Annual Member Meeting
November 30th, 2021
Today’s Agenda

- Call to Order
- Welcome and Introductions
- Opening Remarks from President Elect
- 2022 Board of Directors
- Committee Reports
- Invitation to Engage
- Questions & Open Forum
- News & Upcoming Events
- Meeting Adjournment
Meeting’s Hosts

Michelle Raymer, CVA
AL!VE President

Kayla Paulson, 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
Your 2022 Board of Directors

**Executive Committee**
- Megan Vixie, CVA - Past President
- Michelle Raymer, CVA - President
- Kayla Paulson, CVA - President Elect
- Christi Brown, CVA - Treasurer
- Arletha Walker, CVA - Secretary
- Crystal Bell - VP of Membership
- Cathy Thoma, CVA *New!* - VP of Programs & Advocacy
- Michael Mulhern, CVA - VP of Marketing

**Board Members at Large**
- Kelli Crawford
- Andrea Hill, CVA
- Alana Knoppow
- Darlene Laird, CVA *New!*
- Alicia Morris Campbell, CVA *New!*
- Jordanya Reeves *New!*
- Allison Schwartz *New!*
- Nicole Smith, CVA
- Karen Stolt, CVA *New!*
- Jennifer Thompson, CVA
Regional Map

Pacific
- Michael Mulhern
- Megan Vixie

Upper West
- Alana Knoppow
- Alicia Campbell
- Arletha Walker
- Cathy Thoma
- Crystal Bell

Great Lakes
- Allison Schwartz
- Christi Brown
- Karen Stolt

Mountain
- Kayla Paulson
- Michelle Raymer

South Central
- Jennifer Thompson
- Jordanya Reeves

Midwest
- Andrea Hill
- Darlene Laird
- Kelli Crawford
- Nicole Smith

Atlantic
- South East
Association Structure
### 2021 Committee Members

<table>
<thead>
<tr>
<th>Board Development</th>
<th>HR &amp; Policy</th>
<th>Finance</th>
<th>Marketing</th>
<th>Membership</th>
<th>Programs &amp; Advocacy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Michelle Raymer</td>
<td>Mark Smith</td>
<td>Sean Devereaux</td>
<td>Adrienne Polumbo</td>
<td>Cairn Reisch</td>
<td>Paula Allen</td>
</tr>
<tr>
<td>Kayla Paulson</td>
<td>Wendy McClure</td>
<td>Michelle Raymer</td>
<td>Alana Knoppow</td>
<td>Naomi Demarest</td>
<td>Emilie Bromet Bauer</td>
</tr>
<tr>
<td>Kelli Crawford</td>
<td>Michelle Raymer</td>
<td>Brent Sturm</td>
<td>Audrey Kidwell</td>
<td>Dana Litwin</td>
<td>Trudi Campbell</td>
</tr>
<tr>
<td>Allyson Drinnon</td>
<td>Arletha Walker</td>
<td>Megan Vixie</td>
<td>Mandy Caruso-Yahne</td>
<td>Anne Owens</td>
<td>Kelli Crawford</td>
</tr>
<tr>
<td>Arletha Walker</td>
<td>Faiza Venzant</td>
<td>Christi Brown</td>
<td>Megan Vixie</td>
<td>Corina Sadler</td>
<td>Bonnie Davis</td>
</tr>
<tr>
<td>Faiza Venzant</td>
<td>Megan Vixie</td>
<td></td>
<td>Michael Mulhearn</td>
<td>Karlene Kuhn</td>
<td>Allyson Drinnon</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Rebecca Hand</td>
<td>Darlene Laird</td>
<td>Meagan Patterson</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Yvonne Dunphe</td>
<td>Karen Henry</td>
<td>Ashley Ramsdell</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Nicole Smith</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Cathy Thoma</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Jennifer Thompson</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Thompson Verhoff-Kiss</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Angela Williamson</td>
</tr>
</tbody>
</table>

---

**thank you**

Members have donated more than 1,600 hours of volunteer time!
Leadership Development & Staffing Report

2021 Accomplishments

- Enhanced onboarding process for new members*
- Formalized board buddies structure and create more social interaction for board engagement*
- Evaluated organizational structure to ensure it serves current and future needs*

2022 Goals

- Implement engagement strategy for exiting board members*
- Enhance new Board Member Checklist*
- Provide professional development opportunities for board members*
- Continue to strengthen succession planning for board recruitment and future sustainability*
- Developing systems to regularly assess opportunities to strategically engage volunteers

*Connected to strategic planning goal
# Secretary’s Report

## 2021 Accomplishments
- Updated all volunteer job descriptions and EC job descriptions
- Identified project-based opportunities for members to be involved (e.g., database work, marketing roles)*
- Finalized Partner/Sponsor MOU for future partnerships and sponsors*
- Collaborated onboarding of new volunteers with Association Manager

## 2022 Goals
- Move onboarding documents to electronic signature option*
- Develop recognition component for volunteers
- Onboard new Secretary
- Launch satisfaction survey to volunteers
- Add committee members
- Review current partnerships and discounts under new structure*

*Connected to strategic planning goal
Treasurer’s Report

2021 Accomplishments

- Developed new procedures for financial oversight*
- Monthly meetings for finance team

2022 Goals

- Analyze any risk to cyber security to protect AL!VE’s financials*
- Explore potential grant funding and apply to 2023 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

<table>
<thead>
<tr>
<th>INCOME In Dollars</th>
<th>2021 Budget</th>
<th>2021 Actual (YTD)</th>
<th>2022 Budget</th>
<th>Budget to Budget Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Donations (Board &amp; General)</td>
<td>$710</td>
<td>$813</td>
<td>$710</td>
<td>$197</td>
</tr>
<tr>
<td>Partnerships, grants &amp; sponsorships</td>
<td>$4,600</td>
<td>$2,944</td>
<td>$4,600</td>
<td>($1,656)</td>
</tr>
<tr>
<td>Webinars</td>
<td>$300</td>
<td>$212</td>
<td>$300</td>
<td>($88)</td>
</tr>
<tr>
<td>Memberships (Individual/Orgs)</td>
<td>$15,875</td>
<td>$13,269</td>
<td>$17,912</td>
<td>($2,606)</td>
</tr>
<tr>
<td>Memberships (Local Associations)</td>
<td>$4,125</td>
<td>$3,263</td>
<td>$4,125</td>
<td>($863)</td>
</tr>
<tr>
<td>Hybrid Conference</td>
<td>$12,000</td>
<td>$3,469</td>
<td>$7,500</td>
<td>($8,531)</td>
</tr>
<tr>
<td>Administrative Fees</td>
<td>$5,000</td>
<td>$5,000</td>
<td>$5,000</td>
<td>$0</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$42,910</strong></td>
<td><strong>$28,790</strong></td>
<td><strong>$40,147</strong></td>
<td><strong>($13,940)</strong></td>
</tr>
</tbody>
</table>
# Treasurer’s Report

<table>
<thead>
<tr>
<th>EXPENSES</th>
<th>2021 Budget</th>
<th>2021 Actual (YTD)</th>
<th>2022 Budget</th>
<th>Budget Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Executive (insurance, postage, memberships, misc.)</strong></td>
<td>$2,626</td>
<td>$290</td>
<td>$5,392</td>
<td>$2,336</td>
</tr>
<tr>
<td><strong>Finance (bank fees, expenses)</strong></td>
<td>$150</td>
<td>$150</td>
<td>$150</td>
<td>$0</td>
</tr>
<tr>
<td><strong>HR (Contractor fees)</strong></td>
<td>$18,000</td>
<td>$13,300</td>
<td>$20,500</td>
<td>$4,500</td>
</tr>
<tr>
<td><strong>Marketing (advertising, booths, member event, supplies/displays)</strong></td>
<td>$6,700</td>
<td>$4,115</td>
<td>$6,000</td>
<td>$2,585</td>
</tr>
<tr>
<td><strong>Membership (postage, printing, website hosting, misc.)</strong></td>
<td>$340</td>
<td>$125</td>
<td>$100</td>
<td>$215</td>
</tr>
<tr>
<td><strong>Programs (conference speakers, awards)</strong></td>
<td>$8,200</td>
<td>$2,322</td>
<td>$3,500</td>
<td>$5,878</td>
</tr>
<tr>
<td><strong>Technology (website, webinar host)</strong></td>
<td>$4,000</td>
<td>$2,615</td>
<td>$4,485</td>
<td>($1,385)</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>$40,016</td>
<td>$25,979</td>
<td>$40,127</td>
<td>$14,037</td>
</tr>
<tr>
<td>2021 BUDGET</td>
<td>AMOUNT</td>
<td>TOTAL INCOME</td>
<td>TOTAL EXPENSES</td>
<td>Variance</td>
</tr>
<tr>
<td>--------------</td>
<td>--------</td>
<td>--------------</td>
<td>----------------</td>
<td>----------</td>
</tr>
<tr>
<td></td>
<td>$28,790</td>
<td>$25,979</td>
<td>$2,811</td>
<td></td>
</tr>
</tbody>
</table>

Current cash on hand (as of 11/29/21) = $30,758.42
Membership Report - 2021 Survey Results

Survey participants continue to be pleased...

- 4.7 out of 5 for likely to recommend AL!VE
- 98% likely to renew membership
  - 1 person responded no and 3 undecided
- 96% say value matches fee
  - 1 said no and added comments that we don’t charge enough
Participated in a variety of benefits/services
Membership Report - 2021 Survey Results

Consider the benefit/service important or very important

- ALIVE Academy: 98%
- Community of Practice: 96%
- Library & Calendar: 98%
- Mentor Program: 93%
- Hybrid Conference: 96%
- Skill Database: 87%
- Impact Award: 81%
- LIJVA: 88%
- Discounts: 79%
### Membership Report

#### 2021 Accomplishments

- Hit membership target: 630 members in 2021
- Implemented email welcome campaign for new members
- Hosted virtual social during Points of Light Conference and continued quarterly socials
- Celebrated members who received CVA certification*
- Launch “Membership Tips” to help members navigate the website

#### 2022 Goals

- Recruit additional skilled volunteers to join Membership Committee
- Pilot recruitment partnerships with national entities
- Make membership accessible through a scholarship/hardship offering*
- Reconnect with lapsed members*

*Connected to strategic planning goal
Membership Report - Local Associations

2021 Accomplishments

- Hit Local Association target of 5 new associations
- Added an additional committee member
- Offered quarterly educational sessions including one that was presented at the Points of Light Conference*
- Hosted 2nd Annual Local Association Summit with 35 organizations attending; surveyed organizations on greatest need.*

2022 Goals

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

*Connected to strategic planning goal
Members are asking for continued professional development opportunities
Programs & Advocacy Report - 2021 Survey Results

Communities of Practice and Topics to Explore

- DOVIA/Associations CoP
- Talent Development
- Diversity
  - Diversifying Volunteer Pools
- Outreach & Engagement
- Interns, Practicums & Work Study
- Grants
- Boundary Setting
- Skills-based & Pro-bono
- Moves Management (Vols <-> Dons)
- National & Remote Vol. Management
- Volunteer Management Software

- COVID Effects & Future
- Innovation
- Virtual Volunteerism
- Strategic Leadership
- Buy-in from Partners
- Staff as Vol. Mgrs.
- Evaluation, Impact & Outcomes
- Wage & Compensation Survey
- Newbies CoP
- Unions
2021 Accomplishments

- Hosted 11 monthly AL!VE Academies
  - Offered three bonus webinars on communication, virtual programs, and mental health
- Facilitated 42 Communities of Practice (COPs), launching 8 new COPs and the CVA study group
- Continued Emerging Leaders Mentor Program in Spring and Fall
- Recognized leaders in the field with the 2021 Impact Awards
  - ![Volunteer Management Hybrid Conference](image)
- 41 host sites with 850+ participants

2022 Goals

- Continue strong COP’s and launch new COP’s
- Launch next 2 rounds of Mentor Program
- Feature Impact Award Winners via website & social media*
- Offer more DEAI training, as requested after the Hybrid Conference this year
- Offer new training in the Academy
- Review/update AL!VE’s standards of practice*
- Continue to plan for VEP job classification with DOL

SAVE THE DATE: 2022 Hybrid Conference
Topic TBA Jan 2022
October 18th and 19th, 2022

*Connected to strategic planning goal
Programs & Advocacy Report

VOLUNTEER MANAGEMENT HYBRID CONFERENCE
DIVERSITY, EQUITY, AND INCLUSION:
Real Impact for the Real World

41 remote locations across US & Canada
850+ attendees

SAVE THE DATE:
2022 Volunteer Management Hybrid Conference
Topic TBA Jan 2022

October 18th and 19th, 2022
Marketing Report - 2021 Survey Results

Survey participants feel they are getting the content they need...

- **4.3 out of 5 when asked how well AL!VE keeps them informed**
  - 28 rated 5 out of 5
  - 15 rated 4 out of 5
  - 8 rated 3 out of 5
  - 2 rated 2 out of 5

- **Newsletter is the favorite way to get updates (46 out of 56)**
  - 56% read it all
  - 25% more than half

- **80% visit website at least once a month**
Marketing Report

ENGAGEMENT NUMBERS

- Instagram: 400+
- Email: 1000+
- Facebook: 2800+
- Twitter: 2900 +
- LinkedIn: 4400+
# Marketing Report

## 2021 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

## 2022 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
DEAI Ad-hoc Committee Report

2021 Accomplishments

- Published website resource page with DEAI focused resources
- Offered free access to DEAI AL!VE Academy sessions
- Created DEAI statement and hashtag #lovolsforJEDI
- Updated Board recruitment process to remove access barriers and encourage diverse applicants
- Developed Committee action steps to integrate DEAI in all board work
- Developed a resource to share best practices with local associations on Board diversification
- Committed to opening each board meeting by sharing a DEAI resource or reflection

2022 Goals

- Amplify BIPOC & LGBTQIA+ voices in AL!VE events and newsletter
- Implement action steps for each committee
- Identify opportunities to collaborate with local associations and national partners
- Explore consultant support to broaden DEAI communication and educational initiatives
- Invite membership to share ideas
## Partnerships

### AL!VE PARTNERS

<table>
<thead>
<tr>
<th>AL!VE serves as fiscal sponsor</th>
<th>Hybrid Conference</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Impact Award Sponsor</td>
</tr>
</tbody>
</table>

| 10% member discount on certification fees | Current and past journal issues available |
| Partner webinars                        | Partner webinars |

---

This table outlines the various partnerships AL!VE has established, including AL!VE's role as a fiscal sponsor and the benefits AL!VE offers its partners.
### Alliance Update

AL!VE continues to work with the National Alliance for Volunteer Engagement ([all4engagement.org](http://all4engagement.org))

<table>
<thead>
<tr>
<th>2021 Accomplishments</th>
<th>2022 Goals</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Significant year for laying future groundwork</td>
<td>• National surveys of funders and nonprofit leaders in collaboration with The Leighty Foundation, Lodestar Foundation, Volunteer Match and UJA Federation of New York.</td>
</tr>
<tr>
<td>• Created 2-page handouts for funders, organizational leaders and VEPs</td>
<td>• Redesigning website and launching social media</td>
</tr>
<tr>
<td>• Began developing case studies illustrating the power of strategic volunteer engagement</td>
<td>• Compiling research and materials</td>
</tr>
<tr>
<td>• Presented at MN Council on Foundations, Iowa Nonprofit Summit, Points of Light</td>
<td>• Strategic outreach to reach funders and leaders and cultivating champions</td>
</tr>
</tbody>
</table>
thank you so much

AL!VE Association Manager
Gretchen Jordan
Invitation to Engage

<table>
<thead>
<tr>
<th>Category</th>
<th>Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Finance</td>
<td>• Review financials, ensure compliance</td>
</tr>
<tr>
<td>HR &amp; Policy</td>
<td>• Review &amp; create new policies; ensure process for compliance</td>
</tr>
<tr>
<td></td>
<td>• Audit &amp; develop tools and processes for AL!VE’s volunteer engagement</td>
</tr>
<tr>
<td></td>
<td>• Ensure volunteer hours are submitted; analyze donated time for annual report</td>
</tr>
<tr>
<td>Marketing</td>
<td>• Assist with social media, website enhancement, outreach, etc.</td>
</tr>
<tr>
<td></td>
<td>• Write content for the newsletter (spotlights on members, partners, benefits, etc.)</td>
</tr>
<tr>
<td>Membership</td>
<td>• Conduct new member calls and webinars</td>
</tr>
<tr>
<td></td>
<td>• Develop additional member benefits and materials, etc.</td>
</tr>
<tr>
<td></td>
<td>• Mentor a local associations &amp; develop more additional resources</td>
</tr>
<tr>
<td>Programs &amp; Advocacy</td>
<td>• Present at an AL!VE Academy</td>
</tr>
<tr>
<td></td>
<td>• Facilitate a Community of Practice</td>
</tr>
<tr>
<td></td>
<td>• Serve as a mentor</td>
</tr>
<tr>
<td></td>
<td>• Research &amp; recommend advocacy opps.</td>
</tr>
</tbody>
</table>

Complete a Volunteer Application!

Interested in a committee, have an idea to share, or a new idea for involvement?

Fill out an application: [volunteeralive.org/getinvolved](http://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.

amazon smile
SAVE THE DATE:

December

ALIVE Member Social
12/9 @ 6pm E

ALIVE Academy:
Creating Transformative Volunteer Experiences for Corporate Partners
12/1 @ 2:00 E

New Member Webinar
12/2 @ 1 pm E

January

ALIVE Academy:
Professional Development
1/26 @ 2 pm E

Upcoming COP’s:
Food Banks Jan 4
Transportation Jan 5
Capacity Building Jan 7
Healthcare Jan 13

Early Childhood Jan 17
Rural Communities Jan 18
Parks & Rec Jan 20
Emergency Mgmt. Jan 27

*CVA Study Group TBA*

February/ March

ALIVE Academy:
February TBD

Local Associations Professional Development Session
TBD

Register at www.volunteeralive.org
Announcements

Information Session on Obtaining Your CVA

December 15th
2:30pm EST
Register at: https://cvacert.org