

2024 Virginia Volunteerism Summit Schedule

Mapping the Future of Civic & Community Engagement

May 15, 9:00am–10:10am

Opening Session & Keynote: Volunteer Data: From Compliance to Curiosity!, *Sue Carter Kahl*

VOLUNTEER MANAGEMENT **NONPROFIT STRATEGY**

May 15, 10:25am–11:35am

Community Mapping: A Route to Volunteer Engagement, *Kathe Goller & Markita Madden*

Community mapping is an essential tool for creating a volunteer structure or volunteer workforce that mirrors your mission and engages volunteers. As part of volunteer engagement, recruitment and succession planning can seem daunting, but with readily available information, volunteer leaders and staff can work step-by-step to create dynamic teams that reflect the communities we serve every day and ensure long-term sustainability in our mission. Discover tools for researching community demographics, develop methods for identifying existing gaps or areas of needed focus in your recruitment, and create a targeted strategy for recruiting and engaging a robust volunteer team.

VOLUNTEER MANAGEMENT **RECRUITMENT**

Create Awesome Teams with Awesome Leadership Strategies, *Sue Kindred*

Awesome teams don't just happen. They require strong and effective leadership, and leaders need a variety of leadership tools and strategies to create a culture of belonging that will yield results and propel your organization toward its goals. Learn what makes a team member feel engaged and successful as well as ways to recruit, engage and integrate new team members into an existing model. Explore innovative ways to set ground rules and guiding principles for effective meetings and to create psychological safety to foster deeper sharing and innovative creativity. Discover ways to strengthen existing relationships and to identify, support, and mentor the next generation of organizational leaders.

LEADERSHIP **NONPROFIT STRATEGY**

Empowering Youth through Volunteerism, Service-Learning & Youth-Adult Partnerships, *Morgan Lindsay*

Volunteerism doesn't just help teens fill their resumes and strengthen their college applications. It also helps them build transferable skills and grow into service-minded and community-oriented young adults, and empowers them to use their talents and voice to make a difference. Discover ways to foster youth-adult service partnerships that provide teens with learning opportunities, leadership skills, and confidence in their own abilities. Explore service-learning as a way to help youth identify issue areas and develop service projects, learning about supporting youth in ideation, development, completion, and reflection for a youth-led service project, using the Hanover Youth Service Council as a model.

YOUTH VOLUNTEERING **LOCAL INNOVATIONS** **VOLUNTEER MANAGEMENT**

How to Communicate Your Impact: A Storytelling Framework for Community Engagement,

Dionne Kumpe & Kerry Whitacre

Compelling stories captivate audiences and invite them into a shared purpose. Learn a storytelling framework that can help you achieve your organizational mission—whether it's to diversify funding, more effectively showcase your impact, or recruit new members, staff, and volunteers. This workshop will help you consistently communicate in a way that deepens connections, builds your brand, and creates advocates for your cause. Join us to learn the framework for sticky stories that drive impactful community engagement. This hands-on workshop will jumpstart your storytelling so that you can inspire action in your community.

NONPROFIT STRATEGY **COMMUNITY ENGAGEMENT**

Unleash Impact: The Power of the Three Rs, *Olivia Corcoran*

Whether you're a seasoned volunteer manager or new to the field, the 3Rs of volunteer management have never been more important. Volunteer Recruitment, Retention, and Recognition are the foundation of building a strong and vibrant volunteer network and developing meaningful and impactful programs. Throughout the session, we will dive into strategies focused on recruiting passionate volunteers invested in your mission, retention practices that create a fulfilling volunteer experience, and the transformative impact of recognition on volunteers' morale and engagement. This session combines real-world examples from seasoned volunteer managers, interactive discussions, and actionable takeaways to empower your organization to build and sustain a vibrant volunteer community.

VOLUNTEER MANAGEMENT **RECRUITMENT** **RETENTION**

2024 Virginia Volunteerism Summit Schedule

Mapping the Future of Civic & Community Engagement

May 15, 11:50am–12:40pm

Building Capabilities to Improve Outcomes, *StriveTogether*

Build capability across your team to create systems-wide and community-led change by experiencing tools that support equitable and inclusive collaboration. Designed to ignite change and fuel leaders, this is one of the many curated offerings available through The Training Hub powered by StriveTogether. Named a Social Innovator of the Year by the Schwab Foundation for Social Entrepreneurship, StriveTogether is a national movement working to ensure every child has every opportunity to succeed in school and in life, using data to illuminate obstacles facing children of color and those living in poverty. With their Theory of Action™ framework, communities can transform systems to get more equitable results.

NONPROFIT STRATEGY **COMMUNITY ENGAGEMENT**

Using the VCEI Dashboard, *Mackenzie Vuotto*

Learn about the Virginia Community Engagement Index (VCEI) and how to easily access Virginia-specific data for volunteer recruitment, program design, and grant applications. In 2023, Serve Virginia and the Virginia Service Foundation launched the VCEI, a comprehensive, first-of-its-kind study to understand the state of service, volunteerism, and civic action in Virginia, and to identify community priorities. Discover what the data says about community and civic engagement in Virginia. Learn how to use the new interactive VCEI regional data dashboard to inform local and regional initiatives with evidence-based practices. and explore models of VCEI-informed work currently underway.

LOCAL INNOVATIONS **COMMUNITY ENGAGEMENT**

Virginia Housing Alliance VISTA Showcase, *Rachel Schut & Wil Tabron*

Hear from AmeriCorps VISTA members serving at sites across Virginia through the Virginia Housing Alliance (VHA) about how their service and their projects are addressing housing needs. Tracing its roots to the 1980s, VHA has a strong track record of advocating for the expansion of housing opportunities, educating the public about housing challenges in Virginia, and helping to build the organizational capacity of housing nonprofits across the state. Working with members and national partners, VHA's team develops forward-looking solutions to address housing affordability and end homelessness.

AMERICORPS **LOCAL INNOVATIONS**

Volunteer Engagement Mastery: Igniting Passion, Driving Change, *Jason Wallace*

Unlock the secrets to igniting a contagious passion for change from the volunteers in your organization! Take a deep dive into the art of volunteer engagement and learn how to unleash the full potential of your volunteer team and witness the tremendous impact they can have on your organization's success. Discover how to build an engaged community of volunteers who are not just participants but active drivers of change. Uncover the profound impact of data and how leveraging insights can amplify your volunteer program's success. Learn how to design volunteer opportunities that attract and retain donors, fueling lasting impact.

VOLUNTEER MANAGEMENT **COMMUNITY ENGAGEMENT**

May 15, 12:40pm–2:00pm—Lunch Break & Regional Networking

May 15, 2:00pm–3:10pm

Program Review (When Do You End a Program, Change It, or Put More Resources to It), *Amy Nisenson*

Evaluating programs helps to determine where your mission and impact intersect. Learn about program review and methods of using the resulting data to evaluate the effectiveness and impact of programs. Explore different methods for program evaluation and learn the importance and impact that program evaluation can have and why to do it. Gain hands-on experience through group exercises during this session and gain awareness of specific tools to do more effective evaluations and determine the direction of your programs, whether that's making changes to their design, putting more resources into them, or strategically deciding to end them.

NONPROFIT STRATEGY **PROGRAM EVALUATION**

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May 15, 2:00pm–3:10pm, continued

RVA Engage: Working Better Together, *Gail Cavallaro & Kim Dean-Anderson*

Have you faced an imbalance between the supply and demand of volunteers? Do you have varied success stewarding your community partnerships? Are you experiencing difficulties as you manage varied expectations, effective communication, agreeable timing, and logistics? RVA Engage is a community of practice of engagement professionals across multiple sectors striving to address questions like these, fueling a regional culture of highly effective volunteerism and civic engagement by building relationships, exchanging knowledge, and facilitating individual and collective action. Using RVA Engage as a model, learn tools and strategies for collaborative problem-solving to consider within community-engaged relationships.

COMMUNITY ENGAGEMENT **LOCAL INNOVATIONS**

Use Me! Utilizing Skilled Volunteers through Corporate Partnerships, *Jordanya Reeves*

As corporations search for ways to make a positive social impact on their communities, one way to do this is through skilled volunteering. The benefits of this type of partnership are numerous: organizations receive the expertise they need to tackle complex issues; volunteers, with extensively honed professional skills, gain valuable experience and a sense of fulfillment. Explore corporate social responsibility (CSR) programs to partner with, as well as, an in-depth look at TD Mindpower: Analytics for Social Good. Discover how organizations can connect with and utilize skilled volunteers to map the future of community engagement.

VOLUNTEER MANAGEMENT **RECRUITMENT**

What Now? Creating (and Re-Creating) Your Career Path, *Jenna Lenhardt*

Have you ever hit a wall and said, "how did I get here, and where do I go now?" Through active participation and planning, learn how to empower yourself and follow your values in the workplace and in choosing your career pathway. Discover how to apply tools and reframing mindsets for finding your way forward to maximize networking, academic programs, and job crafting to make the most of your whole self. Sharing lessons learned from the Virginia Commonwealth University School of Education, this session offers hands-on exploration and reflection for all stages of one's career, from first steps to second careers and beyond.

AMERICORPS **CAREER DEVELOPMENT**

May 15, 3:30pm–5:00pm—Virginia Community Engagement Index Convening

May 16, 9:00am–10:10am

Keynote & Panel Discussion:

From Charity to Co-Dreaming: a Truth-Telling Conversation on Reclaiming Volunteerism, *Breauna Dorelus*

VOLUNTEER MANAGEMENT **NONPROFIT STRATEGY** **LEADERSHIP**

May 16, 10:25am–11:35am

Empowering Volunteers to Lead, *Susan Sanow*

Can your current volunteers take it to the next level and become your best future volunteer leaders? In this session, discover how you can recruit, target, engage, coach, and transform volunteers to become all that you need them to be while also encouraging them to become leaders in your community. Explore ways to identify volunteers as potential leaders, delineate responsibilities, and set appropriate expectations and supervisory responsibilities. Discover the recognition hot buttons and celebration strategies to honor your shining volunteer stars. Imagine how a stronger, empowered volunteers corps can impact you and your volunteer program!

VOLUNTEER MANAGEMENT **RETENTION**

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May 16, 10:25am–11:35am, continued

Is AmeriCorps Right for Your Nonprofit?, *Sam Sokolove*

AmeriCorps grants allow nonprofits to expand community programs in critical areas like education and health. However, hosting an AmeriCorps program requires extensive planning and organizational capacity. With perspective and insights from a knowledgeable guide, review the AmeriCorps model to determine if pursuing AmeriCorps funding fits your strategic plans and serves your organization's mission. Explore AmeriCorps program components and assess the benefits of hosting members while learning how to create an AmeriCorps expansion roadmap.

AMERICORPS **NONPROFIT STRATEGY**

Leveraging Your AmeriCorps Experience into a Career in Education, *Kerry Whitacre*

As a career pathway, education is more expansive than ever, due to efforts to create more equity, the impact of COVID, the expansion of ed technology, and new ideas about how best to deliver public education to all students. Explore how the skills gained through AmeriCorps service translate to a possible career in education. Learn about different career pathways in education, including teaching, tutoring, early childhood, out-of-school time, college and career success, ed tech, higher ed, education nonprofits, and foundations, as well as where to find these jobs and how to stay current in this quickly-changing field.

AMERICORPS **CAREER DEVELOPMENT**

Recruiting Volunteer Drivers: Lessons for High Interaction, High Commitment Volunteer Roles, *Emily Braley*

Many organizations have a need for high-interaction, high-commitment volunteers to perform specialized tasks like driving, visiting with seniors, and engaging directly with vulnerable clients. Volunteer recruiters know recruiting and engaging this level of volunteer can pose a unique challenge. Using NV Rides' (Northern Virginia Rides) recruitment strategy for their network of 500+ volunteer drivers for seniors across the Northern Virginia region as a model, review lessons learned for engaging this type of volunteer. Explore the ethical and legal aspects of background checks and driving records, program insurance basics, interviewing and selecting volunteers, and ways to show appreciation for this special volunteer population.

LOCAL INNOVATIONS **VOLUNTEER MANAGEMENT**

May 16, 11:35am–1:00pm—Lunch Break & Networking

May 16, 1:00pm–2:10pm

Board Essentials, *Myra Smith & Lisa Specter-Dunaway*

Nonprofit board service provides an excellent opportunity to positively affect change or support a cause you are passionate about and an organization you trust. Many individuals want to join a board, are currently being recruited for board service, or have already joined a nonprofit board but still need to enhance their awareness of board service duties and obligations. Whether you are a prospective or current board member, or a staff member who works closely with you board, learn the ins and outs of board service and gain perspectives on the advantages and challenges of nonprofit board membership as well as a holistic understanding of the roles and responsibilities of board members.

NONPROFIT STRATEGY **BOARD SERVICE**

Strategic Partnerships for Impact, *Dannon Thornton & Lindsay Payne*

Nonprofit professionals and leaders recognize the importance of tailoring opportunities to address community needs through strategic partnerships. Learn to craft community-centered programs by developing a community needs assessment, a pivotal step towards strategic collaboration. Explore real-world examples of organizations restructuring programs based on community needs and partnerships, illustrating the transformative potential for both organizations and communities. Navigate the intricacies of needs assessment and discover the potential of aligning organizational goals with the pulse of the community. Leave with actionable strategies for positive change within your organization and community.

NONPROFIT STRATEGY **COMMUNITY ENGAGEMENT**

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May 16, 1:00pm–2:10pm, continued

The Principles of Grant Writing: Tools & Techniques for Securing Grant Funding, *Brianna Howard*

Unlock the secrets to successful grant writing with this comprehensive session on the principles of grant writing and specific tools and techniques to ensure securing grant funding. Delve into the key elements of a compelling grant proposal and discover helpful techniques to streamline and enhance your grant writing process. This session will not only cover traditional methodologies but also introduce innovative approaches, including leveraging AI to save valuable time in the grant writing journey. Gain a holistic understanding of the grant writing landscape and leave empowered to craft impactful proposals that stand out to funders.

NONPROFIT STRATEGY **FUNDRAISING**

Turning Passion into Philanthropy: The Volunteer-to-Donor Journey, *Mary Maupai*

Donors and volunteers are essential to a nonprofit's sustainability. Yet, in many organizations, the development and volunteer operations operate in silos. To create a community of champions (volunteers who donate and donors who volunteer), the volunteer and development leadership must work together. Through collaborative planning, moves management, and personalized asks, nonprofits can create a community of champions who will support their organization with their time, talent, and treasure—yes all three! Learn strategies for getting out of your silo and aligning your volunteer and development teams as well as identifying prospective committee and board members and using your champions to advocate for your nonprofit.

NONPROFIT STRATEGY **VOLUNTEER MANAGEMENT** **FUNDRAISING**

May 16, 2:20pm–3:00pm—National Service Awards Ceremony

May 16, 3:00pm–4:30pm—AmeriCorps Convening



About the 2024 Virginia Volunteerism Summit

Taking place virtually on May 15–16, the 2024 Virginia Volunteerism Summit is Virginia's leading event for organizations and individuals making a difference in their communities. Hosted by Serve Virginia and the Virginia Service Foundation, this year's Summit will **re-energize your passion for service!**

The 2024 keynote speakers are **Breauna Dorelus**, AmeriCorps alum and founder of Connecting the Cause, and **Sue Carter Kahl**, nationally-known expert in volunteer engagement.

In addition to these exciting keynotes, attendees will participate in multiple hands-on workshops each day as well as virtual networking opportunities and resource-sharing.

Tickets and sponsorship opportunities are now available.

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Mapping the Future of Civic & Community Engagement

May 15-16, 2024, Virtual

Presented by



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