

CHATTAHOOCHEE NATIONAL PARK CONSERVANCY

Call for Board Members

Applicant FAQs



Connect. Support. Your River. Your Park.



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Partnership with the National Park Service

How does CNPC partner with the National Park Service?

CNPC operates in partnership with the National Park Service as the official nonprofit friends group and primary philanthropic partner of the Chattahoochee River National Recreation Area (CRNRA). This partnership is central to their shared vision for the future of the Park.

Although numerous nonprofits work within the CRNRA, CNPC is the only nonprofit solely dedicated to supporting and enhancing the CRNRA.

Key aspects of their collaborative operation include:

- ♦ **Strategic Alignment:** The partnership ensures that CNPC's efforts align with the CRNRA's mission. Annual planning is conducted collaboratively with CNPC and CRNRA leadership and follows the guidelines of National Park Service requirements of official partnerships.
- ♦ **Agile Support:** CNPC's capacity to act quickly, provide flexible funding, and address pressing needs serves as a model for effective nonprofit/NPS collaboration. While remaining an agile supporter, CNPC also balances long-term planning to enhance the park to be a flexible and adaptable partner.
- ♦ **Enhancing Park Resources:** Through this partnership, CNPC plays a vital role in enhancing critical park infrastructure, such as the CRNRA's trail systems, which are used by millions of visitors annually.
- ♦ **Awareness Building:** CNPC plays a key role in increasing public awareness of the national park through community engagement programs, strategic marketing and communications, and shared messaging efforts with CRNRA. This helps connect more people to the park and fosters a sense of stewardship within the communities who regularly use the park.
- ♦ **Long-Term Planning and Implementation:** CNPC is deeply committed to and actively involved in the implementation of the Comprehensive Trails Management Plan for the CRNRA. This includes leading fundraising efforts and contributing to the execution of trail system improvements, as exemplified by the Island Ford project.
- ♦ **Communication and Coordination:** The National Park Superintendent or their designee attends CNPC Board meetings, facilitating congruent updates on CNPC's work and maintaining open communication channels for strategic thought partnership.

What are the terms of service for board members? Are there term limits?

Board members are elected for two-year terms and may be reappointed to serve additional one- or two-year terms, if approved by the board.

CNPC Governance

What is the governance structure of CNPC and how does board service fit within this structure?

CNPC is a 501(c)(3) nonprofit organization. Board service involves contributing to the strategic direction, ensuring financial health, providing fiduciary oversight, and overseeing the mission of CNPC. Board members govern CNPC directly.

Board Composition

What is the current composition of the Board?

As of July 1, 2025, the CNPC Board includes 11 voting members. Board members identify across various professional backgrounds, community affiliations, and lived experiences. Most board members are based in the Metro Atlanta region. Board members bring leadership experience across nonprofit, corporate, and government sectors. CNPC is committed to building a board that reflects the diverse communities it serves.

What perspectives, backgrounds, or experiences are priorities to add to the board through this search?

Priority areas of expertise or experience for this search include fundraising, finance, corporate and philanthropic connections, government relations, and lived experience relevant to the mission. CNPC values culturally competent leadership and seeks personal experiences, talents, and points of view that reflect the audiences/communities it serves and strengthen its ability to guide the organization into the future. Ideal candidates will demonstrate a deep connection to communities along the Chattahoochee River. The board additionally looks to strengthen engagement in the Northern river regions, including Roswell, Johns Creek, Buford, and Sugar Hill.

How large is the board currently, and what is the anticipated target size after this search?

Currently, the CNPC Board consists of 11 voting board members. CNPC seeks to add 4 board members through this search. The board size will be no less than 9 and no more than 15 board members.

Board Meetings, Time Commitment, and Logistics

What is the board meeting schedule and typical location?

Board meetings are held every other month, with an annual meeting/board retreat in December. Board members should attend all board meetings, which are scheduled at the beginning of the year. They should also prepare by reviewing the board packet and preparing for discussions. If unable to attend, members should try to attend by phone, or review materials, communicate questions/suggestions, and review minutes before the next meeting.

What is the expected annual time commitment for serving on the board?

The expected annual time commitment for serving on the board is an average of six to ten hours per month for board meetings, committee meetings, and preparation. Board members are encouraged to attend key CNPC events and engage in community ambassadorship. Committee chairs and those in other leadership roles can expect additional time commitments.

Is there a virtual participation option for meetings?

Hybrid participation options, such as attending board meetings remotely via video conference, are occasionally available. However, in-person attendance is expected whenever possible to promote collegiality and foster meaningful discussions. Committee meetings are often held virtually to better accommodate busy work and life schedules.

What is the geographic distribution of the current board? Are candidates from outside Atlanta encouraged to apply?

While CNPC's roots and headquarters are in Metro Atlanta, board membership is not limited to this area. They welcome individuals with strong local ties as well as those from outside the primary region who can bring valuable national or diverse geographic insight to their work. Applicants from across the country and region with meaningful connections to Metro Atlanta and the River are encouraged to apply.

Committees

How much of the board's work is done through committees? What is the typical committee expectation?

We plan to carry out a substantial amount of the board's work through committees. Each board member is typically expected to serve on one or two committees based on their interests, expertise, and the organization's needs. Committees delve deeply into specific areas such as finance, governance, fundraising, audit, and strategic planning, and make recommendations to the full board. Committees generally meet bi-monthly, or as needed, often virtually, and are well supported by CNPC staff leadership. Each new member is expected to join a committee within three months of joining. Many members join more than one committee, and attending committee meetings and doing substantive work within them is expected. Each board member is expected to serve on at least one committee.

What committees are there currently?

Standing committees per the Bylaws include:

- ♦ Executive (developing overall strategy, overseeing financial transactions, discussing personnel issues)
- ♦ Nominating (President may not serve, Park Superintendent or designee may serve as a nonvoting member)
- ♦ Governance
- ♦ Finance
- ♦ Audit
- ♦ Human Resources

Additionally, there are currently emerging committees addressing:

- ♦ Fundraising & Events
- ♦ Capital Projects
- ♦ Volunteers
- ♦ Government Relations

Organizational Strategy

What are the key strategic priorities or initiatives that new board members will be supporting?

New board members will play a crucial role in guiding CNPC's efforts to grow its impact, innovate its programs/services, ensure long-term financial sustainability, deepen community engagement, and enhance visibility. Current key strategic priorities include:

- ♦ **Enhance the park experience.** Ensure the park remains a vibrant and well-cared-for space that nurtures moments of connection and enjoyment and meets the evolving needs of our community.
- ♦ **Build and deepen community connections.** Invest in meaningful community connections to instill a sense of localized ownership and pride at each park unit and an understanding of how the river and the land that surrounds it connect us all.
- ♦ **Expand resources.** Prioritize our financial growth and foster meaningful connections within Metro Atlanta.
- ♦ **Develop organizational capacity.** Strategically build our team, empower our staff to drive organizational success, enhance our governance excellence, and invest in our partnership with CRNRA.
- ♦ **Strengthen awareness and visibility.** Engage with residents and park users to elevate the park as a cherished community asset and cultivate a robust presence for the park throughout Atlanta.

To learn more about our strategic plan, visit chattahoocheeparks.org/strategic-plan.

Is this board search tied to any major new initiatives or upcoming organizational shifts?

This board search is part of CNPC's regular governance cycle to ensure a strong pipeline of leadership, bringing in fresh perspectives and diverse expertise to support its ongoing strategic objectives. Recognizing the evolving landscape, CNPC is proactively seeking new board members who bring experience in areas like business model innovation, public policy, and philanthropic trends to help navigate these changes and thrive in the future.

Financial Contributions and Fundraising Expectations

What is the expected annual philanthropic contribution for the Board of Board members?

Board members are expected to make CNPC one of their top philanthropic priorities during their board service. Board members are asked to lead by example through personal giving at a level that is personally significant to them and demonstrates their commitment to the mission. While there is no mandated specific minimum dollar amount, a contribution that reflects commitment and capacity to give is encouraged, and this can be discussed with candidates.

What percentage of the board participates in annual giving?

CNPC aims to have 100% participation in annual giving from its board each year.

What are the fundraising expectations for board members beyond personal giving?

In addition to personal giving, board members are expected to actively support CNPC's broader fundraising and resource development efforts. This ambassadorship role can include:

- ✦ Serving as passionate advocates for the mission within their networks and communities.
- ✦ Helping to identify and cultivate potential individual, corporate, or foundation donors.
- ✦ Making strategic introductions to potential supporters or partners.
- ✦ Participating in fundraising events (e.g., attending, inviting guests, hosting).
- ✦ Thanking donors and stewarding relationships.
- ✦ Actively participating in capital campaigns or special fundraising initiatives.

Eligibility and Prior Experience

Is prior nonprofit board service required?

No. Prior nonprofit board experience is not required, though it can be beneficial. CNPC values a diverse range of experiences and welcomes applicants who bring relevant skills, fresh perspectives, and a genuine passion for our mission, whether or not they have previously served on a nonprofit board. We provide a comprehensive orientation and ongoing support for all new members.

Application Process

How do I apply for a board position?

Interested candidates are invited to complete the online application form available at potrerogroup.com/cnpcboard. In your application, please indicate if you are interested in board service, a specific committee role, or if you are open to being considered for either.

What is the timeline for the board selection process?

The anticipated timeline for this search is as follows:

- ✦ **August 25, 2025:** Deadline to submit applications for priority consideration.
- ✦ **Early September 2025:** First-round interviews will be conducted via video conference with Potrero Group. These interviews will be approximately 45–60 minutes.
- ✦ **Late October/Early November 2025:** Final-round interviews will be held in person at CNPC headquarters in Atlanta, Georgia with board leadership and the Executive Board members.
- ✦ **November 2025:** The Governance Committee will make recommendations to the full Board.
- ✦ **December 2025:** New board members are expected to be formally elected and confirmed and begin their service early 2026.

What does the interview process entail?

The interview process typically involves:

- ✦ **Initial Review:** Applications are reviewed by the Search Committee and Potrero Group.
- ✦ **First-Round Interview:** This is an opportunity to learn about your background, skills, passion for the mission, and interest in CNPC, and for you to ask initial questions. It is usually a 45–60 minute conversation conducted via video conference with a search consultant.
- ✦ **Final-Round Interview:** Candidates advancing to this stage will meet with board leadership and the Executive Director. This stage allows for a deeper exploration of your potential contributions, strategic alignment, and for you to engage more broadly with leadership.

If I apply for the board, will I also be considered for a non-voting committee role?

Yes. The application form will allow you to indicate your specific interests to serve on the board or a committee. Our primary goal is to find the best alignment between candidates' skills and interests and the organization's needs across all leadership opportunities. If you express interest primarily in board service, but we believe your profile could be a very strong match for a committee, we may discuss this possibility with you.

Who can I contact if I have further questions?

For further questions about board service or the application process, please contact:

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