

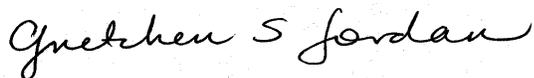
## 2010 Annual Report October 2010

This year's annual report for ALIVE shows a great deal of forward progress. Much of it has been behind the scenes and building a sustainable infrastructure. Our Board of Directors, committee chairs, work group leaders, and committee members have generously donated their time and talent to complete the work outlined in each of the reports below. We strive to have a common thread of participation that contributes on a local and national level to building our profession's community.

Some major accomplishments listed in the reports listed below include achieving our 501c3 status, continued national presence at the National Conference for Volunteering and Service, producing high quality webinars for our members and our colleagues, development of social media tools, and beginning outreach at local and regional conferences. ALIVE has enjoyed increased recognition at the local, state and national level and it continues to grow. Our membership moves toward the 300 mark (and because of group memberships, we represent even more), and have nearly doubled our membership from last year.

Because we have no paid staff, the task of building a national organization and providing relevant and timely products and services to our members can present a great deal of challenges when most of our members have other full or part time commitments and makes what we have done even more remarkable. There is more work to be done, and I invite you to become a part of it. Your voice, opinions, talents, resources, and commitment are worth a great deal – and will determine the future continued success of ALIVE. Ideas, comments, concerns, and honest feedback are always welcome and vital to our growth. What will it take to provide the connections to our colleagues, the non-profit community, national organizations? All of us working together for a common goal – a rich, rewarding and relevant volunteer experience that fulfills the volunteer and benefits the organization and the community.

Each of us have been drawn to ALIVE because of a passion and commitment to furthering the profession. My heartfelt and sincere thanks and appreciation to our members, supporters, committee members, and the Board of Directors.



Gretchen S. Jordan, CVA  
ALIVE Board President 2008-2010

***EXECUTIVE COMMITTEE – submitted by Gretchen Jordan, CVA, Chair***

Committee members: Harriett Edwards, LouAnne Smith, Joanna Johnson, Trudy Hamilton.

My sincere thanks and appreciation to the members of the Executive Committee: LouAnne Smith, Secretary, Harriett Edwards, President Elect, Trudy Hamilton, Treasurer, and Joanna Johnson, Past President. Their dedication, skills, and expertise have contributed so much to the growth and success of ALIVE.

**Summary of activities and accomplishments:**

- Set monthly agendas and conducted monthly on-line board meetings and adopted a consent agenda to allow more time for specific discussion.
- Created standards of behavior for working with one another
- Researched intellectual property legal matters for ALIVE
- Formally joined the National Assembly as an associate member
- Assisted Finance committee with preparation of budget
- Streamlined report and filing process for board committees and workgroups
- Assigned board liaisons for Executive Council members for monthly check-ins with committee and work group leaders.
- Addressed board performance issues with the assistance of HR committee.

**2011 goals:**

- Smooth transition of leadership and incoming Executive committee members.
- Continued efforts with intellectual property for ALIVE.

**BOARD DEVELOPMENT COMMITTEE - submitted by Joanna Johnson, CVA, Chair**

The Board Development committee manages nomination and election process for new officers and board members, handles board orientation and recognition.

Committee Members: Sarah Christian, LouAnne Smith, Christine Sorrels

**Summary of activities and accomplishments:**

- Conducted 2010 New Board Member Orientation
- Identified 2011 election timeline process
- Developed procedures/policy for Board Elections and Terms of Office
- Finalized Board Member Position Description
- Created and finalized nomination materials
- Refined “ideal candidate” criteria; regional representation, skill set (development, conference planning/presence, financial management, board service, public relations/marketing, nonprofit management)
- Posted 2011 Board Election ballot via Survey Monkey
- Elected two new board members, re-elected three members for a second term, elected new officers.
- Revisited strategic plan, evaluated timelines and accountabilities

The Board Development Committee recognizes the work of this committee will continue to refine and broaden the board development processes to ensure an ongoing class of board members to meet the ever-changing needs of the Association. The committee has learned and adjusted the election process from previous year election processes.

The election last year yielded more nominations than available positions. The committee reviewed applications, interviewed eight candidates but then only recommended the top candidates on the ballot. This year, all submitted applications were reviewed, candidates were interviewed and all were placed on the ballot created through Survey Monkey. The election process was posted on the ALIVE website with a blast email sent to the membership. The process for electing two new board members would be by popular vote from all the applications received.

Voting closed and election results will be announced at the annual meeting on Thursday, October 28<sup>th</sup>, 2010. New Board Members include Kathryn Hampton, Upper West Region (Idaho) and Karen McDonald, Atlantic Region (Maryland); Re-elected for a second term include Kim Gube, Gretchen Jordan, Paula McNulty; Officers for ALIVE are Harriett Edwards, President; Rob Bonesteel, Vice President; Christine Sorrels, Secretary; and Joanna Johnson, Treasurer. Forty-nine members voted and the election meets the required 10% simple majority of the 211 members.

**2011 Goals:**

- continue to strive for inclusiveness
- to seek the highest qualified candidates for the board
- to find the talent that the organization needs for growth next year and for the future
- to remedy those discoveries we made this year

**Organizational Goal:**

- To recruit and encourage membership involvement for committee tasks and development of the organization.

***FINANCE COMMITTEE – Submitted by Trudy Hamilton, Chair***

Committee members: Joanna Johnson, Debbie Ray, Shirley Conger, Sarah Christian

Finance Committee functions according to the tasks outlined in the organization By-Laws. This includes developing the budget, fundraising, and creating policies and procedures for financial oversight. ALIVE's financial information is listed at the end of this report.

- Recruited required committee members according to By-Laws to fulfill committee requirements
- Drafted annual budget
- Guided Board in providing information needed for Budget
- Guided Board through passage process for Budget
- Prioritized activities for the year based on information from the Board retreat in Washington, D.C
- Successfully advocated for holding the strategic planning meeting several months prior to the start of the new fiscal year, rather than after it has begun
- Obtained audit from Hendricks Regional Health
- Absorbed the Form 1023 (501c3 status) Work Group
- This Work Group had begun the process of obtaining 501c3 status in 2009, and successfully completed their work
- Developed Fundraising Workgroup

***Fundraising Workgroup Chair recruited volunteers from members to serve on that workgroup and also:***

- developed an annual appeal strategy
- developed a donor path
- worked closely with Technology Workgroup to develop on-line giving tools
- working with Technology Workgroup to develop a donor database
- worked with workgroup and committee chairs to develop needs around grant writing to present to potential grant writers
- developing an RFP to present to potential grant writers
- communicating with Board members to ensure 100% additional giving, beyond membership dues and in-kind giving
- worked with President to ensure appropriate recognition of donors
- developing a solicitation letter to be sent to members, once the appropriate technological pieces are in place

***Developed the following Policies and Procedures to assist in managing financial issues consistently:***

- Budget Expenditures
- Accounts Payable Management
- Reimbursements
- Petty Cash
- Travel reimbursements
- Reserve Funds Account

**Researched and provided recommendations for the following miscellaneous issues:**

- Fall Strategic Planning meeting for 2011
- Financial Management software
- Monthly reports that are easily understood
- Termination of fiscal agent agreement with Hendricks Regional Health
- Miscellaneous Expenditures
- Travel agency that the Board can utilize, that will bill us directly
- Auditor/accounting consultant
- Checking account options
- National accounts for small expenditures (i.e....Kinko's, Staples) that Board members utilize on a regular basis for organization expenses
- Dashboard for Finance Committee to monitor work
- Pre-work for strategic planning meeting to assist in timely completion of 2011 budget

As outlined in our accomplishments and activities for 2010, the Finance Committee completed an immense amount of work this year, pushing the ALIVE's financial management savvy forward. Thank you to the following Board members who served on the committee this year: Debbie Ray, Shirley Conger, Joanna Johnson, Emilie Bromet-Bauer, and Sarah Christian. Without them, the work could not have been completed. They each bring special skills, and different thought processes and opinions to the committee, and have been invaluable in keeping the work on-track. Volunteering with each of them has been truly appreciated.

**2011 goals:**

- continued work on policies and procedures for safety and risk management
- increased fund development activity
- moving toward managing our own finances without a fiscal agent

***HUMAN RESOURCES COMMITTEE – Submitted by Shirley Conger, Chair***

The Human Services committee provides oversight of policies, procedures and practices related to ALIVE paid and unpaid staff and any collaboration/partnership agreements.

Committee members: Pat McCarthy, Ed Callahan, LouAnne Smith, Harriett Edwards, Joanna Johnson

**Summary of activities and accomplishments:**

Developed:

- Code of Ethics for the Association
- System to process, catalog, identify, and store all policies
- Template with numbering system for all Association policies
- Statement of policy purpose and coverage
- Organizational policies for committees, workgroups
- Independent Contractor policy
- Record Retention policy
- Corrective Action for Volunteers policy

Reviewed, revised as needed, submitted to Board for approval policies from:

- Member Management Workgroup (2)
- Finance Committee (3)
- Board Development Committee (3)
- Technology (1)
- Advocacy (1)

Worked with Board Development Committee to develop:

- Annual meeting schedule
- Board Terms of office
- Board Elections procedures
- Board Member Expectations

Began research into protection of intellectual property and assessed needs of organization for paid staff and the financial impact of providing for those needs.

**2011 Goals:**

- Develop solid policies in fields of human resources, fiscal responsibility, and intellectual property protection to ensure sustainability of the Association
- Develop procedures to match policies
- Continue working with Partnership & Collaborations Workgroup whenever appropriate

Building a strong system of policies and procedures is essential for a young organization to become sustainable. The intelligence, skills, diligence, sense of humor, and dependability of Ed, Pat, Harriett, LouAnne, and Joanna has made that daunting task both doable and fun. They cannot be thanked enough. They would, of course, welcome others who would like to join the committee and share the work. We meet twice a month on the 2<sup>nd</sup> & 4<sup>th</sup> Mondays using GoToMeeting technology.

**MEMBER SERVICES COMMITTEE – Submitted by Sarah Christian, Chair**

The Member Services committee consists of chairs of Workgroups and functions to oversee workgroups responsible for

- Advocacy
- Conference Presence
- Marketing/PR
- Member Management
- Networking
- Standards
- Networking
- Training and Capacity Building

**MEMBERSHIP MANAGEMENT WORK GROUP – Submitted by Sarah Christian, Chair**

Work group members: Karen McDonald and Kathy Wisniewski

**Summary of activities and accomplishments:**

The Membership management work group manages the process for membership registration and renewal, point of contact for public information about ALIVE; also assigned tasks related to identifying member benefits, working with marketing to design member incentive strategies, and defining levels of membership.

ALIVE Membership has enjoyed steady growth since June of 2009 when membership opened. At year end of 2009 there were 132 members, as of 10.19.10 there are 226 paid members with an additional 15 members in pending status.

Individual	161
Associate	19
Introductory	23
Group, 1-50 members	15
Group, 51-100 members	5
Group, 100+ members	3

The primary work of this group is to process new memberships, mail member packets, respond to inquiries and troubleshoot issues and address member concerns.

We developed partnerships with CCVA and Energize, Inc. to provide individual member discounts for certification and access to the Energize platform.

Spring months focused on preparing for our first member renewal cycle and included substantive work with our web host to develop and implement our renewal process.

Across the summer a Task Force has been developing a new suite of benefits for our Group Members. Our Group members will be invited to give us feedback after the Board retreat so that a new suite of benefits can be launched in early 2011.

I want to acknowledge my two committee members who have given freely of their time and advice to ensure that our members receive timely member materials and email response. They are both creative and realistic. A delightful blend.

**2011 goals:**

- We will focus primarily on new member acquisition in order to move toward a sustainable future.

**ADVOCACY WORK GROUP – Submitted by Emilie Bromet-Bauer, CVA Co-chair**

The Advocacy work group is tasked to insure that the ALIVE message is centered and targeted to best represent the membership of the organization.

Work group members: Gail Elberg, CVA, Co-chair, Douglas Blankenship, Emilie Bromet-Bauer, Shirley Conger, Paula McNulty, Christine Sorrels

**Summary of activities accomplishments:**

- Developed Talking Points about the profession, which were used in various places, including AVMI advocacy presentation, to support individual volunteer managers in their advocacy activities
- AVMI/NCVS 2010 Participation – Presented at AVMI on Advocacy and participated in AVMI and NCVS as representatives of ALIVE advocating for the profession of volunteer management
- Developed an ALIVE Advocacy PowerPoint and training curriculum that can be used alone or incorporated into general professional development and/or ALIVE presentations
- Created an Advocacy Policy and Procedure that serves to guide the process of identifying, choosing, approving, and implementing ALIVE's advocacy efforts
- Participation with Reimagining Service at NCVS, June, 2010 as representatives of ALIVE advocating for the profession of volunteer management
- Researched and wrote article about salaries in the February, 2010 Newsletter

During this past year, the Advocacy Workgroup worked in three general areas. First, the workgroup strove to strengthen itself and bring clarification to its role in defining and promoting ALIVE's advocacy function. This included strategic planning for advocacy and for the workgroup (e.g., Advocacy Dashboard, 3-Year Work plan), policies and procedures for identifying issues and developing advocacy strategies for ALIVE, and a template for a system for identifying and developing advocacy partnerships. Second, the workgroup developed "products" for training and supporting individual volunteer managers in their professional advocacy work (e.g., Talking Points, How to Advocate training curriculum and PowerPoint, VRM salary article). Third, each of the individual advocacy workgroup members did their own advocacy work and shared this regularly with each other and with the association (e.g., ensuring that opportunities for advocacy work, such as Service Jam and Reimagining Service, are made known to members and the public).

Currently, there are six members of the Advocacy Workgroup. The workgroup works well as a team; each member working to the best of their abilities and talents. We appreciate Gail because her insight and experience is unmatched.

The Advocacy Tool Kit is her idea and she is the leader on this particular effort. Paula's public relations perspective is invaluable because so many of our products are for public use (e.g., Talking Points). Christine's and Doug's input always put everything in the larger context, which is essential for effective advocacy - Christine in regards to Standards and its work and the work of the association and Doug in regards to the larger, societal picture, especially government. Finally, Shirley's contribution is in her overall, consistent, balanced, and professional perspective and leadership. While our team works well together, we are actively seeking out new members from the ALIVE general membership as well as the ALIVE board.

**2011 goals:**

- Guidelines for identifying and working with partners in advocacy (by November, 2010)
- Self-Advocacy Tool Kit (January, 2011)
- Regular advocacy information and presence on ALIVE website (starting January, 2011)
- Facilitate an advocacy webinar in conjunction with the Training and Capacity Building Workgroup
- Represent ALIVE in national and regional professional advocacy effort

***CONFERENCE PRESENCE WORKGROUP – Submitted by Joanna Johnson, CVA, Chair***

The Conference presence work group identifies opportunities for ALIVE to increase awareness of the association through participation at and/or with conferences throughout the eight regions.

Work group members: Harriett Edwards, Karen McDonald, Pat McCarthy

**Summary of activities and accomplishments:**

- Created rating scale to facilitate decision making on which conferences ALIVE should attend, which ones ALIVE should have materials, and which conferences ALIVE should have a booth
- Created criteria for selection of speaker, presenter, attendees to conferences
- Secured presence at National Conference on Volunteering and Service in New York, June 2010
- Created PowerPoint for Affinity Presentation “Career Development and Network Opportunities” at NCVS
- AVMI (Advanced Volunteer Management Institute) requested an ALIVE Representative to present on the topic “How to Advocate for Your Profession”. This was done by Emilie Bromet-Bauer with her own presentation content and ALIVE literature
- Submitted literature for Resource Hall
- Participated as speakers for Illinois Conference on Volunteer Administration
- Provided financial support, ALIVE literature, and ALIVE representative for Blaine House Conference in Maine
- Coordinated speaker for Northeast Wisconsin Volunteer Conference
- Coordinated speaker for Ohio DOVIA meeting
- Discussed participation at MAVA conference as potential national presence launch for ALIVE
- Identifying which conferences ALIVE should participate or partner with for 2011 is challenging because many associations do not have solid information available. However, an Excel spreadsheet continues to be updated as information is secured.

Many folks continue to ask “When is ALIVE going to have a national conference?” Founding members of ALIVE discussed this option and determined most agencies do not have financial resources for personnel to attend a “National Conference”. ALIVE is divided into eight different regions with the intent of taking the skills, knowledge, and presenters to regional conferences to strengthen the field of volunteer management. Conference Presence Workgroup has been researching opportunities for ALIVE to be involved with conferences at the local/regional level and has been able to provide ALIVE representation as several conferences held in 2010.

**2011 Goals:**

- Finalize criteria for speakers, presenters, and attendees to conferences
- Finalize rating scale for presence at 2011 conferences
- Secure presence or participation with at least one conference in each region
- Secure one conference to market as national launch of ALIVE

**MARKETING & PR WORK GROUP – Submitted by Kathy Cahill, Chair**

The Marketing & PR work group functioned to support Member Services in developing appropriate outreach materials to support member recruitment, promote the website and the ALIVE presence at various conferences. This work group coordinates its tasks with the workgroups of Member Services.

Work group members: Hanan Bilal, Harriett Edwards, Kim Gube, Trudy Hamilton, Joanna Johnson, Pat McCarthy, Robin Popik

**Summary of activities and accomplishments:**

- Newsletters published Oct 09, Feb 10, June 10, Aug 10
- 20 broadcast messages were sent out to the membership by the Marketing work group with the content provided by the committee or work group that requested it
- Social Media: worked with Technology work group to start Twitter page and update content twice weekly minimum.
- Updated News on front page of website at least monthly
- Worked with Technology work group to streamline information on internet
- Reviewed all materials, webinars, etc for branding and marketing
- Worked with Technology work group to create branded email accounts and provide policy of use.
- Created a universal email signature to keep with branding

**BRANDING**

The Marketing workgroup has been working diligently to create a recognized brand using the website, webinars, newsletters and broadcast messages. The use of the association acronym spelled all caps with the exclamation point (ALIVE) has been used continuously and consistently creating a brand for the association. When referring to the website we have been consistent in using [www.volunteeralive.org](http://www.volunteeralive.org). The Marketing workgroup reviews events, postings, materials and content for consistency in use of brand, logo, colors and promoting the website, and working closely with the Technology work group to create and maintain social media sites and website content consistent with the brand.

**MARKETING**

The Marketing workgroup meets regularly to create and edit a quarterly newsletter with content that our membership would find relative and valuable. To continue to strengthen the brand, members of the Marketing workgroup are working on several other committees and assist to insure a consistent message about the use of the brand in the committee's areas of focus. Member Services and Training and Capacity have teamed up with the Marketing workgroup to get branded messages to the membership and prospects to recruit members for membership and webinars.

**2011 Goals:**

The future plans for the Marketing workgroup involve:

- Continuing social media marketing by creating and maintaining content on Facebook
- Continue to increase the value of the website to our membership
- Continue to work with the other committees to market their programs and materials

**Special Thanks**

Thank you to everyone who worked on the Marketing workgroup for 2009-2010. Thank you for bringing your time and talent to the table every time.

If you are interested in the Marketing workgroup we would welcome you and any expertise you bring.

***MEMBERSHIP NETWORKING WORK GROUP – Submitted by Robin Popik, Chair***

Work group members: Rita Chick, Doug Blankenship, Tony Goodrow, Pat McCarthy

**Summary of activities and accomplishments:**

The Committee worked on two database projects this year and created RFPs, both are in the process of being developed.

Databases include:

- Peer Mentoring Database
  - Database will facilitate connections between individual members for networking and mentoring purposes.
  - Database will be part of the membership databases and ALIVE members will have the opportunity to opt in and out.
  - It will be populated by those willing to share and receive assistance about best practices, strategies and many other topics.
- Library Resource Database will include the following information on:
  - Research and Statistics On Volunteerism
  - Volunteer Awards and Recognitions
  - Nonprofit Educational Resources

**2011 goals:**

- To develop a complete list of DOVIA's, AVA's and other VM organizations and implement a survey to find out how ALIVE can support, facilitate training and help them network.
- To include them in the Peer and Mentoring database so they too can share strategies and best practices.

**STANDARDS WORK GROUP – submitted by Christine Sorrels, CVA**

The Standards work group will actively identify potential new standards needed for volunteer associations and program management. They will take the necessary steps to initiate the establishment and disseminate needed standards with appropriate organizations and adhere to such.

Work group members: Pat McCarthy, Paula McNulty, Trudy Hamilton  
Mary Kay Hood, and Katie Campbell, consultants to the workgroup

**Summary Of activities and accomplishments:**

- Researched multitudes of volunteer Standards from across the USA Europe and Canada.
- We compiled a 31 page document and 11 drafts, whittled it down to 2 pages that was developed into **Standards for Organizational Volunteer Engagement**©
- During the process another document seemed applicable, a reflection of ALIVE'S **Standards for Organizational Volunteer Engagement**©. Much credit is based on information, provided to ALIVE to Katie Campbell, from AVA 2002 matrix. An Assessment Tool Matrix that can be used by organizations as a conceptual check list as it were, for Volunteer Resource Management.
- Gail Elberg & Christine Sorrels co-wrote "Volunteer Leaders' Salaries and Negotiating a Raise", an article for the February 2010 ALIVE newsletter- Advocacy Corner
- The **Standards and Tool Assessment**© documents were previewed in a webinar excellently presented by Lou-Anne Smith.
- Presentation at ICOVA (International Chicago Volunteer Association) Mary Kay Hood & Christine Sorrels.
- Created a Standards Workgroup Dashboard with future goals.

The Standards workgroup process began in February 23, 2010. It has been followed with bi-monthly conference call meetings. The first task for us to toil through on the first months agenda was How can we accomplish the crafting and creating Standards for ALIVE? What are the key elements? What does the primary work look like? We finished the first meeting by each agreeing to take a piece of research of other organizations, including our own best practices, standards and codes of standards.

We enlisted the expertise, advice and support of author Mary Kay Hood, CVA and Katie Campbell, Executive Director Council for Certification in Volunteer Administration. Much credit is based on information, provided to ALIVE to Katie Campbell, from AVA 2002 matrix.

As we created the **Standards for Organizational Volunteer Engagement**©, During this process another document seemed applicable as a reflection of ALIVE'S **Standards for Organizational Volunteer Engagement**© as well. An Organizational Management Assessment Tool Matrix that can be used by organizations as a conceptual check list as it were, for volunteer resource management, it is called **Standards for Organizational Management Assessment Tool Matrix** ©. We compiled all the research for the **Standards for Organizational Volunteer Engagement**©, into one document that would be a reflection of what we felt and ALIVE'S Standard document should include and look like. We included:

- Organizational Readiness
- Recruitment
- Screening
- Training
- Supervision and Support

- 
- Acknowledgement & Recognition
  - Continuous Improvement

Initially there were seven members on workgroup: Kathy Cahill, Trudy Hamilton, Patricia McCarthy, Paula McNulty, Katie Campbell & Mary Kay Hood as consultants and Christine Sorrels, Chair. Currently there are five members: Patricia, Paula, Christine, Mary Kay and Katie. We had excellent attendance and support from all on the workgroup. Everyone was a contributor both professionally and personally. Our goal was to have a final Standards document to the executive committee by June 7, 2010. We are very pleased to report our cohesive group made that goal!

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**2011 goals:**

- Copy write and service mark protection of the documents
- Paula McNulty and Christine Sorrels are co-writing a discussion piece regarding and ALIVE Blog for the Board Retreat
- Website Publication of the Standards
- IJOVA Publication
- **Long Term goals:**
- Contact universities academia programs that teach volunteer management inviting them to use the ALIVE Standards as a teaching tool.
- Also send to the list 50 top people to inform members or perspective members in their teachings and non-profit management. These Standards are what their students should be aware of. Helping to improve their organizations.
- Begin approaching the heads of the DOVIA's, include information regarding the ALIVE Standards© in membership materials, directing them to the ALIVE website.

**TRAINING/CAPACITY BUILDING WORK GROUP – submitted by Kim Gube, Chair**

The Training/Capacity Building work group is responsible for the overall training and capacity building for the members.

Work group members: Wanda Bailey, Emilie Bromet-Bauer, CVA, Marty O'Dell, CVA, Jerry Pannozzo, CVA, Nichola Russell

**Summary of activities and accomplishments:**

- Created an ALIVE training program and recruited well known presenters including Katie Campbell, Susan Ellis, Rick Lynch, Martin Cowling, Betty Stallings and Nancy Macduff to donate their time and support to ALIVE.
- February 2 – Katie Campbell, Spring Cleaning: Revisiting Your Professional Competencies, 31 attended, 95% content satisfaction
- March 2 - Susan Ellis, Professional Development in Volunteer Leadership: Reading, Writing and Making Waves, 54 attended, 96% content satisfaction
- August 24 – Rick Lynch, Leading Volunteers and Measuring Their Impact, 22 attended, 75% content satisfaction
- October 5 - Katie Campbell, The CVA Credential, A Mark of Excellence, 15 attended, 100% content satisfaction
- October 19 – Martin Cowling, Building a Best Practice Volunteer Program, 24 registered
- November 18 – Betty Stallings, Building Commitment and Competency with your Volunteer Program, 6 registered
- December 14 – Nancy Macduff, Using Social Media for your Volunteer Program, 1 registered
- Developed process to manage trainings, including a presenter training form, Go To Webinar registration and evaluation questions, ALIVE marketing emails and presenter evaluation reports.
- Increased workgroup to 6 members.
- Successfully held 4 new member webinars.
  - January 19 - 12 attendees
  - April 29 – 2 attendees
  - July 20 – 10 attendees
  - October 26 – 10 registered
- Worked with Betty Stallings to provide ALIVE webinar participants of her webinar on November 16 with a discount to the electronic copy of **Leading the Way to Successful Volunteer Involvement: Practical Tools for Busy Executives** at \$12 and \$20 Discount to Betty Stallings 55 minute training series for a total of \$49.
- Provided 23 ALIVE group members with discount codes for their staff to access ALIVE webinars at the member discount.

**2011 goals:**

- Develop a process to recruit new presenters for 2011 ALIVE webinar trainings.
- Outreach to our members and leadership for trainers and topics.
- Create a certificate for individuals who attend ALIVE paid webinars.
- Work with Advocacy and Conference workgroup on training presentations and ALIVE presence at conferences.

Special recognition to Nikki Russell for her leadership and being the lead facilitator for 2 webinars.

**PARTNERSHIPS & COLLABORATIONS WORK GROUP – submitted by Harriett Edwards, Chair**

The Partnerships & Collaborations work group works to establish formal relationships with other Associations, organizations, businesses and other entities involved in or relating to the profession of volunteer resource management.

Work group members: Tracy Connors, Mary Kay Hood, Brenda Barkley, Monica Elenbaas

**Summary of activities and accomplishments:**

- Investigated potential relationships with IAVE, IJOVA, SSCI, and others whose primary purpose was in keeping with the mission and vision of ALIVE
- Maintained partnership with existing partner organizations
- Reviewed existing partnership guidelines and began the process of re-configuring existing guidelines to fit within newly established Human Resources policy and procedure documentation
- Requested financial support to purchase memberships in organizations to position ALIVE as an organizational member for future partnership opportunities

**2011 goals**

- Complete process policies and procedures for approval by full Board through HR Committee
- Investigate and complete proposal process for up to three partnership agreements prior to December 31, 2010
- Clarify role distinctions between work of Advocacy Committee and work of Partnerships and Collaborations Committee

## **TECHNOLOGY WORK GROUP**

Chaired by Rob Bonesteel, CVA and will be responsible for continued implementation of the web site, research of new technologies to achieve the mission of ALIVE, and the implementation and maintenance of such tools approved by the board. The workgroup will also maintain relationship with technology vendor, facilitate support to members using ALIVE technology tools, and ensure tools are relevant, robust, and fresh.

Work group members: Tony Goodrow, Norman Dolch, Hanan Bilal, Melissa Cooper, Kathy Cahill, Sarah Christian, Shirley Conger

### **Summary of activities and accomplishments:**

First, I wish to recognize and thank all the members of the Technology Committee for their hard work and dedication.

Tony Goodrow – Volunteer Squared	Norman Dolch – University of North Texas
Hanan Bilal – Ronald McDonald House Charities	Melissa Cooper – Red Cross
Kathy Cahill – Lee County Parks and Recreation	Sarah Christian – VolunteerMatch
Shirley Conger - Consultant	

The technology workgroup transformed over the last year from being the website workgroup. This was done in order to meet the growing technology demands of ALIVE. Our primary goals were to determine if the tools we were currently using adequate and, if not, identify other tools to improve our functionality; create policies and procedures around technology use; and to improve our presence on the web. In addition to these tasks, we provided the technical support to the board and committees/workgroups that had technological needs.

With this transition and the goals that were placed upon us, we realized a need for further recruitment for the workgroup. In the last 10 months we were able to double our size and expand from being comprised solely of board members and incorporate ALIVE members across the country/continent. Below are the major accomplishments for the technology workgroup for 2010.

### **Over the last year our major accomplishments have been to:**

- Make ALIVE's website more functional
- Incorporate Social Media to include Linked-In and Twitter
- Place a volunteer to manage our social media
- Update our e-mail capacity to provide more timely and accurate responses and eliminating cumbersome means of communication
- Expanded our ability to host online meetings and webinars
- Created a tool to assist the Executive Committee to better monitor committee work plans
- Provided project management for the Member Networking Workgroup to accomplish their Member Networking Database
- Provided project management for the Fund Development Workgroup to accomplish their Online Donation Database
- Provided project management for the Member Networking Workgroup for their Searchable Resource Library

### **2011 goals:**

- continued technical support to the committees and workgroups with their projects
- recruit enough technology workgroup members in order to place them as technology liaison's on each of the other committees/workgroups
- increased functionality of the website
- develop more social media tools
- improve the integration of all technology

3:12 PM  
 10/26/10  
 Accrual Basis

**ALIVE**  
**Profit & Loss**  
 January 1 through October 26, 2010

	<u>Jan 1 - Oct 26, 10</u>
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
Program Income	
500 Membership Dues New Members	7,020.00
Program Income - Other	3,355.00
<b>Total Program Income</b>	<u>10,375.00</u>
Revenue	
504 Grant Revenue	25,000.00
<b>Total Revenue</b>	<u>25,000.00</u>
VIF Grant	25,000.00
<b>Total Income</b>	<u>60,375.00</u>
<b>Expense</b>	
100 Administrative	
100-1 National Assembly	500.00
102 Board Retreat-Washington,	
102-2 Lodging and Travel	12,139.69
102-3 Food/Beverage/Catering	1,655.39
102-4 Professional Fees	1,720.00
<b>Total 102 Board Retreat-Washington,</b>	<u>15,515.08</u>
103 Fall Board Meeting	
103-2 Lodging and Travel	342.40
<b>Total 103 Fall Board Meeting</b>	<u>342.40</u>
105-5 Volunteer Recognition	425.94
108-12 Postage	87.00
109 Board D&O Insurance	950.00
110 Administrative, Miscellaneo	421.90
<b>Total 100 Administrative</b>	<u>18,242.32</u>
200 Membership Services	
202 Marketing	
202-84 Conference Booth	250.00
202-9 Shipping	58.00
<b>Total 202 Marketing</b>	<u>308.00</u>
203 Technology	
203-10 Website Hosting	4,065.20
<b>Total 203 Technology</b>	<u>4,065.20</u>
205 Member Management	
205-11 Printing Brochures	1,298.98
205-12 Postage Membership Packe	625.86
205-4 Design Consulting Fees	200.00
205-6 Supplies	314.23
205 Member Management - Other	103.92
<b>Total 205 Member Management</b>	<u>2,542.99</u>
206 Advocacy and Outreach	
206-21 Advocacy & Outreach Tra	571.80
<b>Total 206 Advocacy and Outreach</b>	<u>571.80</u>
207 Regional Conference Presenc	2,153.85
200 Membership Services - Other	136.86
<b>Total 200 Membership Services</b>	<u>9,778.70</u>

**ALIVE**  
**Profit & Loss**  
 January 1 through October 26, 2010

	Jan 1 - Oct 26, 10
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
<b>Program Income</b>	
500 Membership Dues New Members	7,020.00
Program Income - Other	3,355.00
<b>Total Program Income</b>	10,375.00
<b>Revenue</b>	
504 Grant Revenue	25,000.00
<b>Total Revenue</b>	25,000.00
<b>VIF Grant</b>	25,000.00
<b>Total Income</b>	60,375.00
<b>Expense</b>	
<b>100 Administrative</b>	
100-1 National Assembly	500.00
102 Board Retreat-Washington,	
102-2 Lodging and Travel	12,139.69
102-3 Food/Beverage/Catering	1,655.39
102-4 Professional Fees	1,720.00
<b>Total 102 Board Retreat-Washington,</b>	15,515.08
103 Fall Board Meeting	
103-2 Lodging and Travel	342.40
<b>Total 103 Fall Board Meeting</b>	342.40
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<b>Total 100 Administrative</b>	18,242.32
<b>200 Membership Services</b>	
<b>202 Marketing</b>	
202-84 Conference Booth	250.00
202-9 Shipping	58.00
<b>Total 202 Marketing</b>	308.00
<b>203 Technology</b>	
203-10 Website Hosting	4,065.20
<b>Total 203 Technology</b>	4,065.20
<b>205 Member Management</b>	
205-11 Printing Brochures	1,298.98
205-12 Postage Membership Packe	625.86
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<b>Total 205 Member Management</b>	2,542.99
<b>206 Advocacy and Outreach</b>	
206-21 Advocacy & Outreach Tra	571.80
<b>Total 206 Advocacy and Outreach</b>	571.80
207 Regional Conference Presenc	2,153.85
200 Membership Services - Other	136.86
<b>Total 200 Membership Services</b>	9,778.70

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10/26/10  
Accrual Basis

**ALIVE**  
**Profit & Loss**  
January 1 through October 26, 2010

	<u>Jan 1 - Oct 26, 10</u>
300 Finance Committee	
300-10 Financial Management Sof	209.99
300-13 1023 Group	850.00
300-6 Supplies	52.49
<b>Total 300 Finance Committee</b>	<u>1,112.48</u>
<b>Total Expense</b>	<u>29,133.50</u>
<b>Net Ordinary Income</b>	<u>31,241.50</u>
<b>Net Income</b>	<u><u>31,241.50</u></u>