

# Recruiting Foundation Governors & Directors from your parish

School governance is part of the mission of the church: helping Catholic schools to enable pupils to explore the wonder of God's love. It is important to have a mix of skills and experience on your Board of Governors or Directors; therefore, your recruitment process needs to be focussed, honest and engaging. Below are some tips and ideas from the Catholic Education Service on running an effective recruitment campaign in your local parishes.

**Targeting:** If your resources are limited, you will need to target them to area where they will be the most effective. These areas need to strike a balance between when demand is highest and the most active parishes.

**Getting the support of parish priests:** The best way of getting parishes on board is by getting the local priest involved in the campaign. Make sure you write or speak to him well in advance, explaining the drive to recruit more Foundation Governors, Directors or Representatives.

**Engaging existing Governors/Directors:** The best evangelists for joining the Board are those who are already on it. Do you have any who would be willing to speak publicly after Masses? Contact existing member of your board to ask if they are willing to help

**Organising an on the ground campaign:** Once you have people willing to speak you need to organise the on the ground campaign. This includes the logistics of getting the resources to the right parishes and utilising your network of speakers.

For your campaign you need the following items:

## Campaign Checklist

- ✓ Volunteers
- ✓ Five-minute speech for end of Mass
- ✓ Signup sheets (paper or online)
- ✓ Information, flyers/postcards/bookmarks
- ✓ Follow up email

Catching people as they are walking out of Mass is fraught with difficulties – here are 10 tips to help an after-Mass campaign run smoothly.

## Top 10 tips for running an effective campaign

1. If you would like to speak at the end of a Mass, remember to inform your parish priest at least a week before.
2. Keep the speech short. If you have been given a slot after Mass you will only have 3-5 minutes to hold the congregation's attention. There is a sample speech overleaf.
3. If there are more than one services at your church on a Sunday, try to cover them all.
4. Ask people to leave their name and email address and then follow up by sending more information about the school and the role of a governor.
5. It is important to follow COVID hygiene protocols, parishioners are already leaving their details for track and trace and similar procedures should be followed when collecting details from potential governors.
6. Don't forget to include a caveat on your signup form to keep yourself in line with GDPR
7. Follow up as soon as possible with an email.
8. If you don't get a response within a week follow up with a phone call.
9. You may not be able to offer a tour of the school for applicants, but could you use an online presentation or video that has been prepared for open evenings or staff interviews?
10. It is good practise for the Chair of Governors to meet with applicants to discuss their expectation of the role and the skills the applicant brings. This can be done via Zoom, Skype or other virtual platforms. If this isn't possible, a telephone interview can suffice.

Sample Speech for use at Mass or parish events:

Hello everyone. My name is *Jane Smith* and I'm here to talk to you today about why you should become a Foundation Director at *[Name of MAT]* / a Foundation Governor at *[Name of School]*.

Did you know the Church runs more than 2200 schools in England and Wales? That means roughly one in every ten schools is Catholic. The Catholic education system in is one of the church's biggest success stories nationally. We educate higher numbers of ethnic minorities in our schools, take in more from the poorest backgrounds and achieve higher than the national average in both SATS and GCSE results.

Now, it is your chance to take part in this success.

One of the ways which makes schools unique are their governance structures. All Catholic schools are accountable to the local Bishop and as such he has the authority to appoint Foundation Governors or Directors to uphold, maintain and develop the Catholic ethos of the Multi Academy Trust and schools within it / of the school.

While the Bishop has the authority to appoint these roles, he needs practicing Catholics like yourselves to volunteer to register their interest to ensure that Catholic schools have people in governance positions. As long as you are over 18 and are a practising Catholic you can apply.

Because we need a wide range of skills and experiences, people from all walks of life can bring different abilities and talents to the table. Everyone here has a set of skills and experiences that the Board of Directors/Governors will find useful.

Being a Foundation Director/Governor is a serious commitment, however, the demands on your time are extremely reasonable. We expect that most Foundation Directors/Governors will spend roughly 10 – 12 hours a month on their role. *[This is an average commitment, you can amend this for your school/MAT]*

If the prospect sounds a bit daunting, do not worry all foundations Governors/Directors have to start somewhere and free training is provided by your diocese. *[You may also like to mention other forms of school induction training or buddy systems your school/MAT may offer].*

If you are interested I will be standing at the back of Mass this morning with more information about what it means to be a Foundation Governor/Director and how you can register your interest in becoming one.

Thank you for your time.

### **Following up is VERY important**

Once you have the contact details of prospective volunteers you must act on it. Within 48 hours of receiving an interested party's email address, get in touch with them.

Make sure there is regular contact until you get a response from them. Managing this in an Excel spreadsheet is the most effective way of doing this. Once an application form has been received by NORES a reference is sought from the parish priest. Only once this has been received can an application be put forward for consideration. NORES advise this process should take around 6 weeks.

If your applicants have questions you cannot answer or would like any further information, please ask them to contact:

Debbie Main, Schools Officer: 01582 723312 or [main@nores.org.uk](mailto:main@nores.org.uk)



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