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BoardSource Reinforces Advocacy as Essential Part of Board Leadership

Washington, D.C. – With the release of a new edition of its iconic resource, *Ten Basic Responsibilities of Nonprofit Boards*, BoardSource is formalizing the expectation that advocacy is an essential role for nonprofit board leaders.

“Solidifying the expectation that board members should be advocates and ambassadors for their missions in this fundamental resource is a huge step forward in our effort to raise awareness about the unique and powerful role of board advocacy,” says Anne Wallestad, president & CEO of BoardSource.

Widely considered to be the definitive resource on nonprofit board roles and responsibilities, “Ten Basics” was first released in 1988 and has sold more than 300,000 copies worldwide. This new edition updates and expands upon the expectations and recommendations within each of the ten responsibilities, with the most significant and notable changes reinforcing the active and engaged role that BoardSource encourages board members to play as advocates and ambassadors.

The revision of “Ten Basics” supports the Stand for Your Mission campaign (www.standforyourmission.org), which is educating board leaders about the power of board advocacy, and was launched by BoardSource last year in partnership with the Alliance for Justice, the Champion Foundation, the Forum of Regional Associations of Grantmakers, the John S. and James L. Knight Foundation, and the National Council of Nonprofits.

“We launched the Stand for Your Mission campaign because we understand that nonprofits cannot achieve our missions if we aren’t willing to engage decision-makers in thoughtful conversations about the impact that policy decisions have on our missions and our communities,” said Wallestad. “We need to unleash the power of nonprofit organizations to set priorities in partnership with government, and board leaders are absolutely central to the success of those efforts.”

“We celebrate the decision by BoardSource to clarify and elevate the expectation that board members must actively advance their nonprofits’ missions through everyday advocacy,” says Tim Delaney, president & CEO of the National Council of Nonprofits and an active leader in the Stand for Your Mission campaign. “Nonprofits are on the front lines of finding solutions to community problems, and board members are the right messengers to let policymakers know how decisions they make affect the work of nonprofits and the individuals and communities those nonprofits serve.”

“There are an estimated 20 million board members leading nonprofit organizations in the United States alone. If we tap into the tremendous power and influence available to us as a nonprofit sector, there is truly no limit to what we can accomplish for our missions,” says Wallestad.

BoardSource is the national leader in nonprofit board leadership, calling attention to the need for inspired and effective board leadership and providing resources and tools to help boards strengthen their performance. It engages a growing community of more than 100,000 leaders and works to promote and inspire board service as a powerful leadership role for those seeking to advance the public good.

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