? Find the right professional on LinkedIn.

[Post an opportunity](#)

A photograph of three diverse young adults (two women and one man) smiling and looking towards the right. They are in a hallway with a blue wall. In the foreground, there is a blue cushion with a white hand icon and a heart shape inside it.



Find Volunteers



Volunteer Postings:

- For less than \$50/posting, registered 501(c)(3) nonprofits can post board opportunities on LinkedIn.





Find Volunteers



- Draft a compelling description
- Start the job title with “Volunteer”
- Include “LinkedIn for Good”

1

Lending a hand at Roots & Roofs means you're building a proven, sustainable network that helps lift communities out of poverty.

Job Title

2

Volunteer Graphic Designer

Job Description

B *I* U | ☰ ☷

Roots & Roofs is seeking a talented volunteer designer to update our blog. Help us build our future by creating a great platform to tell our story and our transformation.

3

LinkedIn for Good Volunteering



Search for Volunteers



- What skills do you need?
- Which company is best?
- Where is the work?
- What are they looking for?

Keywords

1

Company

2

Location

3

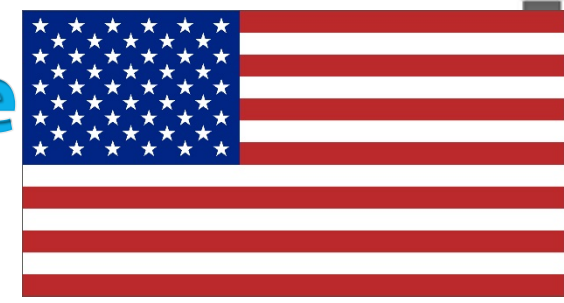
Nonprofit Interests

Board Service

Skilled Volunteering



Volunteer Recruitment Case Studies



ART-REACH

How Artreach Found a Public Speaking Coach to Volunteer

[Read how ▶](#)



Catchafire

How Arthur Bracco Found an Opportunity to Volunteer his Public Speaking Coaching

[Read how ▶](#)



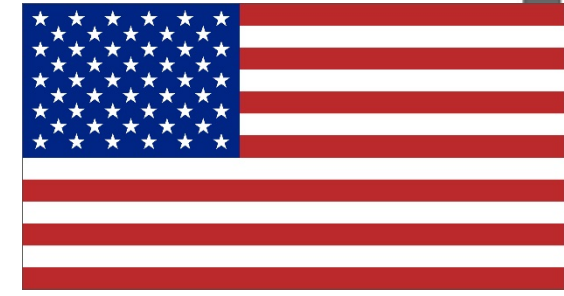
UHAMBO USA
MAKING OPPORTUNITY ACCESSIBLE

How One InMail Changed My Perspective On Life

[Read how ▶](#)




Volunteer Recruitment Resources



Catchafire's 10 Tips for the perfect volunteer posting

How to write the best skilled volunteer postings


[View ▶](#)



Taproot advice on using LinkedIn search

How to search for skilled professionals for your volunteer projects

[View ▶](#)



Tips for Engaging Skills-Based Volunteers

Set your organization up for success with these tips from VolunteerMatch

[View ▶](#)



Locate Staff



Looking for extraordinary talent to join your CSO? LinkedIn Nonprofit Solutions offers staff sourcing tools at significant price reductions, depending on region.





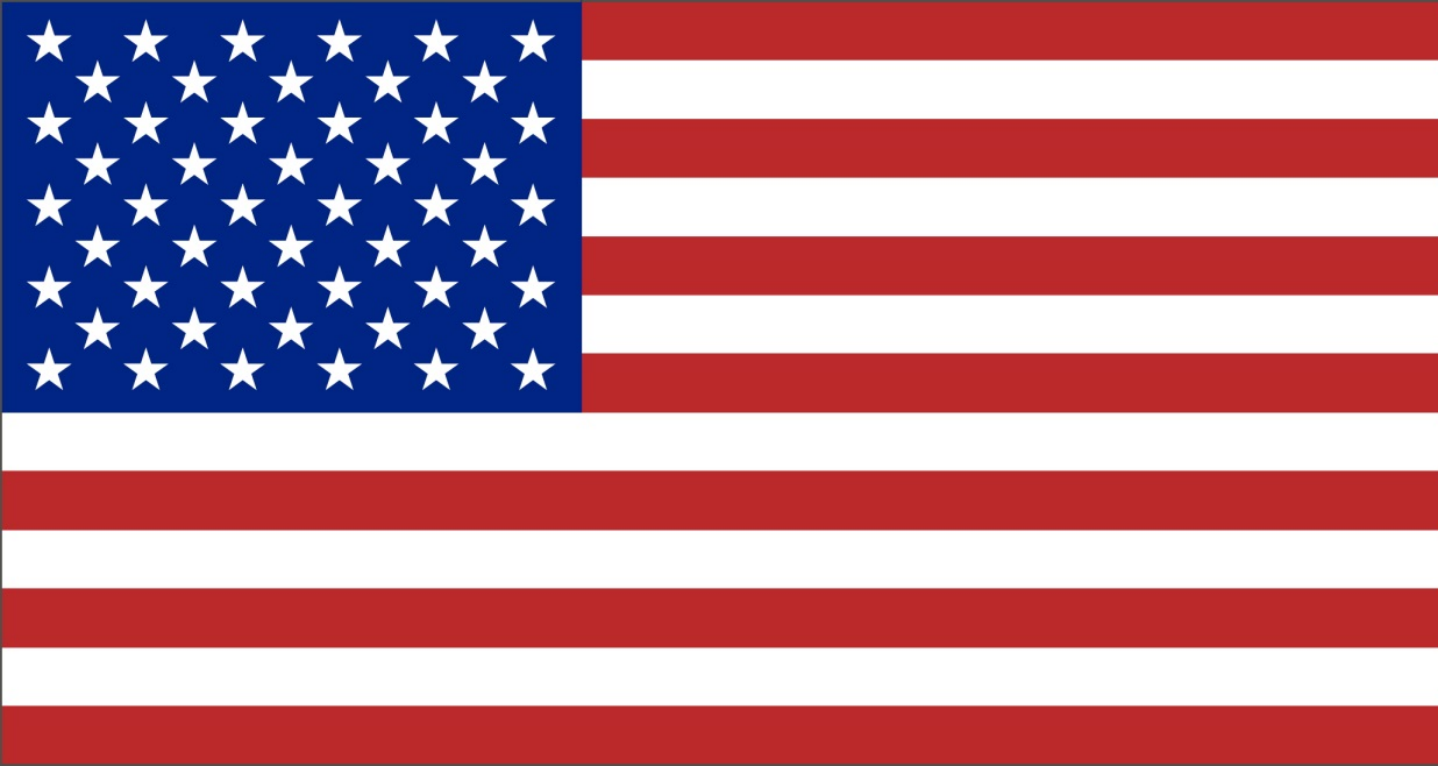
Resources



LinkedIn provides you with tips and examples for non-profits. Explore talent and branding resources for your CSO.

- Recruiting Tips
- Community Tips
- Volunteer posting examples
- Board Posting examples

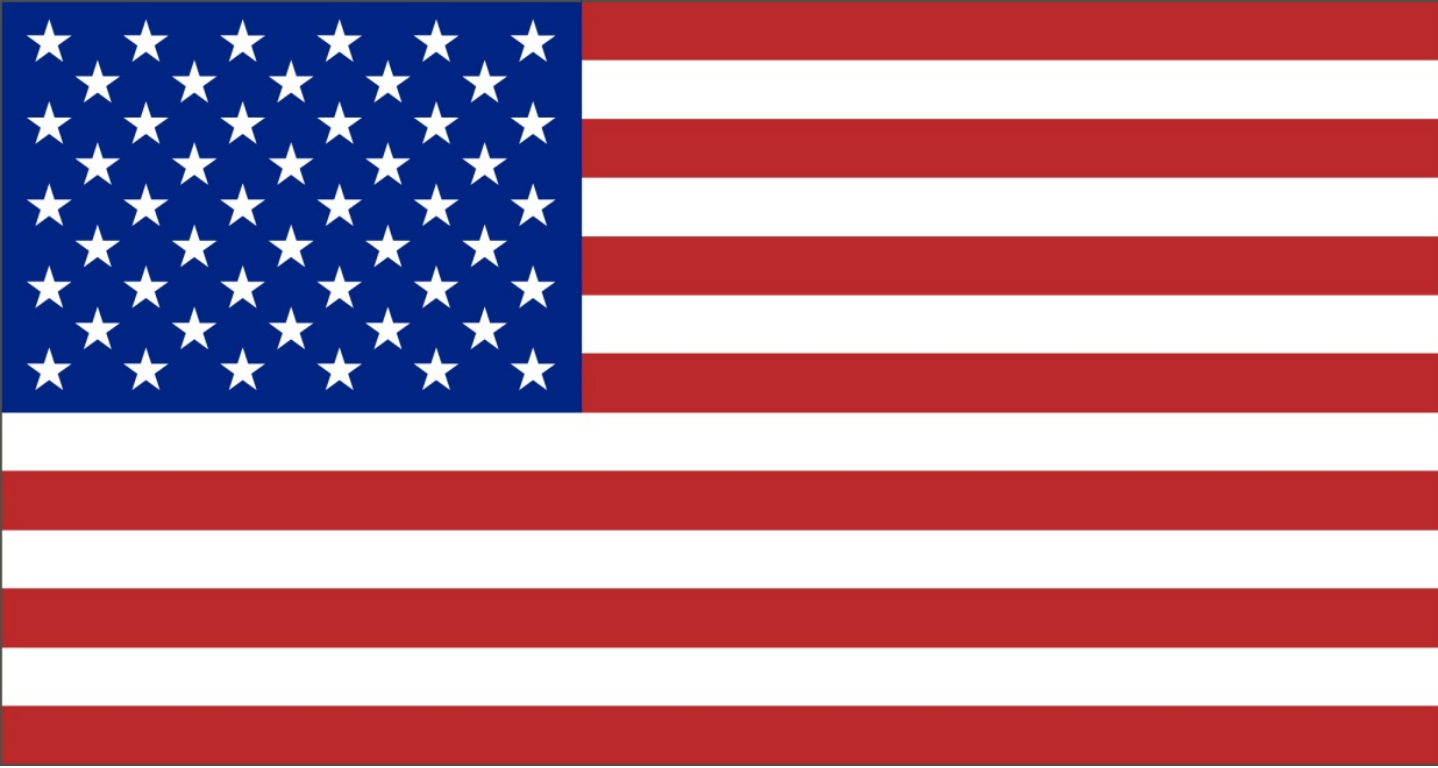
<https://nonprofit.linkedin.com/nonprofit-resources>



U.S.-Middle East Partnership Initiative



This project is funded through the U.S. Department of State, Bureau of Near Eastern Affairs, Office of the Middle East Partnership Initiative (MEPI). MEPI is a unique program designed to engage directly with and invest in the peoples of the Middle East and North Africa (MENA). MEPI works to create vibrant partnerships with citizens to foster the development of pluralistic, participatory, and prosperous societies throughout the MENA region.



U.S.-Middle East Partnership Initiative



MEPI partners with local, regional and international non-governmental organizations, the private sector, academic institutions, and governments. More information about MEPI can be found at: www.arabianpeninsula.mepi.state.gov.

“The opinions, findings and conclusions stated herein are those to the author[s] and do not necessarily reflect those of the United States Department of State.”

**Enhancing CSO National Dialogue
and Collaboration via Social
Media is a Project Funded
Through the Office of MEPI**

