



ALIVE

Association of Leaders in Volunteer Engagement

2012 Annual Membership Meeting

Meeting Agenda

- ▶ 2012 Leadership Team
- ▶ Successes to date
- ▶ Plans for the future
- ▶ 2013 Leadership Team
- ▶ Be part of the Success

Poll Question:

Watch for the poll question to pop up in your window.

2012 Leadership Team

Leadership:

- ▶ President: Rob Bonesteel
- ▶ President Elect: Kathy Cahill
- ▶ Secretary: Doug Blankenship
- ▶ Treasurer: Joanna Johnson
- ▶ Past President: Harriett Edwards
- ▶ VP Marketing: Kathy Cahill
- ▶ VP Membership: Sarah Christian
- ▶ VP Programs: Christine Sorrels

Board of Directors:

- ▶ Emilie Bromet-Bauer
- ▶ Kathryn Hampton
- ▶ Gretchen Jordan
- ▶ Karen McDonald
- ▶ Suz McIver
- ▶ Debbie Ray
- ▶ Nikki Russell
- ▶ Beth Whitmire

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Marketing Team

Goal/Focus: To make the AL!VE a recognized brand

Outreach Committee

Partnership Committee

Fund Development Committee

Marketing Successes to Date

- 4 E-Newsletters
- Logo Trademark
- Social Media Presence
 - Facebook (286 Fans)
 - Linked In (305 Members)
 - Twitter (1,388 Followers)
 - Added Pinterest (145 followers / 110 Pins)
- Conference Presence
 - National Conference on Volunteering and Service (NCVS)
- Partnerships
 - Energize, Inc.
 - CCVA
 - IJOVA
 - CIMA
 - Volunteer Frontier

Marketing – Website YTD

2,406 people visited this site



Visits: 3,952



Unique Visitors: 2,406



Pageviews: 6,851



Pages / Visit: 1.73



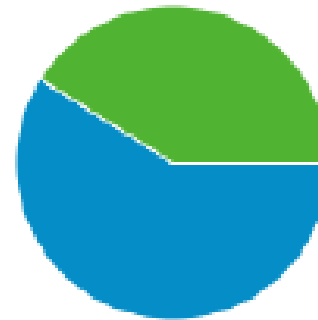
Avg. Visit Duration: 00:02:20



Bounce Rate: 65.31%



% New Visits: 58.96%



■ **58.98%** New Visitor
2,331 Visits

■ **41.02%** Returning Visitor
1,621 Visits

Website redesign scheduled for 2013

Marketing Accomplishments

New Partnerships:



Volunteers Insurance



Marketing: Future Plans

OBJECTIVES:

- ▶ Build a relationship with local DOVIA and AVA
- ▶ Build a relationship with POL, Hands On
- ▶ Designate member liaison on major national boards
- ▶ Increase the touch points with membership
- ▶ Market to other sectors (museums, AAM, etc)
- ▶ Increase AL!VE representation at NCVS and other conferences
- ▶ Increase Fund Development

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Membership Team

Goal/Focus: Engagement and Membership Needs

Engagement Committee
Membership Committee

Membership Accomplishments

- Welcomed 51 new members for a total of 263 members
- Coordinated with the Marketing Team and Web host to maintain online member information
- Kicked-off Regional Roundtables
- Hosted Membership Networking Reception at 2012 NCVS in Chicago
- Focused several networking roundtables on central themes of social media and revitalizing groups
- Worked to implement group member benefits of networking, resource sharing, and exposure via ALIVE web presence

Membership – Future Plans

OBJECTIVES:

- Engage new individual members
- Engage new group members
- Increase membership

Poll Question:

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Programs Team

Goal/Focus: What the members get from AL!VE

Advocacy Committee

Training/Capacity Committee

Programs Accomplishments

- ▶ Advocacy & Standards Committee
 - Developed and distributed the ALIVE Standards at NCVS
 -
- ▶ Training
 - The CVA Credential: A Mark of Excellence
 - Measuring Volunteer Engagement: beyond counting hours!
 - Group Roundtables
 - Regional Roundtables
 - International Roundtables

Programs – Future Plans

OBJECTIVES:

- Cultivate quality professional development for the field.
- Regional Roundtables
- Be the national association for local associations
- Have Advocacy messages to support volunteer managers
- Be the Voice/ Leaders of the profession

Operations Team

Goal/Focus: Effective functioning of board and organization

Human Resources and Policy Committee

Finance Committee

Technology Committee

Poll Question:

Watch for the poll question to pop up in your window.

Operations - Accomplishments

- ▶ Human Resources and Policy Committee
 - Hired an Independent Contractor - Business Manager
 - Centralized administrative, communication, and membership processes
 - Updated and improved the Board Member Orientation
- ▶ Finance Committee
 - Cash on Hand 2011: \$38,981.05
 - Cash on Hand 2012: \$34,071.89
- ▶ Technology Committee

Operations - Future Plans

OBJECTIVES:

- ▶ Work effectively as a board to increase efficiency and responsiveness for our members of AL!VE
- ▶ Compile, review, and update Policy & Procedure Book
- ▶ Create a Strategic Plan driven by the board with membership representation and input.
- ▶ Reconstitute a Technology Committee that leads and assists in the use of our online tools
- ▶ Re-evaluate role of Business Manager to increase support and presence of AL!VE

Incoming 2013 Leadership Team

Leadership:

- ▶ President: Kathy Cahill
- ▶ President Elect: Beth Whitmire
- ▶ Secretary: Kathryn Hampton
- ▶ Treasurer: Joanna Johnson
- ▶ Past President: Rob Bonesteel
- ▶ VP Marketing: Nikki Russell
- ▶ VP Membership: Karen McDonald
- ▶ VP Programs: Emilie Bromet-Bauer

Board of Directors:

- ▶ Tammy Baumann
- ▶ Douglas Blankinship
- ▶ Deanna Cole
- ▶ Harriett Edwards
- ▶ Jenna Jones
- ▶ Suz McIver
- ▶ Alan Monroe
- ▶ Joy Pietschmann
- ▶ Paula Pratt
- ▶ Debbie Ray

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2013 Accomplishments Start Today

Serve on a Committee ~ You have the objectives, now get involved ~ Email info@volunteeralive.org with the name of the committee where you will serve.

Engage with AL!VE ~

- Complete your profile
- Involve your colleagues
- Log on to website
- Make a donation
- Attend NCVS
- Present on behalf of AL!VE
- Participate in roundtables
- Promote events on website
- Post on Social Media
- Use membership discounts
- Attend Webinars

Thank you for supporting ALIVE

- ▶ Our members come first, please let us know how we can serve you better. [Send us an email.](#)
- ▶ Do you have any Questions for us?



**To accomplish great things, we must
not only act, but also dream;
not only plan, but also believe.**

Anatole France