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# Building Your Advisory Board

## Why, Who and How?

### Why It Matters

An advisory board gives your project strategic direction, credibility, and connections you can't build alone. As a fiscally sponsored project, Moore Impact holds legal and financial authority over your operations. Your advisory board fills a different role: it guides your mission, helps raise resources, and opens doors. Projects with engaged advisory boards tend to grow faster, attract more funding, and make better decisions.

### Who to Recruit

Aim for 3-7 members. Look for a mix of:

- **Subject-matter experts** who know your issue area deeply and can pressure-test your strategy
- **Connectors** with relationships to funders, partners, policymakers, or communities you serve
- **Operators** with experience running programs, managing budgets, or scaling organizations
- **Community voices** with lived experience relevant to your mission (this builds trust and keeps your work grounded)

### How to Recruit

1. **Define what you need.** Before you reach out, list the 2-3 skill gaps or network gaps your project has. Recruit to fill those gaps.
2. **Make a personal ask.** A direct, specific invitation works better than a mass email. Explain why you want *them* specifically.
3. **Be transparent about the commitment.** Share the MOU upfront so candidates know what's expected (meeting frequency, time commitment, ambassador role).
4. **Start small.** You don't need a full board on day one. Start with 2-3 strong advisors and grow intentionally.

5. **Set terms.** Agree on a term length (1-2 years is typical) so both sides have a natural check-in point.

### **What to Avoid**

- Recruiting people who want a title but won't do the work
- Boards that never meet, or meet without an agenda
- Confusing the advisory board's role with the fiscal sponsor's authority (Moore Impact retains all legal and financial governance)

### **Getting Started Checklist**

- ☐ Identify your skill/network gaps
- ☐ Draft a list of 5-10 potential advisors
- ☐ Reach out with a personal ask and share the MOU
- ☐ Share an overview of your Advisory Board with the FS Team
- ☐ Schedule your first meeting with a clear agenda
- ☐ Set a regular meeting cadence (quarterly is a good starting point)