



# Annual Member Meeting

November 29<sup>th</sup>, 2017

# Today's Agenda

- ✓ Call to Order
- ✓ Welcome and Introductions
- ✓ Opening Remarks from President
- ✓ 2018 Board of Directors
- ✓ Committee Reports
- ✓ Invitation to Engage
- ✓ Bylaw Revisions
- ✓ Open Forum/ Q & A
- ✓ News & Upcoming Events
- ✓ Meeting Adjournment



## Meeting's Hosts



Jason Frenzel, CVA  
AL!VE President



Dana Litwin, CVA  
AL!VE President Elect

## The Why Who and How of AL!VE

### **Mission:**

AL!VE serves to enhance and sustain the spirit of volunteering by fostering collaboration and networking, promoting professional development, and providing advocacy for leaders in community engagement.

### **Vision:**

The essential professional resource and advocate for those who engage, motivate, and celebrate volunteers and their vital contributions to our society.



CELEBRATING  
10  
Years

## Current Board of Directors

- ✓ Jason Frenzel, CVA - President
- ✓ Dana Litwin, CVA - President Elect
- ✓ Brian Probst, CVA - Treasurer
- ✓ Beth Whitmire, CVA - Acting Secretary / Past President
- ✓ Emilie Bromet Brauer, CVA - VP of Programs & Advocacy
- ✓ Jared McCannell, CVA - VP of Membership
- ✓ Megan Vixie, CVA - VP of Marketing
- ✓ Karmit Bulman

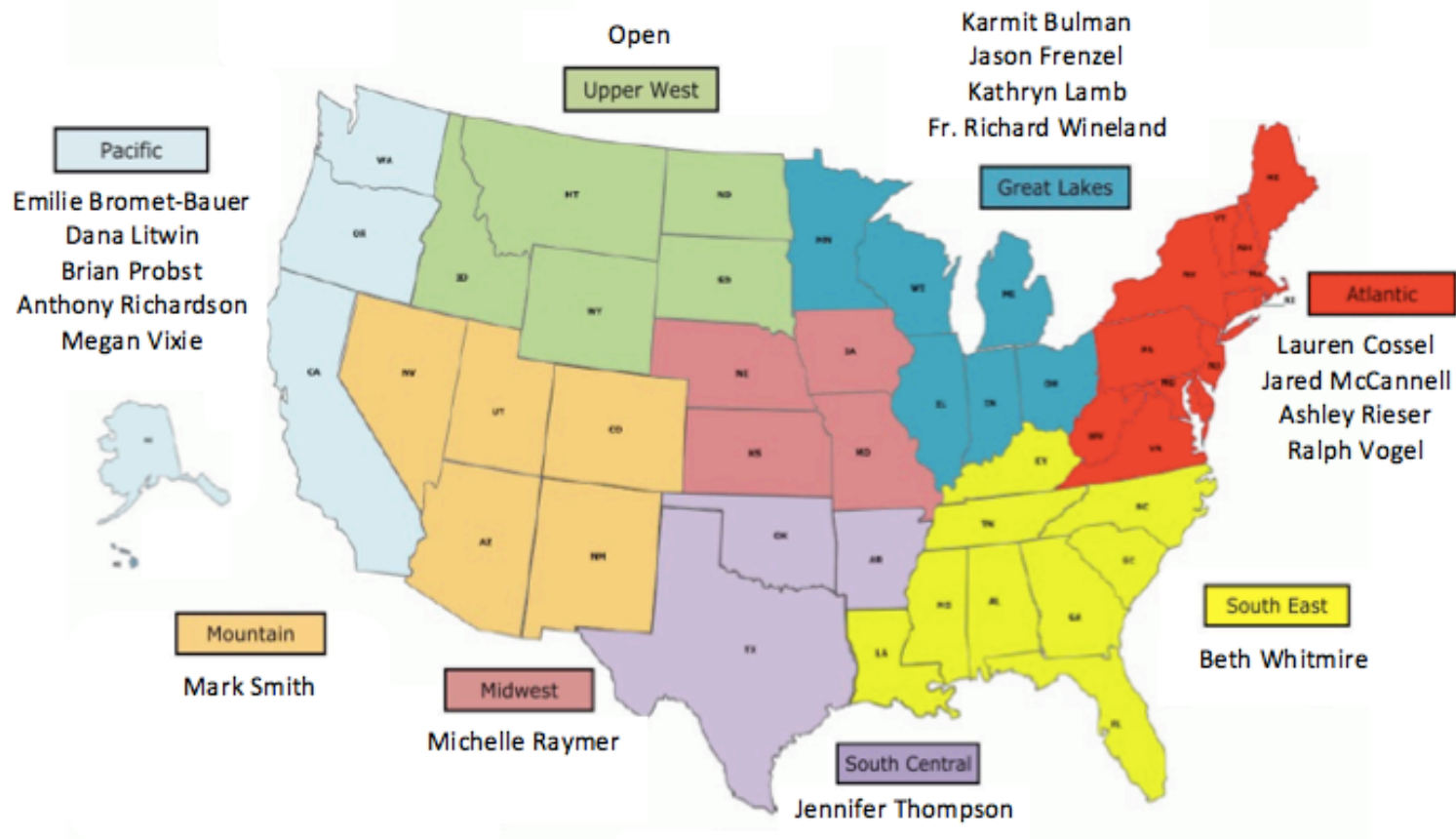
## Newly-Elected Board of Directors

- ✓ Lauren Cossel
- ✓ Kathryn Lamb
- ✓ Michelle Raymer
- ✓ Anthony Richardson
- ✓ Ashley Rieser, CVA
- ✓ Mark Smith, CVA
- ✓ Jennifer Thompson, CVA
- ✓ Ralph Vogel
- ✓ Fr. Richard Wineland

**APPROVED**



# Regional Map



# Updates: 2017 National Summit

Post conference strategy session: ALIVE committed to exploration of five areas of possible national interest and we are applying for post-grant funds to continue the momentum from the summit.

1. Structure/Task Force - This group will work together over the next three months to help develop a coalition that will officially move this effort forward (Dana Litwin)
2. Communications
3. Next Gathering (Jason Frenzel)
4. Research (Sarah Jane Rehnborg)
5. Clear National Vision



# Updates: Treasurer's Report

## 2017 Accomplishments:

- ▶ Established new financial procedures and formats for budget
- ▶ Fundraising campaign Spring 2017
- ▶ Added AL!VE to Amazon Smile, Paypal Giving

# Updates: Treasurer's Report

## 2018 Goals and Objectives:

- ▶ Develop finance committee and train new Treasurer
- ▶ Fundraising campaign 2018
- ▶ Work on sponsorships with our partners
- ▶ Explore other areas for grants, sponsorships
- ▶ Added ALIVE to Amazon Smile, Paypal Giving
- ▶ 2018 Budget will be finalized in December due to developing funding and will be more robust than 2017, allowing us to bring more member services, advocacy and presence in the field

# Updates: Membership

## ALIVE Partnerships



- 2017 Hybrid Conference with VMPC
- 38 remote location in the US and Canada with over 500 attendees



- Member discounts on CVA certification
- Shared outreach events



- Donation of volunteer management software to qualifying ALIVE members



- Training resources
- ALIVE member discounts



- ALIVE Academy webinar in November (writing for the profession)
- Shared promotional materials for International Volunteer Managers Day



- Training, resources and ALIVE member discounts
- Blog post (September 2017)

# Updates: Membership

## 2017 Accomplishments

- ▶ Partnership with America's Service Commission
- ▶ Establishment of Membership Committee
- ▶ Expanded membership categories
- ▶ New member calls
- ▶ Revamped new member webinar
- ▶ 95 new members in 2017 to date



# Updates: Membership

## 2018 Goals & Objectives

- ▶ Upgrade Members Only section on website
- ▶ Increase membership and retention
- ▶ Support for local Volunteer Professional Networks
- ▶ Review of member benefits and creation of more collaboration/conversation between members
- ▶ Committee members welcome!
  - ▶ New member & renewing member calls & contacts
  - ▶ Representing ALIVE at local, state, or regional events

# Updates: Programs & Advocacy

## 2017 Accomplishments

- ▶ AL!VE Academy webinars
- ▶ Take the Leap | Embrace Change Conference
- ▶ Participation and collaboration in research and advocacy



# Updates: Programs & Advocacy

## 2018 Goals & Objectives

- ▶ AL!VE Academy and partner webinars
- ▶ Communities of Practice
- ▶ Take the Leap | Embrace Change Conference
- ▶ Resource pages
- ▶ Advocacy
- ▶ Support for local Volunteer Professional Networks

# Updates: Programs & Advocacy

Reminder:



**Volunteer Management Progress  
Report Survey Closes on  
November 30**

Go to: <https://volpro.net>



# Updates: Marketing

## 2017 Accomplishments

- ▶ Increased presence on social media (1,000+ followers)
- ▶ Recurring newsletter and e-blasts
- ▶ Website improvements
- ▶ Take the Leap marketing toolkit
- ▶ Development of volunteer manager coloring book
- ▶ Increased presence at local events

# Updates: Marketing

## 2018 Goals & Objectives

- ▶ Establish Marketing Committee roles and assignments
- ▶ Finalize coloring book concept and marketing strategy for sales
- ▶ Redesign website pages and navigation menu
- ▶ Grow presence on Linked In
- ▶ Create marketing and communication strategy for work resulting out of professional working groups

# Invitation to Engage

## Committees

- **Marketing**
  - Social media, website, marketing materials, newsletters, etc.
- **Membership**
  - Onboarding, orientation, member benefits, member experience
- **Programs & Advocacy**
  - Resource pages, legislation research, writing articles, leading Communities of Practice

## Professional Working Groups

- 2018 Summit
- National Alliance collaboration
- Vision for the industry
- Communication
- Research-Practitioner
- Volunteer Professional Network support

A special Thank You



ALIVE Association  
Manager  
Gretchen Jordan

# Bylaw Revisions & Vote

Location:	Proposed Changes:
Article II	Bylaws to reflect revised membership categories. Voting rights deleted as rights are addressed in Article II, Section 5.
Article V, Section 1	The board shall have a minimum of 11 board members.
Article V, Section 8	Revised for clarification purposes. Added membership is given a chance to self-nominate
Article VII, Section 1	Clarification on Executive Director or appointed designee role.

Added Bylaw amended date to certification statement: These Bylaws were approved at a meeting of the board of directors by a two-thirds majority vote on November 26, 2007 and bylaws amended on December 7, 2010.



## News & Upcoming Events

### AL!VE Member Welcome Webinar

January 12th, 2018

11am PST / 2pm EST

Register at [www.volunteeralive.org](http://www.volunteeralive.org)

### Hybrid Conference

October 23<sup>rd</sup> and 24<sup>th</sup>, 2018

Registration opens 1st Quarter

### AL!VE Fundraising Efforts:

- ▶ Make a donation
- ▶ Amazon Smile
- ▶ eBay for Charity





**alive**<sup>TM</sup>  
ASSOCIATION OF LEADERS IN VOLUNTEER ENGAGEMENT

[www.volunteeralive.org](http://www.volunteeralive.org)