



alive™

ASSOCIATION OF LEADERS IN VOLUNTEER ENGAGEMENT

Annual
Member Meeting

November 18th, 2020

Today's Agenda

Call to Order

Welcome and Introductions

Opening Remarks from President

2021 Board of Directors

Committee Reports

Invitation to Engage

Open Forum/ Q & A

News & Upcoming Events

Meeting Adjournment



Meeting's Hosts



Megan Vixie, CVA
AL!VE President



Michelle Raymer, 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.



Strategic Plan

Road Map for 2020 - 2024

- ↑ Involvement
- ↑ Membership
- ↑ Financials
- ↑ Programming & Advocacy
- ✗ No increase to membership dues



Your 2021 Board of Directors

Executive Committee

Megan Vixie, CVA- President
Michelle Raymer, CVA- President Elect
Sean Devereaux- Treasurer
Mark Smith, CVA - Secretary
Cairn Reisch, CVA - VP of Membership
Paula Allen, CVA - VP of Programs & Advocacy
TBD - VP of Marketing



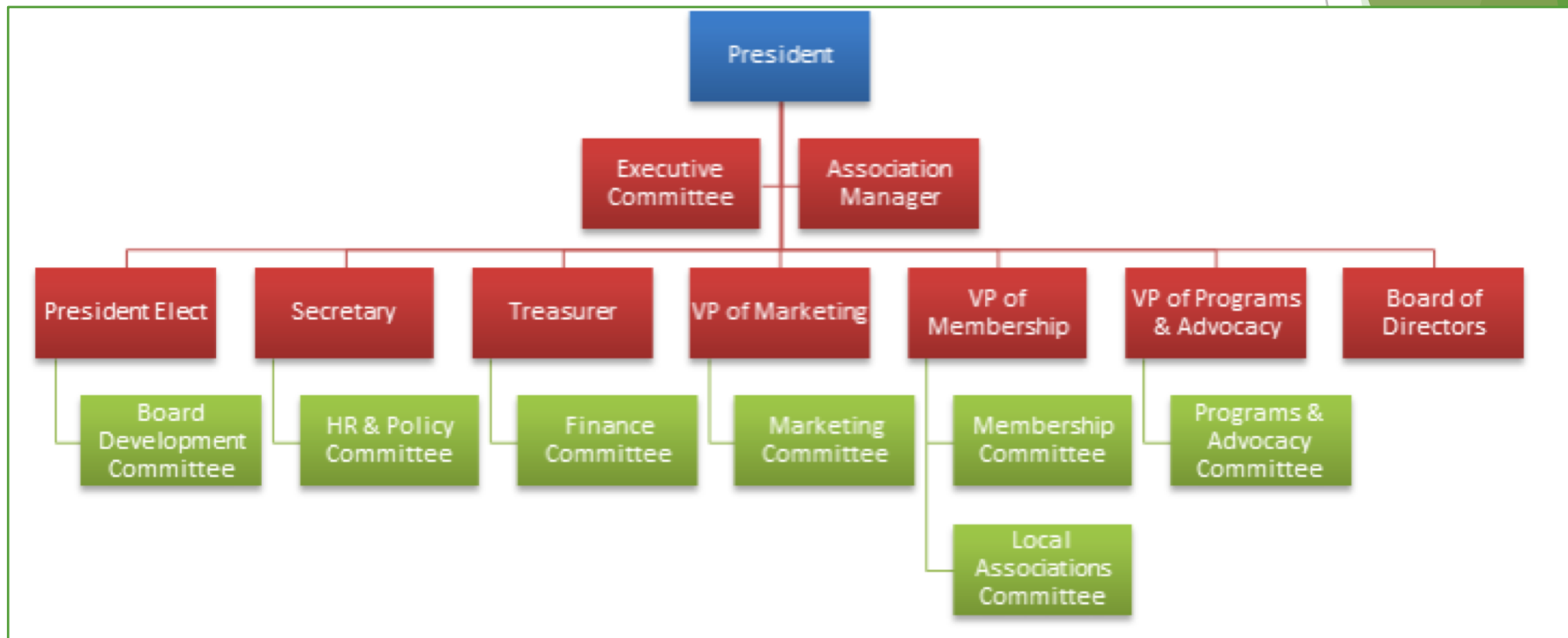
Board Members at Large

Crystal Bell *New!*
Christi Brown, CVA *New!*
Kelli Crawford
Allyson Drinnon
Andrea Hill, CVA *New!*
Alana Knoppow, *New!*
Michael Mulhern, CVA *New!*
Kayla Paulson, CVA
Ashley Ramsdell, CVA
Nicole Smith *New!*
Jennifer Thompson, CVA
Arletha Walker, CVA *New!*

Regional Map



Association Structure



Committee Members

Board Development

- Michelle Raymer
- Paula Allen
- Kelli Crawford
- Ashley Ramsdell
- Faiza Venzant
- Megan Vixie

HR & Policy

- Mark Smith
- Wendy McClure
- Michelle Raymer
- Brent Sturm
- Megan Vixie
- Hannah Weier

Finance

- Sean Devereaux
- Michelle Raymer
- Megan Vixie

Marketing

- Audrey Kidwell
- Rebecca Hand
- Adrienne Polumbo
- Megan Vixie

Membership

- Cairn Reisch
- Naomi Demarest
- Dana Litwin
- Anne Owens
- Corina Sadler
- Local Associations Sub-Committee
- Mark Smith
- Jenn Forristal
- Jennifer Thompson

Programs & Advocacy

- Paula Allen
- Emilie Bromet Bauer
- Trudi Campbell
- Kelli Crawford
- Bonnie Davis
- Allyson Drinnon
- Ben Fertig
- Meagan Patterson
- Ashley Ramsdell
- Nicole Smith
- Cathy Thoma
- Jennifer Thompson
- Rebeccah Verhoff-Kiss
- Angela Williamson

thank you

**Members have donated more than
1,000 hours of volunteer time!**

Leadership Development & Staffing Report

2020 Accomplishments

- Streamlined process for succession planning for executive positions*
- Evaluated organizational structure to ensure it serves current and future needs*
- Association Manager to serve on volunteer engagement planning committee for Points of Light Conference*

2021 Goals

- Formalize board buddies structure and create more social interaction for board engagement*
- Create engagement strategy for exiting board members*
- Identify reports in ALIVE's archives that should also be on the Members Only website page (e.g., committee work, budgets) for further transparency to members*

**Connected to strategic planning goal*

Leadership Development & Staffing Report

2020 Membership Survey Results

Skills or resources needed to address systemic Diversity, Equity, Accessibility, and Inclusion (DEAI) issues within your organization /What AL!VE can do nationally to help lead the charge for our industry?

- Host trainings that provide tactical tools to address DEAI at an organization (19)
- Share resources from other organizations (3)
 - Sample DEAI policies
 - Verbiage for volunteer orientation and handbooks
 - Case studies on how to involve volunteers with diverse backgrounds or abilities
- Provide a list of recommended consultants/speakers (2)
- Evaluate AL!VE Board and Leadership to have a more diverse voice (2)
- How to influence your organization's leadership to accept DEAI issues to begin addressing them (2)
- Diversifying the profession

Secretary's Report

2020 Accomplishments

- Established HR & Policy Committee and conducted policy review, including advocacy statement*
- Created volunteer position descriptions and set up website page for volunteer opportunities*
- Set up tracking mechanism for volunteer hours*

2021 Goals

- Create engagement strategy for exiting board members*
- Create review schedule for HR policies and procedures
- Identify project-based opportunities for members to be involved (e.g., blog posts, marketing roles)*
- Finalize Partner/Sponsor MOU for future partnerships/sponsors*
- Review current partnerships and discounts under new structure*

**Connected to strategic planning goal*

Treasurer's Report

2020 Accomplishments

- Updated all financial policies*
- Formalized MOU and financial procedures as a fiscal agent*
- Streamlined financial reporting process to board*

2021 Goals

- Analyze any risk to cyber security to protect ALIVE's financials*
- Explore potential grant funding and apply to 2022 budget*
 - Enhanced member benefits (e.g., website and member platform overhaul, start up capital for local associations)*
 - Continuation of Diversity & Inclusion efforts
 - Annual report design*

**Connected to strategic planning goal*

Treasurer's Report

INCOME In Dollars	2020 Budget	2020 Actual (YTD)	2021 Budget	Budget to Budget Variance
Donations (Board & General)	\$700	\$473	\$1,010	\$310
Partnerships, grants & sponsorships	\$5,700	\$2,149	\$4,600	(\$1,100)
Webinars	\$100	\$72	\$300	\$200
Memberships (Individual/Orgs)	\$13,500	\$11,835	\$15,875	\$2,375
Memberships (Local Associations)	\$2,500	\$4,337	\$4,125	\$1,625
Hybrid Conference	\$12,000	\$11,702	\$12,000	\$0
Administrative Fees	\$8,000	\$12,660	\$5,000	(\$3,000)
TOTAL	\$42,175	\$43,228	\$42,910	\$735

Treasurer's Report

EXPENSES	2020 Budget	2020 Actual (YTD)	2021 Budget	Budget Variance
Executive (insurance, postage, memberships, misc.)	\$3,930	\$1,556	\$2,626	\$1,304
Finance (bank fees, expenses)	\$150	\$725	\$150	\$0
HR (Contractor fees)	\$16,500	\$12,972	\$18,000	(\$1,500)
Marketing (advertising, booths, member event, supplies/displays)	\$5,950	\$500	\$6,700	(\$750)
Membership (postage, printing, website hosting, misc.)	\$350	\$0	\$340	\$10
Programs (conference speakers, awards)	\$9,500	\$9,742	\$8,200	\$1,300
Technology (website, webinar host)	\$2,920	\$2,206	\$4,000	(\$1,080)
TOTAL	\$39,300	\$27,701	\$40,016	(\$716)

Treasurer's Report

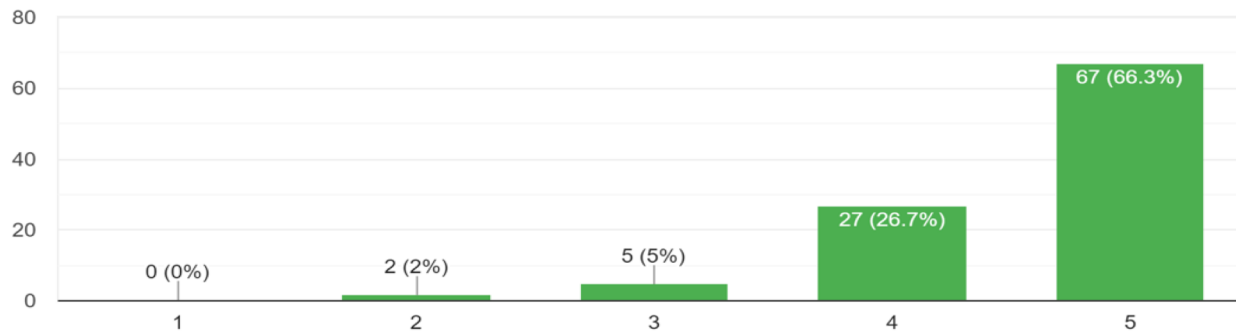
2021 BUDGET	AMOUNT
TOTAL INCOME	\$42,910
TOTAL EXPENSES	\$40,016
Variance	\$2,894

Current cash on hand (as of 11/15/20) = **\$25,264**

Membership Report

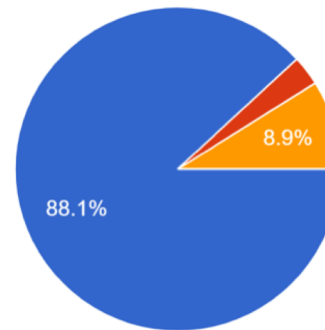
2020 Membership Survey Results

How likely are you to recommend the Association of Leaders in Volunteer Engagement to a friend or colleague?



Are you likely to renew your membership?

- Yes
- No
- Undecided



Survey completed September 2020; 101 responses

Membership Report

2020 Membership Survey Results

Benefit	Participated in past 12 months	Rank which benefits are most important to you.			
	Yes	Very Important	Important	Not at All Important	No Opinion
AL!VE Academy	68 (67.3%)	66 (65.3%)	26 (25.7%)	0 (0%)	9 (8.9%)
Resource Library/ Calendar	61 (60.4%)	49 (48.5%)	42 (41.5%)	0 (0%)	10 (9.9%)
Hybrid Conference	27 (26.7%)	40 (39.6%)	38 (37.6%)	7 (6.9%)	16 (15.8%)
Partner Discounts	19 (18.8%)	21 (19.8%)	43 (42.5%)	14 (13.8%)	23 (22.7%)
IJOVA	32 (31.6%)	20 (19.8%)	40 (39.6%)	7 (6.9%)	34 (33.6%)
Communities of Practice	27 (26.7%)	32 (31.6%)	42 (41.5%)	5 (4.9%)	22 (21.7%)
Member Skill Database	18 (17.8%)	16 (15.8%)	43 (42.5%)	5 (4.9%)	37 (36.6%)

Survey completed September 2020; 101 responses

Membership Report

2020 Accomplishments

- Hit membership target
 - 164 vs. goal of 125
 - 24% increase over last year
- Offered grace period for those experiencing financial constraints due to COVID-19
- Hosted virtual social during Points of Light Conference and implemented quarterly socials
- Celebrated members who received CVA certification*

2021 Goals

- Launch “Membership Tips” to help members navigate the website
- Develop Recruitment Campaigns
- Continue and improve upon New Member Webinars, Quarterly Socials, New Member Calls and CVA outreach
- Develop strategy to reconnect with past members
- Establish scholarship program*

**Connected to strategic planning goal*

Membership Report- Local Associations

2020 Accomplishments

- Hit Local Association target of 5 new associations
- Launched Local Association National Directory*
- Hosted 1st Annual Local Association Summit with 32 organizations attending*

2021 Goals

- Recruit additional members for Local Associations Committee
- Review and enhance benefits to local associations based on feedback*
- Create speakers list from past ALIVE events for local associations to utilize*
- Refresh Local Associations Handbook and Mentorship Program

**Connected to strategic planning goal*

Programs & Advocacy Report

2020 Membership Survey Results

What could or should ALIVE be doing to advance the volunteer engagement sector?

- Strengthen and build relationships with other organizations in the nonprofit space (5)
- Advocacy (3)
- More resources to use on a daily basis (training, graphics, engagement ideas, etc.) (3)
- DEAI education & tools (2)
- Continue to highlight meaningful ways volunteers contribute to the missions of organizations they serve (2)
- Formal recognition of profession by the Department of Labor
- Elevating the profession to encourage members to think at a higher strategic level

What would you like to see ALIVE do around advocacy?

- Information on how to advocate for yourself as a professional (3)
- Take stances on policies and offer opportunity for members to support critical legislative initiatives (3)
- Inform members about potential impact in our programs to empower us to advocate at local, state, and national level for our programs (2)
- Partner with organizations for better visibility of volunteer engagement needs (2)
- Continue to work on validating the need for funding to be invested in volunteer engagement (2)
- I loved what ALIVE did to support the CORPS Act, and the VCLA changes. More of that

Survey completed September 2020; 101 responses

Programs & Advocacy Report

2020 Accomplishments

- Hosted 13 ALIVE Academies
 - Offered legislative advocacy webinar in partnership with ASC*
- Facilitated Communities of Practice (COPs), launching 3 new COPs (healthcare, arts, transportation)
- Launched Emerging Leaders Mentor Program with 12 matches
- Received more than 50 submissions for Impact Awards



- 29 host sites with 700+ participants
- Recruited intern to research advocacy issues, trends, etc.*

2021 Goals

- Launch Job Transitions COP and CVA Study Group
- Launch next round of Mentor Program
- Feature Impact Award Winners via website & social media*
- Offer DEAL webinars quarterly
- Utilize LinkedIn Group for featured blogs
- Review/update ALIVE's standards of practice*
- Explore VEP job classification with DOL
- Feature committee members on website

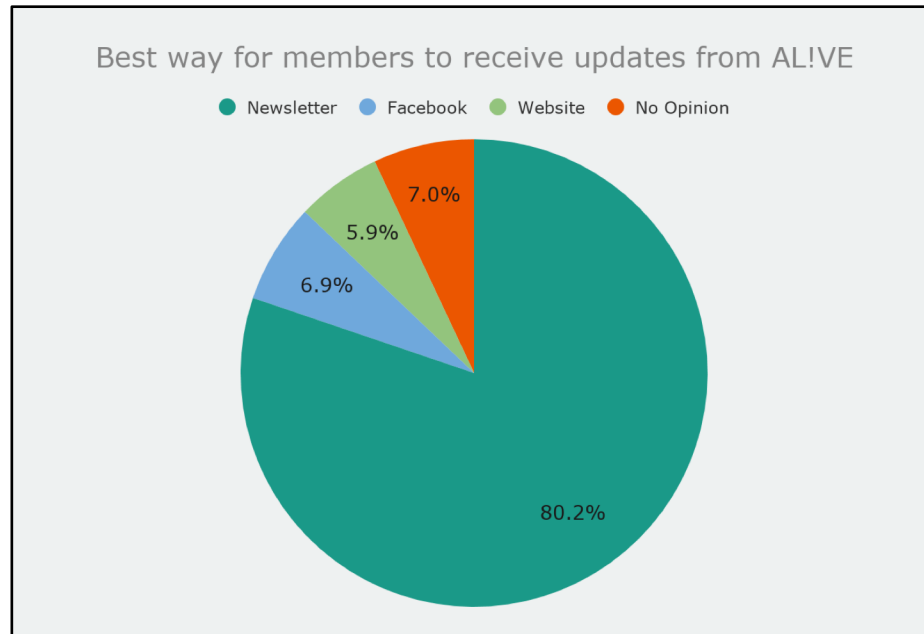
SAVE THE DATE: 2021 Hybrid Conference
Diversity, Equity, & Inclusion: Real Impact
for the Real World
October 19th and 20th, 2021

**Connected to strategic planning goal*

Marketing Report

2020 Membership Survey Results

- 87.1% believe ALIVE's official communication channels keeps them well informed
- 87.1% read all of the monthly ALIVE newsletter
- 63.4% visit the ALIVE website at least once a month (10.9% visits weekly)



Survey completed September 2020; 101 responses

Marketing Report



ENGAGEMENT NUMBERS



200+



1000+



2500+



1800 +



4100+

Marketing Report

2020 Accomplishments

- Moved newsletter delivery from bi-monthly to monthly
- Rebooted Marketing Committee and sourced new members
- Increased exposure to Impact Awards and Hybrid Conference*
- Designed AL!VE Zoom background for members to utilize
- Implemented Member Monday on social media to highlight members
- Continually post on website's newsfeed and also include content in monthly newsletter






2021 Goals

- Recruit additional members to Marketing Committee
- Refresh templates for e-blasts, newsletters, PowerPoints, flyers, etc.
- Create annual marketing strategy to highlight all of AL!VE's offerings
- Host member social at Points of Light Conference

**Connected to strategic planning goal*

Partnerships

AL!VE PARTNERS

	<ul style="list-style-type: none"> • AL!VE serves as fiscal sponsor 	 <ul style="list-style-type: none"> • Hybrid Conference • Impact Award Sponsor
	<ul style="list-style-type: none"> • <u>10% member discount</u> on certification fees • Partner webinars 	 <ul style="list-style-type: none"> • Volunteer Insurance Service- checklists on risk/safety • Partner webinars
	<ul style="list-style-type: none"> • Current and past journal issues available • Partner webinars 	 <ul style="list-style-type: none"> • Partner Webinars

Alliance Update

AL!VE continues to work with the National Alliance for Volunteer Engagement (www.allianceforengagement.org)

2020 Accomplishments

-

2021 Goals

thank
YOU
...SO...
much



ALIVE Association Manager
Gretchen Jordan

Invitation to Engage

Finance

- Review financials, ensure compliance with procedures, etc.

HR & Policy

- Review policies; create new policies needed; ensure process for compliance
- Develop additional tools and processes for ALIVE's volunteer engagement
- Ensure volunteer hours are submitted; analyze donated time for annual report

Marketing

- Assist with social media, website enhancement, outreach, etc.
- Write content for the newsletter (spotlights on members, partners, benefits, etc.)

Membership

- Conduct new member calls and webinars, develop additional member benefits and materials, etc.
- Mentor a local association; develop more resources for local associations

Programs & Advocacy

- Present to your peers at an ALIVE Academy
- Facilitate a Community of Practice or mentor program
- Serve as a mentor in the Emerging Leaders Mentor Program
- Research and recommend advocacy opportunities for ALIVE and its members

Complete a Volunteer Application!

Interested in a committee? Or have a new idea to share or way to be involved?

Fill out an application:

www.volunteeralive.org/getinvolved



Ways to Donate

AL!VE Fundraising Efforts


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

Learn more at:

www.volunteeralive.org/donate

**This holiday, make a
difference while you shop**

Shop for holiday gifts and
supplies at smile.amazon.com
and Amazon donates

You shop. Amazon donates.




SAVE THE DATE:

December

ALIVE Member Social
12/1 @ 6pm E

ALIVE Academy:
Modern Trends in Volunteer
Engagement
12/4 @ 2:30 E

New Member Webinar
12/14 @ 2pm E

January

ALIVE Academy:
Diversity & Inclusion
1/22 @ 1pm E

BONUS ALIVE Academy:
Building a Compelling Case
for Your Volunteer Program
1/13 @ 1pm E

Upcoming COP's:
Job Transition 1/6
Transportation 1/6
Healthcare 1/14
Rural Communities 1/19
Cultural Arts 1/28

February/ March

ALIVE Academy:
Advocacy
February TBD

ALIVE Academy:
Navigating Difficult
Situations
3/3 @ 1pm E

Register at www.volunteeralive.org

Announcements



VolunteerProSM

Come for the content. Stay for the community.

Volunteer Management Progress Report

Survey closes Wednesday,
November 25th!

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



Information Session on Obtaining Your CVA

Friday, November 20th
2:30pm EST

Register at: <https://cvacert.org>



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www.volunteeralive.org