



ASSOCIATION OF LEADERS IN VOLUNTEER ENGAGEMENT

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
ALIVE President



Kayla Paulson, CVA
ALIVE 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

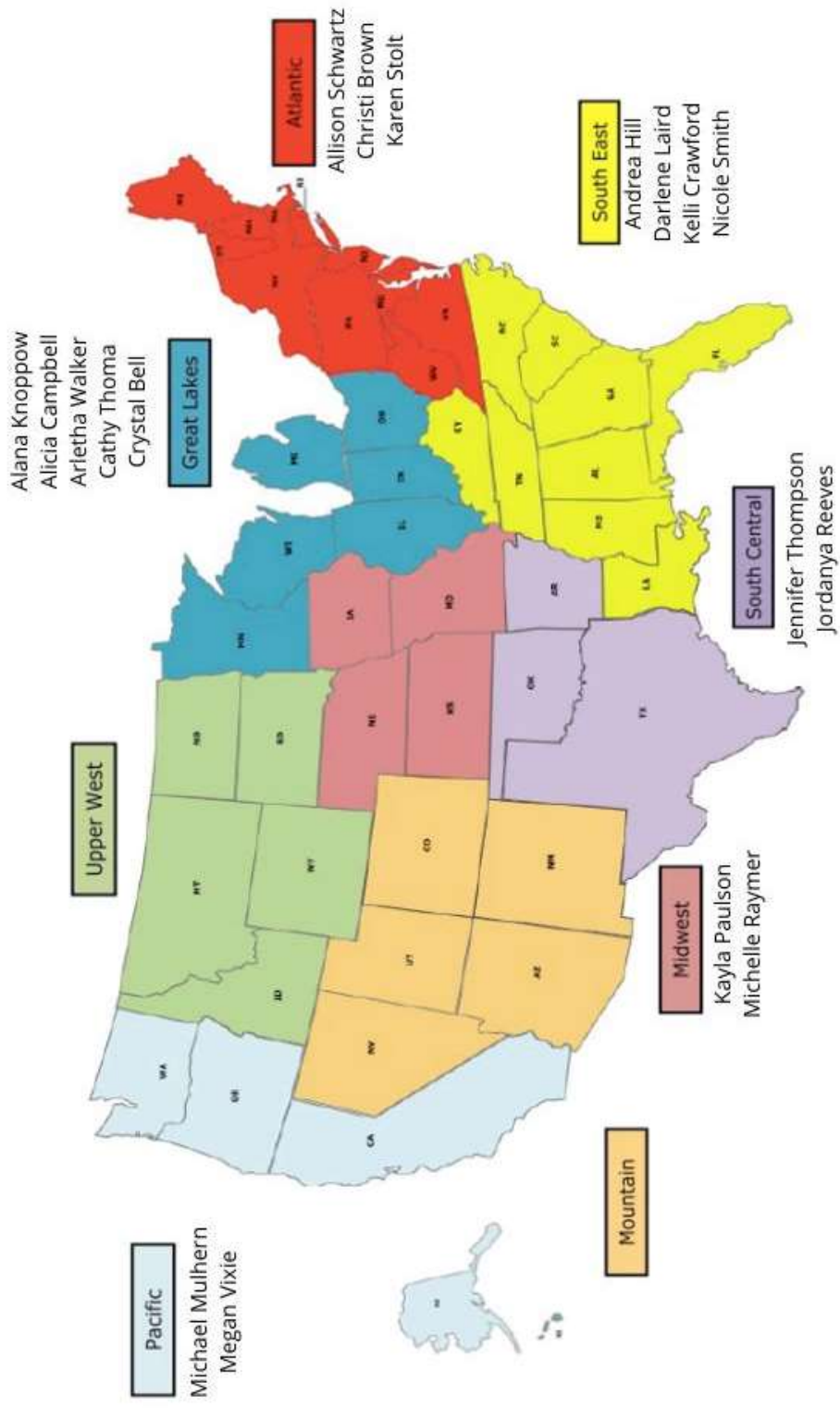
- ✓ Megan Vixie, CVA- Past President
- ✓ Michelle Raymer, CVA- President
- ✓ Kayla Paulson, CVA- President Elect
- ✓ Christi Brown, CVA- Treasurer
- ✓ Arletha Walker, CVA - Secretary
- ✓ Crystal Bell - VP of Membership
- ✓ Cathy Thoma, CVA **New!**- VP of Programs & Advocacy
- ✓ Michael Mulhern, CVA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



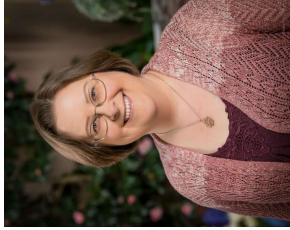
Regional Map



Special Thanks to...



Allyson Drinnon



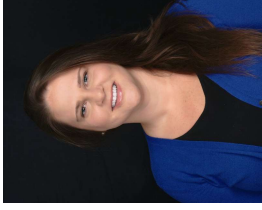
Paula Allen



Ashley Ramsdell



Sean Devereux



Audrey Kidwell



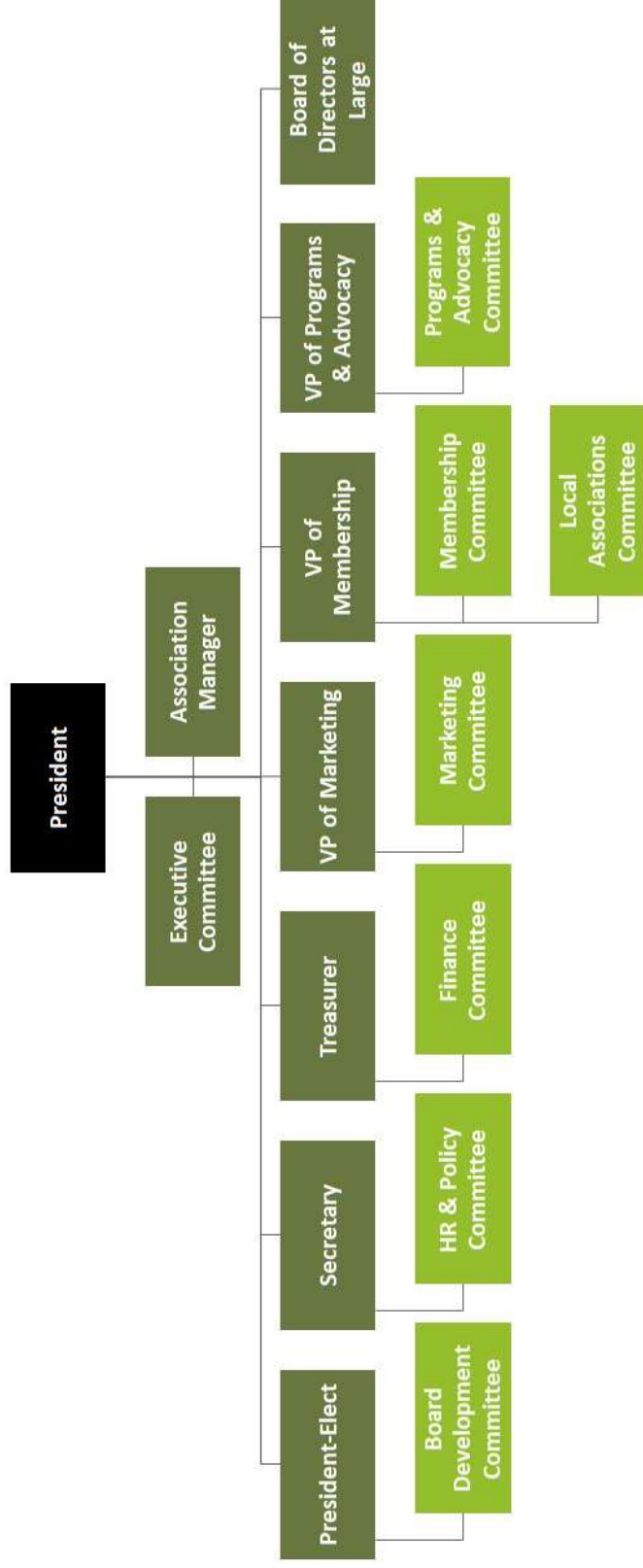
Cairn Reisch



Mark Smith

Thank You!

Association Structure



2021 Committee Members

Board Development	HR & Policy	Finance
• Michelle Raymer • Kayla Paulson • Kelli Crawford • Allyson Drinnon • Arletha Walker • Faiza Venzant • Megan Vixie	• Mark Smith • Wendy McClure • Michelle Raymer • Brent Sturm • Arletha Walker	• Sean Devereaux • Michelle Raymer • Megan Vixie • Christi Brown

thank you

**Members have donated more than
1,600 hours of volunteer time!**

Marketing
• Adrienne Polumbo • Alana Knoppow • Audrey Kidwell • Mandy Caruso-Yahne • Megan Vixie • Michael Mulhearn • Rebecca Hand • Yvonne Dunphe

Membership
• Cairn Reisch • Naomi Demarest • Dana Litwin • Anne Owens • Corina Sadler • Karlene Kuhn • Darlene Laird • Karen Henry Local Associations Sub-Committee • Mark Smith • Gretchen Jordan • Jenn Forristal • Jennifer Thompson • Mary Lynn Perry • Jerry Pannozzo • Christi J. Brown

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

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 ALIVE'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

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

Treasurer's Report

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

Treasurer's Report

2021 BUDGET	AMOUNT
TOTAL INCOME	\$28,790
TOTAL EXPENSES	\$25,979
Variance	\$2,811

Current cash on hand (as of 11/29/21) = \$30,758.42

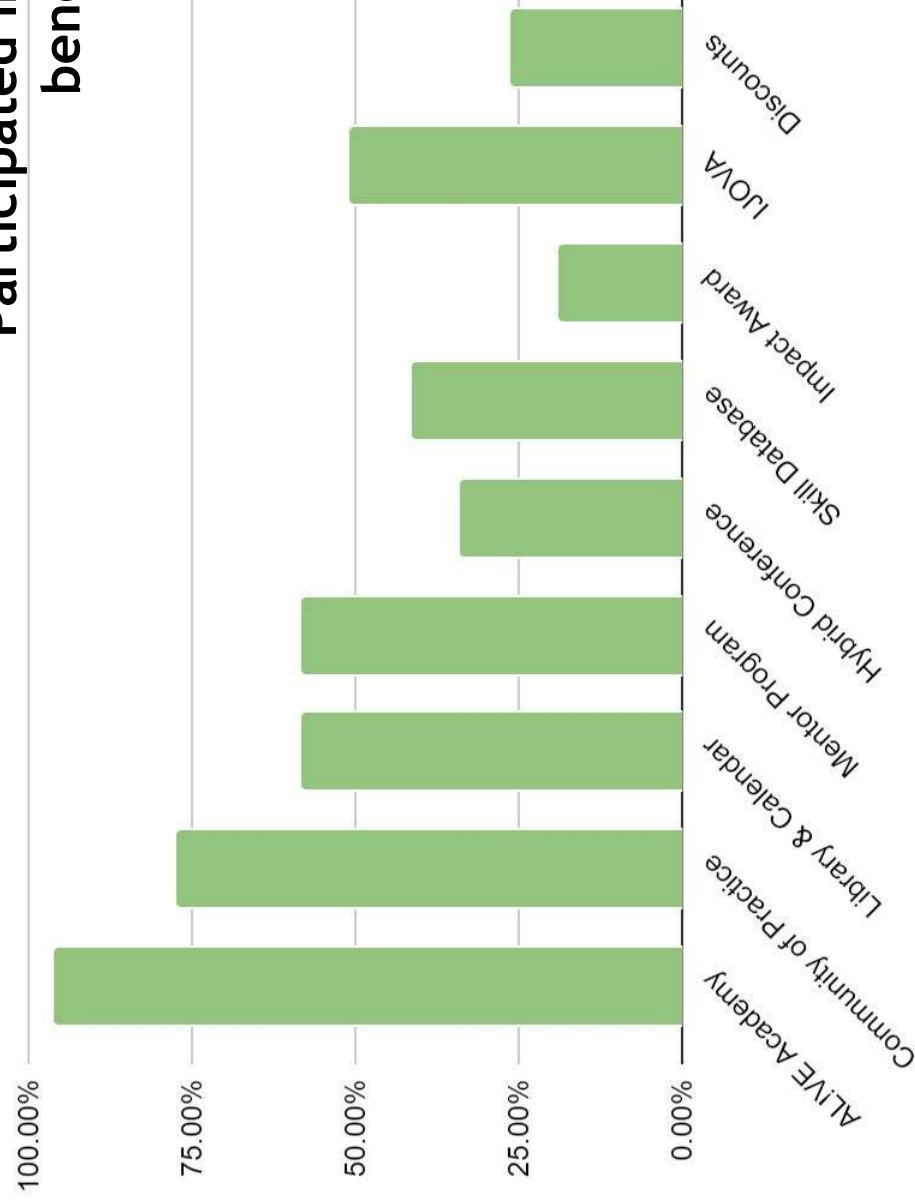
Membership Report - 2021 Survey Results

Survey participants continue to be pleased...

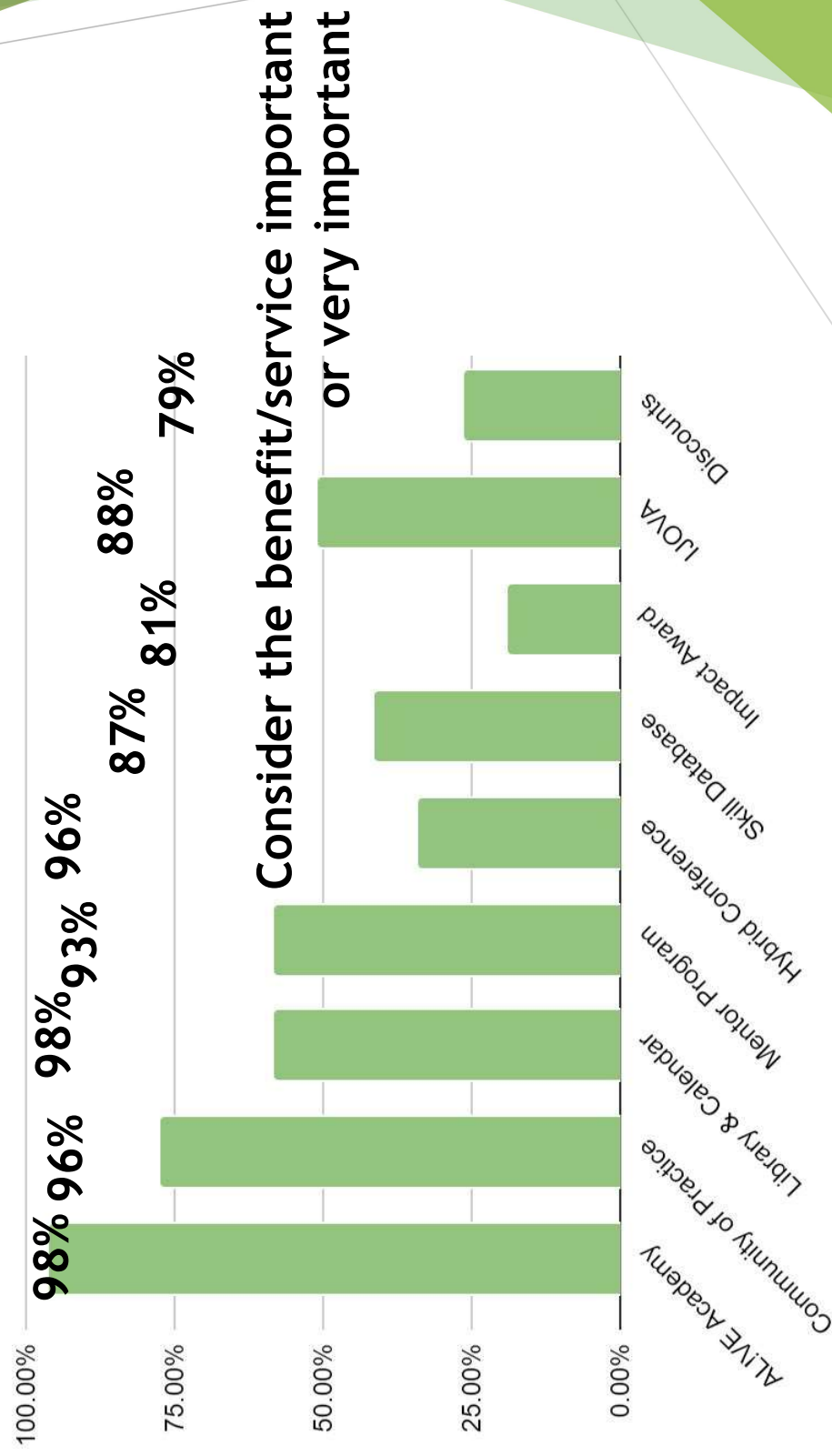
- 4.7 out of 5 for likely to recommend ALIVE
- 98% likely to renew membership
 - 1 person responded no and 3 undecided
- 96% say value matches fee
 - 1 said no and added comments that we don't charge enough

Membership Report - 2021 Survey Results

Participated in a variety of
benefits/services



Membership Report - 2021 Survey Results



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 “Members 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

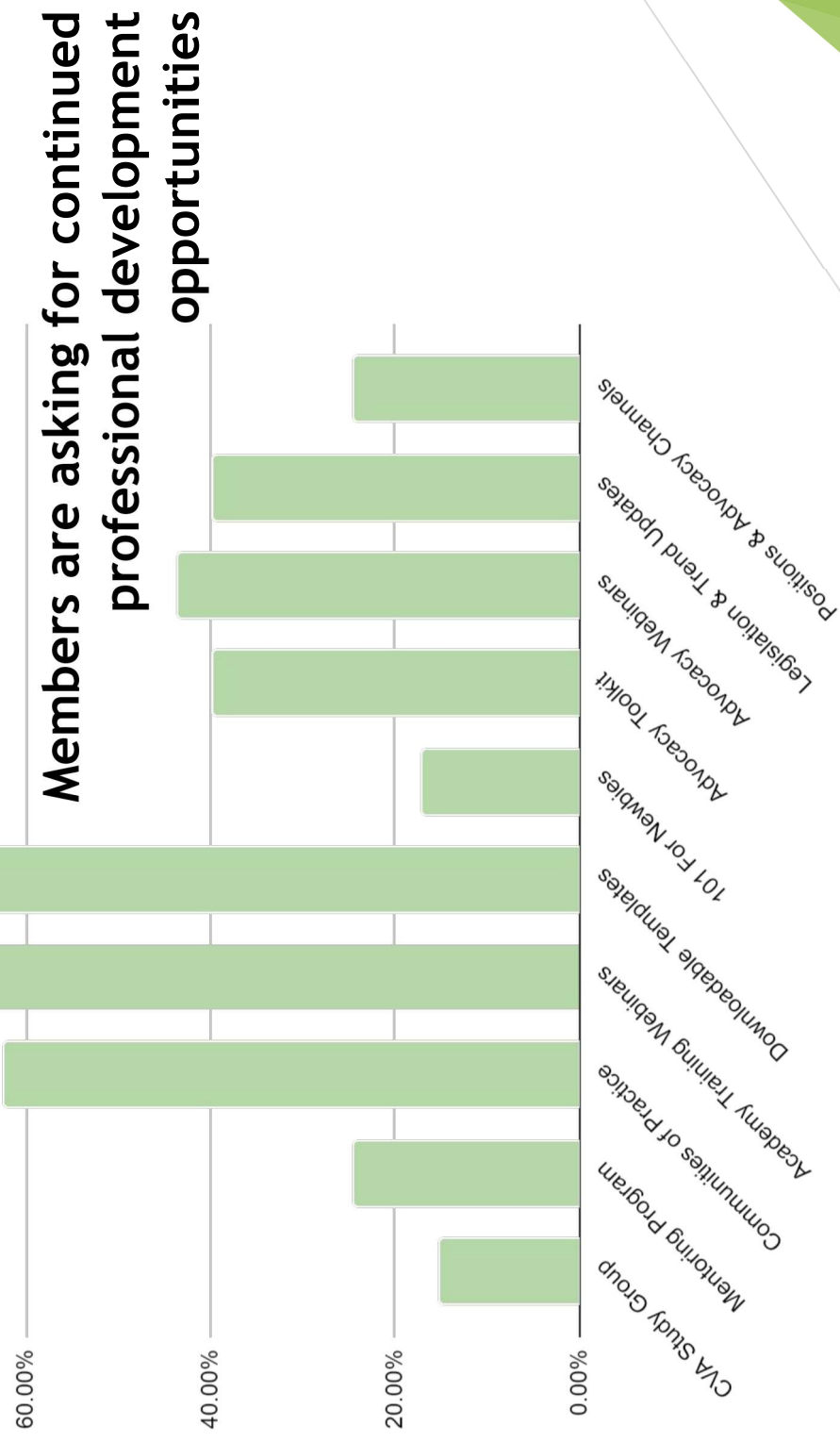
- Hit Local Association target of 5 new associations
- Added an additional committee member
- Offered quarterly educational sessions including one that was presented at the Points of Light Conference*
- Hosted 2nd Annual Local Association Summit with 35 organizations attending; surveyed organizations 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 ALIVE events for local associations to utilize*
- Refresh Local Associations Handbook and Mentorship Program

**Connected to strategic planning goal*

Programs & Advocacy Report - 2021 Survey Results



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

Programs & Advocacy Report

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



- 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 DEAL 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

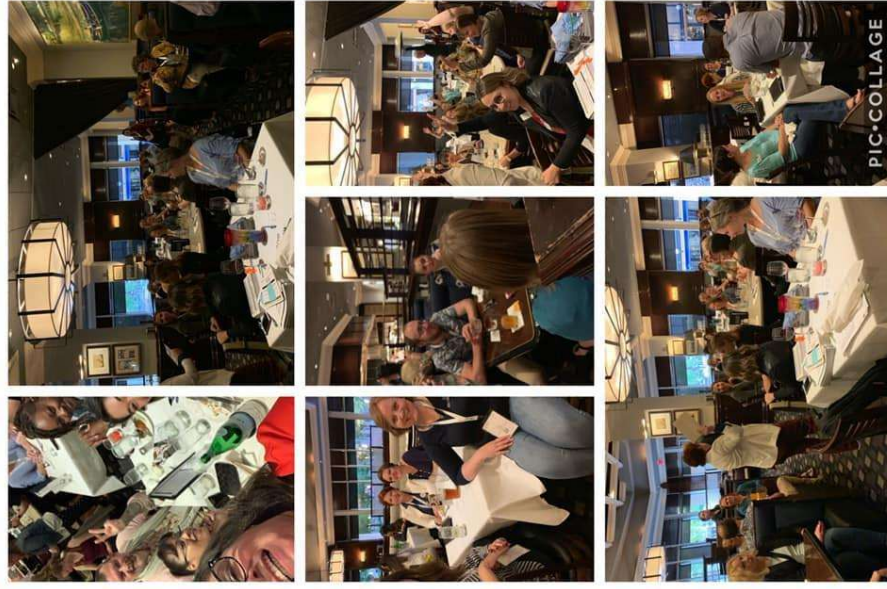


Marketing Report - 2021 Survey Results

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

- 4.3 out of 5 when asked how well ALIVE 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



400+



1000+



2800+



2900 +



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

ALIVE PARTNERS

 • ALIVE serves as fiscal sponsor	 • Hybrid Conference • Impact Award Sponsor
 • <u>10% member discount on certification fees</u> • Partner webinars	 • Current and past journal issues available • Partner webinars

Alliance Update

ALIVE continues to work with the National Alliance for Volunteer Engagement (all4engagement.org)

2021 Accomplishments

- Significant year for laying future groundwork
- Created 2-page handouts for funders, organizational leaders and VEPs
- Began developing case studies illustrating the power of strategic volunteer engagement
- Presented at MN Council on Foundations, Iowa Nonprofit Summit, Points of Light

2022 Goals

- National surveys of funders and nonprofit leaders in collaboration with The Leighty Foundation, Lodestar Foundation, Volunteer Match and UJA Federation of New York.
- Redesigning website and launching social media
- Compiling research and materials
- Strategic outreach to reach funders and leaders and cultivating champions

thank
YOU
SO
much



ALIVE Association Manager
Gretchen Jordan

Invitation to Engage

Finance

- Review financials, ensure compliance

HR & Policy

- Review & create new policies; ensure process for compliance
- Audit & develop 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.)

Memberships

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

Programs & Advocacy

- Present at an ALIVE Academy
- Facilitate a Community of Practice
- Serve as a mentor
- Research & recommend advocacy opps.

Complete a Volunteer Application!

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

Fill out an application:
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.
amazonsmile



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 Mgt. Jan 27
CVA Study Group TBA

February/ March

ALiVE Academy:
February TBD

Local Associations
Professional Development
Session
TBD

Register at www.volunteeralive.org

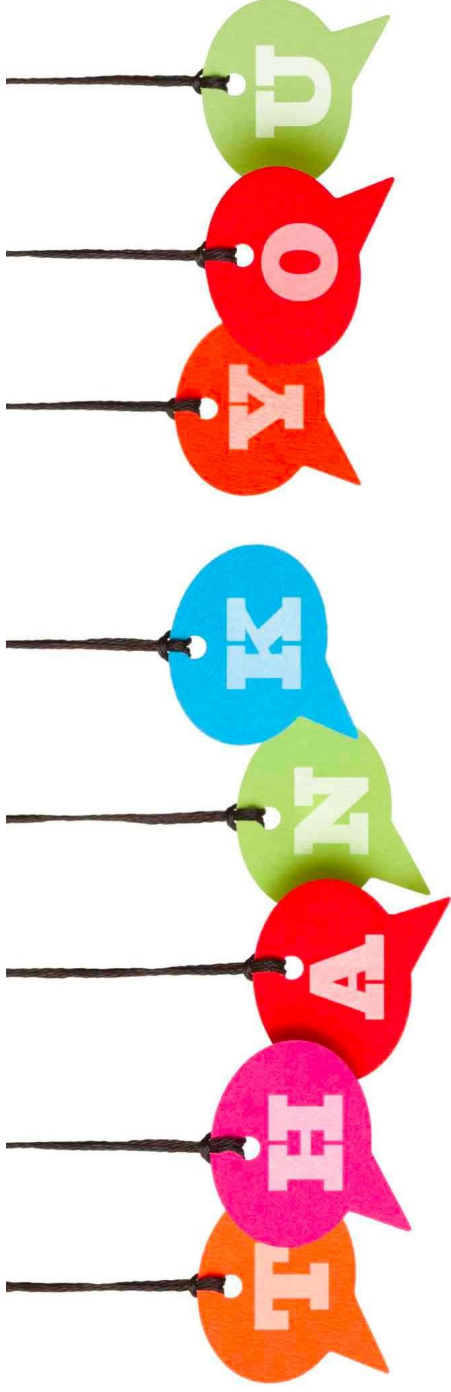
Announcements



Information Session on Obtaining Your CVA

December 15th
2:30pm EST

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



alive™

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www.volunteeralive.org