

www.allianceforengagement.org

The National
ALLIANCE
For Volunteer Engagement

Dana Litwin, CVA
President, ALIVE



Betsy McFarland
Principal, Adisa



Facilitators

- Leads the development and implementation of the Alliance strategic plan.
- Facilitates virtual and in-person Alliance meetings, as requested.
- Drafts and/or proofreads documents produced by Alliance Leadership Team, Working Groups, and Advisory Council, as needed.
- Communicates progress with the ALIVE Board, funders, Alliance Advisory Council, and Leadership Team (including timelines, deliverables, challenges, and success).
- Engages people from across the field meaningfully.
- Leads the development of processes for recruiting, screening, and onboarding Alliance participants, in collaboration with the Alliance Leadership Team.

How We Got Here



The 2017 National Summit on Volunteer Engagement Leadership

Mapping Our Future, Strengthening Our Voice

July 26 - 28, 2017 | St. Paul, Minnesota

More than 500 professionals, from various walks of volunteer management life, joined together to map the future of the field. The National Summit was an opportunity for current and emerging leaders to discover together how to build a new national presence for leaders of volunteer engagement!





Strategy Session Polling Results

National Collaboration

- Create and utilize consistent messaging – 31%
- Integrate with influential stakeholders – 19%
- Learn how other professions have transformed – 19%
- Continue the national-level conversation – 31%

Local Networks

- Develop national communications hub – 46%
- Create peer learning network – 20%
- Provide unified professional vision and voice – 18%
- Foster cross-sector collaboration and partnerships – 17%

Funder Voice

- Expand the table – 11%
- Build common language – 40%
- Explode the paradigm – 29%
- Find out who cares – 15%
- Plan what's next – 10%

Strategic Engagement

- Develop robust staff education strategy – 32%
- Develop shared vision for engagement – 15%
- Develop network/hub dedicated to promulgating research – 54%

Open Space

- Create accredited degree programs – 19%
- Advocate equity with other nonprofit professionals – 15%
- Create online open-giving engagement platform – 13%
- Identify national convener – 38%
- Develop tech-based \$ source – 5%
- Shift org change -> best practices – 20%

Cultivating Emerging Leaders

- Create national support organization/hub – 72%
- Invite and advocate for emerging leaders – 28%

Higher Education

- Disseminate list of research priorities – 14%
- Create research-to-practice listserve – 14%
- Institutionalize course work – 25%
- Identify standards to influence – 21%
- Bridge local action with academic work – 14%
- Create list of where education is happening – 12%

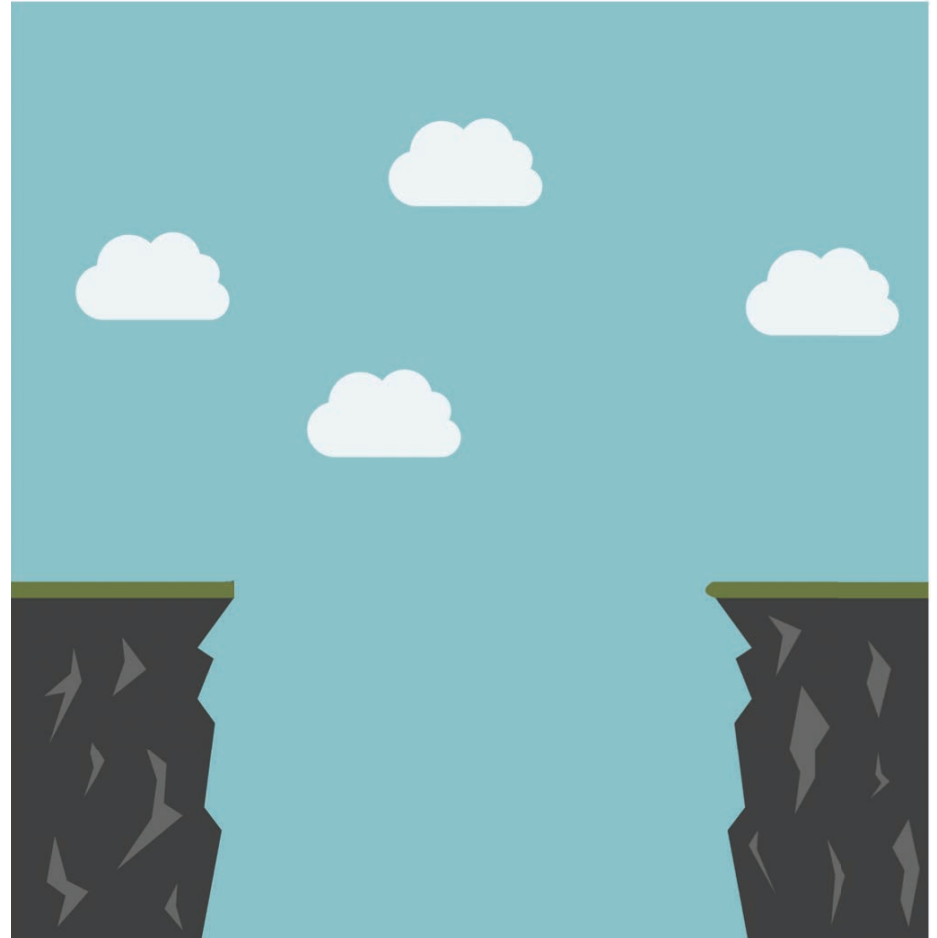


Our Mission

The mission of the National Alliance for Volunteer Engagement is to guide and inspire collective action towards embracing volunteer engagement as a key strategy for driving positive community change.

The lack of coordination and support creates troubling results:


- Volunteer engagement is an underutilized strategy to address community needs.
- Organizational leadership often doesn't recognize the ties between the giving of time and the giving of money.
- Volunteer engagement receives minimal attention by educational institutions and research programs.
- National organizations generally still work in silos, potentially duplicating efforts or competing.
- Professionals lack one clear place for information and support.





We are creating a new future for volunteer engagement where...

- ...collaboration is maximized at the local and national levels and across sectors.
- ...volunteer engagement is viewed as a strategy – rather than a program – to measurably increase mission-driven impact.
- ...volunteer engagement is viewed by funders as a cost-effective strategy to achieve missions.
- ...research on volunteer engagement is relevant and accessible, and insights are converted into actionable steps.
- ...communication is centralized on the national level, providing information, tools, resources, best practices, and connections.
- ...through regular convenings, there is ongoing collaboration and exchanges of best practices and cutting-edge innovations.



What Makes the National Alliance Unique

The Alliance is a broader, strategic effort to elevate the conversation nationally, across sectors, about the critical role and power of leveraging volunteers in meeting organizational missions.

We are leveraging and convening existing networks, organizations, and individuals to elevate and drive a national conversation about the power and potential of volunteer engagement, as well as encourage collective action for nationwide engagement strategies.

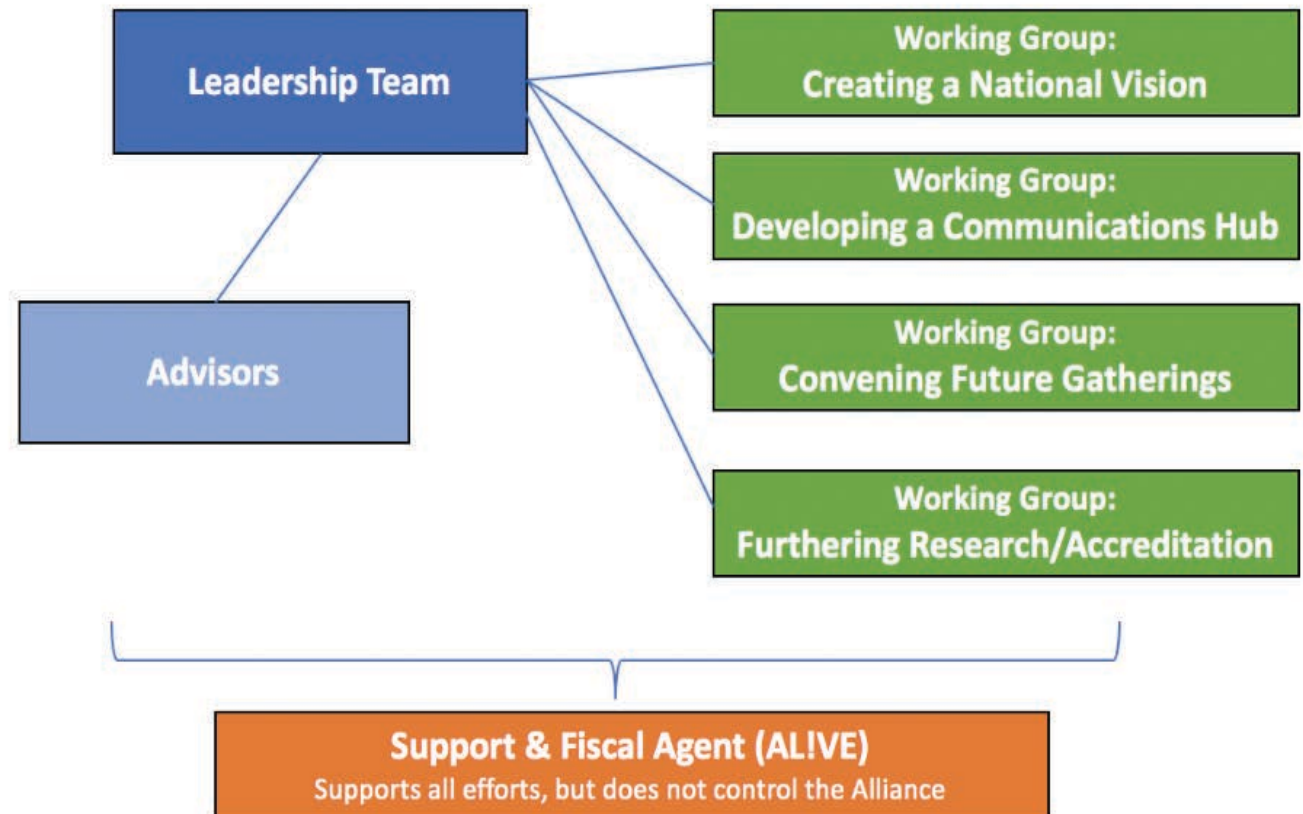
The Alliance is not a replacement for existing organizations such as Points of Light, America's Service Commissions, AL!VE (Association of Leaders in Volunteer Engagement), or other national or regional organizations or associations.

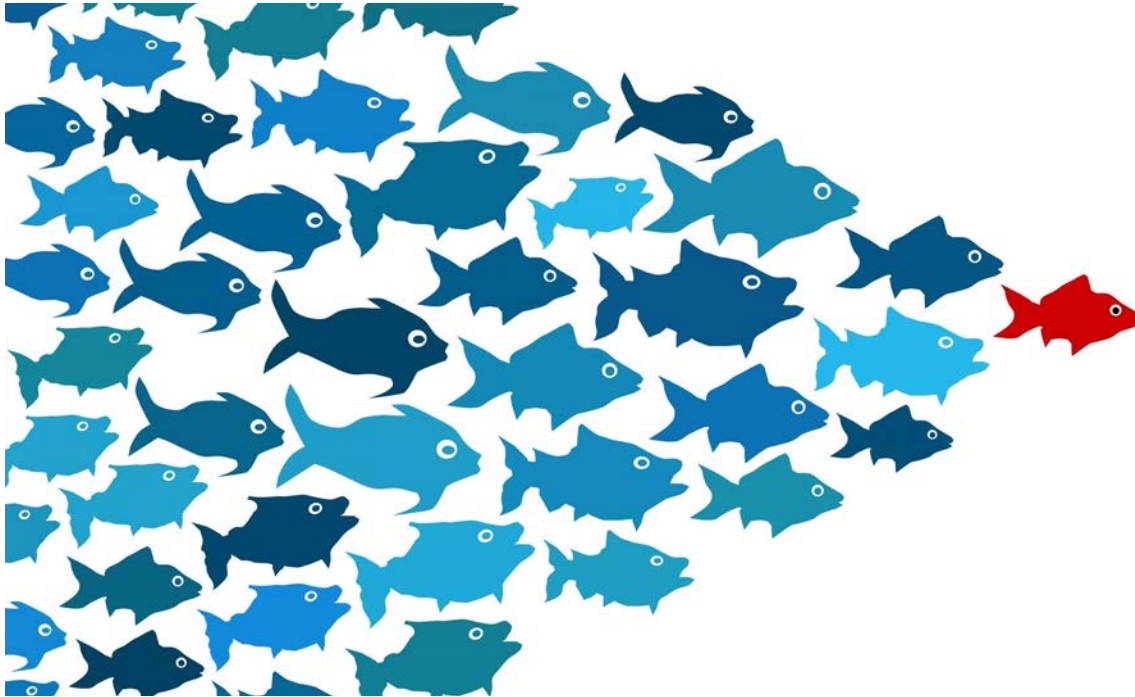
Rather, it is a coalition to facilitate collaboration across these organizations and other sectors for aligned collective action. AL!VE is generously providing support to the Alliance as co-facilitator and fiscal agent.



Our Structure

The National Alliance for Volunteer Engagement





Leadership Team

- Provides leadership and oversight of all aspects of the Alliance.
- Defines the scope of work and develops and implements the strategic plan, ensuring that it aligns with the Alliance mission and vision.
- Develops and implements ongoing communications plan to continue to attract interest and participation in the work of the Alliance.
- Develops recruitment criteria and process for Working Group and Advisors participation. Holds Working Groups accountable for deliverables.
- Serves as the liaison between the Advisors and the Working Groups to ensure effective communication and collaboration.
- Work closely with ALIVE and facilitators to plan meetings, develop agendas, ensure budget management, as appropriate



Barry Altland

Director, Partner Engagement
/Author, Speaker, Consultant,
Florida Prosperity
Partnership/Head, Heart and
Hands Engagement Collective
(FL)



Cassy Bohnet

Volunteer Services
Coordinator, City of
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Karmit Bulman

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Alison Doerfler

SVP, Capacity Building,
Points of Light (GA)



Kaira Esgate

CEO, America's Service
Commissions (OR)



Janis Evans

Corporate Programs,
United Way (AL)



Lauren Spero

Vice President, Volunteer
Engagement, National MS
Society (WA)



Beth Steinhorn

President, VQ Volunteer
Strategies (CO)



Craig Young

Volunteer Executive
Director, Inspiring
Service (OH)



Research and Accreditation Working Group

- Serves as a clearinghouse for both academic and non-academic research on volunteer engagement.
- Will make sure research is relevant and accessible, and insights are converted into actionable steps.
- Will reach out to universities and colleges and will promote institutionalizing volunteer engagement course work and setting academic standards.
- Research priorities will be shared and results will be widely disseminated, providing a bridge between local action and academic work.



- Will make sure that communication across the field is centralized on the national level, providing a critical network for information, tools, resources, best practices, and connections to other relevant organizations.
- This national communications hub will serve as a platform to cultivate emerging leaders, share research and best practices, and standardize impact measures.
- It supports a peer learning network that offers mentoring and creates connections across communities of practice.
- Peer-owned and peer-driven, this network accelerates continuous improvements in the field.



National Vision Working Group

- Works in tandem with the Leadership Team and Advisors to form a unified professional vision and voice that is channeled through a robust leadership pipeline, with collaboration maximized at the local and national levels and across sectors to elevate volunteer engagement.
- Perspectives will be broadened and efforts will be leveraged to create lasting, meaningful change.
- Awareness of the need for infrastructure and support inspires innovative investments and grant-making opportunities, and volunteer engagement is viewed as a strategy to measurably increase mission-driven impact.



Future Convenings Working Group

- Through regular convenings (in person and virtual), there is ongoing collaboration and exchanges of best practices and cutting-edge innovations.
- Best practices in training for effective engagement are shared across sectors.
- There is ongoing collaboration and exchange between the local and national levels, amplifying their roles as agents of change.
- Will plan and deliver effective gatherings designed to bring cross-sector professionals to strategize about the future of volunteer engagement and to learn and share skills and knowledge.



Advisors

- Experts and leaders in related fields.
- They bring deep experience in volunteer and civic engagement and a broad range of perspectives.
- From organizations across multiple sectors including nonprofit, philanthropy, government, business, faith, etc. who have participation within the Alliance and/or who represent one of the Alliance's networks, the broader volunteer and civic engagement community, or organizations with similar interests/objectives, etc.



Joan Cardellino, CAVS
Consultant



Tony Goodrow
CEO, Better Impact



Jane Leighty Justis
President, The Leighty
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**Susanne (Susie)
Spartano**
National Director of
Intake and Recruitment,
American Red Cross



Jerome Tennille
Manager, Volunteerism,
Marriott International



Barbara Thomas
Global Volunteer
Engagement Manager,
Habitat for Humanity
International

Next Steps

- Finalize Working Groups
- Launch Online Listening Tours
- Develop our Strategic Plan

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Strategic Planning

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Please stay in touch!

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