

June 9, 10 & 11, 2021
10:00 AM – 4:00 PM (Central Time)



MAVA MINNESOTA ALLIANCE FOR
VOLUNTEER ADVANCEMENT

CELEBRATING 20 YEARS OF SERVICE

VOLUNTEER ENGAGEMENT LEADERSHIP CONFERENCE

In With the **BOLD**

The past year has brought many challenges for volunteer engagement leaders that we may be eager to put in the past. It's time to work together to imagine the future of volunteer engagement: Out with the old, in with the **BOLD**. Let's focus on **boldly** taking a seat at the table where decisions are being made. Let's make the **bold** decision to dismantle the barriers put up around volunteering. And let's **boldly** acknowledge the strength and creativity we've gained amidst challenges - and continue to flex those muscles, stand up for volunteerism and shape the field to be better than ever.



Conference Agenda

Welcome from MAVA's Executive Director

Welcome to the 2021 MAVA Volunteer Engagement Leadership Conference. This unique conference will provide an opportunity to engage with and learn from some of the best and brightest leaders in our field. While we miss in person gatherings in our volunteer engagement community, we will do everything we can to make these three days personal, engaging, informative and fun! So, out with the old, in with the BOLD. Let's make this the BEST MAVA conference yet!

- **Karmit Bulman, MAVA Executive Director**



Special thanks to our generous 2021 sponsors



THE MCDOWELL AGENCY, INC.
INVESTIGATION & PRE-EMPLOYMENT SCREENING



MAVA's Mission

MAVA connects, educates, strengthens and advocates for volunteer engagement leaders and their organizations to positively impact communities.

[View MAVA's Land Acknowledgement](#)

Day One: Wednesday, June 9					
Time (Central Time)	Concurrent Session 1	Concurrent Session 2	Concurrent Session 3	Concurrent Session 4	Concurrent Session 5
10:00-11:30 a.m.	Opening Keynote: Carve Your Own Path Dana Litwin, CVA				
11:30-11:45 a.m.	Sponsor Session: Better Impact Meet and learn more about our conference sponsor!				
11:45 a.m.-12:45 p.m.	"From the Ground Up" Volunteer Engagement Terry Straub	Volunteer Engagement During COVID-19 and Beyond Maureen Bourgeois	Words & Action: Understanding the Language of Diversity & Social Justice Ree Ford	Purpose-Driven Volunteer Impact Sue Carter Kahl	Designing Meaningful Work for Volunteers Betsy McFarland
12:45-1:15 p.m.	Sponsor Session: Volgistics Meet and learn more about our conference sponsor!				
1:15-2:45 p.m.	Supervising Volunteers Kathleen Cannon	What We're Learning from MAVA's 2021 Shifting Environment Survey Polly Roach Jacklyn Cooney	Equity in Rural Volunteerism Cairn Reisch	Caring For and Nurturing Volunteers During Social Distancing Ken Culp, III	Beating Burnout: Taking a Proactive Approach to Managing Stress Paul Johnson
2:45-3:00 p.m.	Sponsor Session: Galaxy Digital Meet and learn more about our conference sponsor!				
3:00-4:00 p.m.	Build Capacity with Volunteer Leaders Becky Lunders	Designing Service-Learning Partnerships Dr. Bradley Wolfe	No "One Right Way": Creating New Systems for Volunteer Engagement Lisa Joyslin	The Stories We Tell - Using Storytelling for Every Aspect of Engagement Annette Sutfin	Let's Talk Volunteer Engagement in Healthcare! Susan Connolly Kelly O'Brien

Day Two: Thursday, June 10					
Time (Central Time)	Concurrent Session 1	Concurrent Session 2	Concurrent Session 3	Concurrent Session 4	Concurrent Session 5
10:00-11:30 a.m.	Keynote: Out With the Old, In With the Bold Donte Curtis				
11:30-11:45 a.m.	Sponsor Session: Better Impact Meet and learn more about our conference sponsor!				
11:45 a.m.-12:45 p.m.	Storytelling Strategies on a Shoestring Nancy Angus	The Elusive All-Volunteer Organization Kathy Ahlers	Identifying and Addressing Microaggressions With Volunteers Wendy Vang-Roberts	How to Use Digital Marketing to Attract New Volunteers Chris Barlow	The State of Greater Minnesota Volunteerism Eleanor Burkett
12:45-1:15 p.m.	Volunteer Engagement Leaders Networking Session Bring your lunch and meet other volunteer engagement leaders! This networking session is a fun and laid-back opportunity to get to know other volunteer engagement leaders virtually.				
	Sponsor Session: McDowell Agency Meet and learn more about our conference sponsor!				
1:15 - 2:45 p.m.	Successfully Implementing Volunteer Program Changes Jennifer Bennett	High Tech, High Touch: Finding the Balance in Volunteer Engagement Dana Litwin, CVA	Courageous Conversations Start with YOU! Danielle Brady	How to Diversify Your Volunteer Program Nicole R. Smith	Valuing Volunteer Management Rob Jackson

2:45-3:00 p.m.	Sponsor Session: Galaxy Digital Meet and learn more about our conference sponsor				
3:00-4:00 p.m.	Sharpening Your Leadership Profile with Service Enterprise Polly Roach	Creating Sustainability Through the Power of Volunteers Lauren Spero Betsy McFarland	Boldly Creating Inclusive Spaces for Volunteers Cydnee Sanders	Navigating Changes in City Volunteerism During COVID-19 Diane Erickson Jackie Maas Rachel Boggs Carla Kress	People First: Communicating for a More Engaged Volunteer Workforce Karen Reid

Day Three: Friday, June 11					
Time (Central Time)	Concurrent Session 1	Concurrent Session 2	Concurrent Session 3	Concurrent Session 4	Concurrent Session 5
10:00-11:30 a.m.	Recognizing and Retaining Volunteers Cameron Kruger	Managing Challenging Volunteers and Reducing Conflict Betsy McFarland	Speaking Truth to Power: Pushing Back Against Privilege in Volunteerism Sue Carter Kahl	Ethical Issues in Volunteer Engagement Rob Jackson	Why 70% of Potential Volunteers are Not Coming to Your Organization: What We Need to Learn from Informal Volunteerism Karmit Bulman Jewellean Jackson Jaylen Lyles Christian McCleary
11:30 a.m.-1:45 p.m.	Annual MAVA Member Meeting and Excellence Awards Ceremony All MAVA members and conference participants are invited to join.				
2:00-2:30 p.m.	Black, Indigenous and People of Color (BIPOC) and White Allies Networking Session This networking session is an opportunity for volunteer engagement leaders to connect with others working on antiracism in volunteerism. There will be breakouts for BIPOC only and white allies only during the session. Feel free to bring your lunch! Sponsor Session: Vsys One Meet and learn more about our conference sponsor!				
2:30-4:00 p.m.	Closing Keynote: Where Do We Go From Here? Owning the Deep Commitment to Help and Not Harm Breana Dorelus				

Thank you to all of the 2021 MAVA Virtual Volunteer Engagement Leadership Conference presenters!

[View Speaker Biographies](#)

Opening Keynote: Carve Your Own Path – Dana Litwin, CVA
10:00-11:30 a.m.

"Carve Your Own Path" incorporates an inspiring personal story with practical examples and exercises on how to advocate for and grow your volunteer administration position and department, even in the most rigid of structures or dysfunctional environments. This keynote session explores three main topics: Identifying Your Unique Gifts and Talents, Persuasion and Countering Toxicity.



“From the Ground Up” Volunteer Engagement

11:45 a.m.-12:45 p.m.

Terry Straub

Like anything that grows in the ground, a volunteer program needs a good foundation. This session will cover the basic elements needed for a volunteer program to thrive. We'll review a volunteer system, discussing fun and exciting components like: needs assessment, position descriptions, motivation and evaluation! Don't get stuck in the weeds – this session will provide the fertilizer your program needs to grow strong!

Volunteer Engagement During COVID-19 and Beyond

11:45 a.m.-12:45 p.m.

Maureen Bourgeois

Join this session for a discussion about how organizations have been handling volunteer engagement during COVID-19 and suggestions for ways that organizations can retain, recruit, recognize and inspire their volunteers during challenging times.

Words & Action: Understanding the Language of Diversity & Social Justice

11:45 a.m.-12:45 p.m.

Ree Ford

Words & Action: Understanding the Language of Social Justice will aid volunteers and volunteer leaders in understanding and defining terms such as: oppression, intersectionality, mental shortcuts, microaggressions (microassaults, microinsults and microinvalidations), privilege and allyship and will emphasize the real-life ramifications of these terms as well as how participants can use what they've learned moving forward in their careers and day-to-day life.

Purpose-Driven Volunteer Impact

11:45 a.m.-12:45 p.m.

Sue Carter Kahl

Volunteers make a significant impact to the organizations they serve. Yet, the industry standards for reporting their value reveal volunteer volume instead of volunteer accomplishments. This session provides a holistic approach to demonstrating volunteer impact by linking it to the organization's mission and audiences. Participants will receive practical tools, derived from research and practice, to help them select meaningful volunteer value indicators in their organizations.

Designing Meaningful Work for Volunteers

11:45 a.m.-12:45 p.m.

Betsy McFarland

The most important factor for successfully engaging volunteers is the design of volunteer positions. An organization that offers interesting and meaningful roles will have a much easier time attracting and keeping volunteers. Unfortunately, too many agencies don't do this well and end up providing disappointing experiences resulting in volunteer turnover and frustrated staff who feel they can't rely on volunteer support. Taking the time to think through and plan the roles volunteers will play will go a long way in providing your organization the people power it needs to thrive.

Supervising Volunteers

1:15-2:45 p.m.

Kathleen Cannon

Effective volunteer efforts depend on effective direction and positive, constructive, timely supervision. Learn what it takes to be a successful volunteer supervisor and what your organization can do to support this key process. "Supervising Volunteers" is a part of MAVA's Volunteer Impact Leadership Training Series. Attend the full virtual series and earn your Certificate in Volunteer Impact Leadership! Register at mavanetwork.org.

What We're Learning from MAVA's 2021 Shifting Environment Survey

1:15-2:45 p.m.

Polly Roach, Jacklyn Cooney

Join us to explore early findings from MAVA's 2021 survey of volunteer engagement leaders. In this session, we'll explore what MAVA's most recent trends survey is telling us about the impact of 2020's tumultuous events – the COVID-19 pandemic, reckonings with racial inequity, political unrest – on volunteerism. We'll also take a look at how patterns identified in prior surveys are continuing to evolve. This will be an interactive session, drawing on participants' experience to help MAVA put these new findings into context and develop new recommendations for ways to capitalize on emerging trends.

Equity in Rural Volunteerism

1:15-2:45 p.m.

Cairn Reisch

The challenges facing rural volunteer programs are being exacerbated due to the ever-changing societal landscape during the pandemic. Based on MAVA's recent survey of Greater Minnesota volunteer engagement leaders, we will do a deep dive into these issues and plan a path forward. You will leave this session with tools and resources to begin tackling inequalities you see in your organization, such as the need to recruit a younger volunteer base and how to adjust roles to address transportation or internet issues in our communities.

Caring For and Nurturing Volunteers During Social Distancing

1:15-2:45 p.m.

Ken Culp, III

Organizations are focused on two key priorities: 1) fulfilling its mission and accomplishing its objectives and 2) reinventing program delivery methods and outreach in a time of social distancing. Its little wonder, therefore, that we tend to neglect our most valuable resources... volunteers! We serve clientele, accomplish our mission and achieve program objectives. But the collateral damage remains: volunteers are feeling under-appreciated, lost or neglected. This workshop focuses on strategies to assist those who work with volunteers to understand the importance of nurturing and caring for the volunteer corps during social distancing.

Beating Burnout: Taking a Proactive Approach to Managing Stress

1:15-2:45 p.m.

Paul Johnson

It's no secret that burnout is a pervasive issue in the workplace today. A recent Gallup poll found that over 2/3 of employees reported feeling burned out at work at least sometimes. Not only does burnout take a toll on our well-being, but it also affects our performance at work. To be at our best and boldest, we need to get stress under control. The key to preventing burnout isn't about eliminating stress, it's about managing it better. In this highly interactive and practical session, you'll learn stress management strategies such as mindfully addressing your stress, learning about the power of saying "no" and prioritizing self-care into your day.

Build Capacity with Volunteer Leaders**3:00-4:00 p.m.***Becky Lunders*

There are people in your community who can help you build capacity and grow. They are volunteer leaders and they are, perhaps, the most under-utilized resource in most organizations. These people are highly skilled and come with high expectations. They are also deeply committed to the cause for which they give their time. They are anxious to take on programs and projects, if you are willing to allow them to do so. In this session we'll:

- Define "leadership volunteer" and look at how they can up your game;
- Examine the characteristics of a volunteer leader so you know what you're looking for;
- Explore where to find leaders and how to utilize them;
- Discuss the importance of being volunteer centric when working with these key leaders

Designing Service-Learning Partnerships**3:00-4:00 p.m.***Dr. Bradley Wolfe*

In our nonprofit world, are students worth the hassle? Some nonprofits have great experiences with students giving their time, whereas others feel students are more of a headache than they are worth. We will discuss some models of volunteer management that work well when working with students as volunteers. How can your organization make the most out of service-learning partnerships? Join us as we discuss how to recruit, manage and recognize volunteers! As an added bonus, we will share how to get students to support your mission through virtual service opportunities.

No "One Right Way": Creating New Systems for Volunteer Engagement**3:00-4:00 p.m.***Lisa Joyslin*

One characteristic of white supremacy culture is the idea that there is "one right way" to do things. There are many ways in which volunteer engagement systems reflect this characteristic; for example, the formal processes for onboarding volunteers, the requirement of an ongoing commitment for certain roles, and the limited voice volunteers may have in how services are delivered. MAVA recently held a series of listening sessions with BIPOC volunteers in the Twin Cities to learn more about the barriers put up by the "one right way" mentality, along with brainstorming other ways of engaging volunteers that are more inclusive and equitable. In this session we'll discuss the key themes of what interviewed volunteers had to say and share their ideas – along with ways we've seen these ideas in action – for making "many different ways" a norm in volunteerism.

The Stories We Tell - Using Storytelling for Every Aspect of Engagement**3:00-4:00 p.m.***Annette Suttin*

Stories are one of our most powerful tools for engagement, so why don't we use them more? Using interactive activities, this session will help participants craft stories for every aspect of volunteer engagement, from recruitment to retention and recognition. In addition to reviewing examples of effective storytelling, participants will receive tools for: story cultivating and gathering, telling an impactful story to audiences with short attention spans and integrating storytelling into everyday processes. Attendees will complete a worksheet to start their first story. This will be a fun session where participants will leave with tools they can implement right away.

Let's Talk Volunteer Engagement in Healthcare!**3:00-4:00 p.m.***Susan Connolly, Kelly O'Brien*

Connect with fellow volunteer engagement professionals who work in healthcare settings such as hospitals, long term care, clinics, home care, hospice, mental health, recovery, etc. Our networking sessions are an informal discussion of current hot topics determined by the participants. This is an opportunity to ask questions, share your experience and learn from your peers. Please join us for the conversation – the more who participate the richer the exchange of information!

Keynote: Out With the Old, In With the Bold – Donte Curtis

10:00-11:30 a.m.

Since the murder of George Floyd a year ago, we have seen an increase of action around racial justice. Book clubs and racial equity statements have become the headlines and yet for a lot of folks there is still the question of "what should I do?" It is not enough to know what to do. You must also know how to overcome the roadblocks that get in the way of the action. Join Donte Curtis as he inspires you to take BOLD action in your personal and professional life, by changing your paradigm about DEI, tapping into your personal power, changing your habits and creating a more just organization and world.



Storytelling Strategies on a Shoestring

11:45 a.m.-12:45 p.m.

Nancy Angus

Volunteers have stories that can assist in the "R's" of volunteer management: Recruitment, Retention, Recognition and Respect. Learn to gather, listen, share and celebrate the stories of volunteers that will boost your recruitment efforts as well as the spirits of your volunteers. This low-tech, high-results workshop will help you build a cost-effective toolkit for action. Let's face it - we all have stories to share from 2020 and beyond. Let's share the bold and learn from the brave!

The Elusive All-Volunteer Organization

11:45 a.m.-12:45 p.m.

Kathy Ahlers

Mostly ignored as irrelevant by many agencies that provide capacity-building for nonprofits, the humble all-volunteer organization hums along – or doesn't – as it continues its modest work. Such organizations are common in communities across the state. What are the unique challenges for organizations with no full-time paid staff? How many such nonprofit organizations are there in Minnesota? Covered will be dynamics of the volunteers who serve on so-called "working boards," the importance of well-crafted and frequently reviewed policies including separation of financial duties, ethical challenges, situations that may arise when a volunteer fills multiple roles, avoiding nepotism, preventing burnout, consideration for providing professional development, DEI and more. Come prepared with your questions for a dynamic exchange of ideas. The community is more powerful than any one individual, so your wisdom will be valued.

Identifying and Addressing Microaggressions With Volunteers

11:45 a.m.-12:45 p.m.

Wendy Vang-Roberts

We want to retain and build good relationships with our volunteers, so how do we address microaggressive acts while making sure volunteers know they are still valued? In this interactive session, we will define and provide examples of microaggressions, discuss how microaggressions can show up in our volunteer programs and talk about the harmful effects of microaggressions. You will leave with strategies to navigate these difficult conversations with your volunteers to create more inclusive spaces.

How to Use Digital Marketing to Attract New Volunteers

11:45 a.m.-12:45 p.m.

Chris Barlow

In this session you will learn a consistent and effective strategy to help you – as an Executive Director, Marketing Director, Volunteer Manager or Boards – to find new volunteers. Instead of pulling focus away from the mission, this marketing approach will bring deeper alignment between mission, volunteer management, fundraising and marketing. You will learn:

- The 3 questions nonprofit leaders need to deeply understand in order to attract volunteers
- A 5-step campaign a Marketing/Volunteer Director can put together to consistently find new volunteers
- How a new way of thinking about "attracting" people (whether they are clients, volunteers or donors) can help you reshape any activity that you do as an organization.

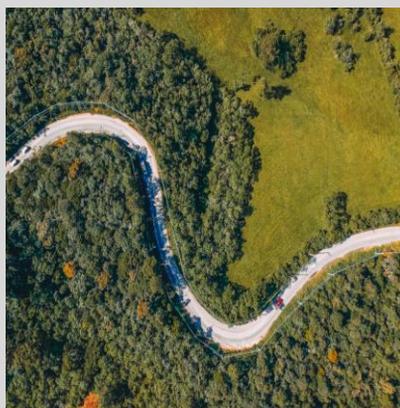
The State of Greater Minnesota Volunteerism

11:45 a.m.-12:45 p.m.

Eleanor Burkett

So here we are in year two of the COVID pandemic. There are still a lot of unknowns even with the vaccination process well under way and businesses reopening. We will review survey results MAVA conducted in August 2020 to learn about pandemic impacts for greater Minnesota volunteer professionals and discuss what is significantly different now from then. What changes are you seeing? What is still on hold? Here is your opportunity to (re)connect with volunteer engagement professionals in greater Minnesota to share your experiences of the current state of volunteerism and unravel what is to become the "new normal." Let's discuss how we can share strategies and build support for each other, as we are all in this together!

Join MAVA's Greater Minnesota District Councils For Minnesota Programs



MAVA staff and members created six District Councils throughout greater Minnesota for volunteer engagement leaders and staff from non-profit and civic organizations of all sizes. Two key goals for the councils are to provide a forum for volunteer engagement leaders and staff to share challenges and opportunities in volunteer management, and to learn from each other about practices to better volunteer engagement for participating organizations. Each of the District Councils meet quarterly. For more information and how to enroll in a District Council in your region, please email Ellie Burkett, Greater MN Program Manager at eburkett@mavanetwork.org.

Successfully Implementing Volunteer Program Changes

1:15-2:45 p.m.

Jennifer Bennett

What should you do when it's time to change the policies and procedures that govern or guide the volunteers that work with your organization? How can you create a culture of inclusion and get buy-in for those new policies? This training will give you the tools to approach program changes in a strategic way. We will also cover what to do if volunteers either can't or won't adopt the policies, how to manage that situation and what to do if ultimately you need to ask a volunteer to leave.

High Tech, High Touch: Finding the Balance in Volunteer Engagement

1:15-2:45 p.m.

Dana Litwin, CVA

Learn how to balance the latest technology with a personal touch to work smarter, not harder, in engaging volunteers and managing data. No matter your budget or comfort level with technology, by the end of this workshop you will have the strategic tools to dig deeper into new diverse communities to reach the right volunteers with the right skills. The session will review a

variety of apps and programs – including some not typically used for volunteer administration – from a neutral, field-tested perspective. This is a fun, dynamic and interactive experience from the heart of Silicon Valley.

Courageous Conversations Start with YOU!

1:15-2:45 p.m.

Danielle Brady

Let's face it, we are surrounded by difficult conversations these days! We are constantly challenged with deciding if we want to be "right" or "effective" and what that looks like. Learning how to have difficult conversations constructively with open dialogue when emotions run high can be challenging and uncomfortable for many people; as a result, these important conversations are often mishandled or avoided altogether, which benefits no one. This workshop focuses on self-awareness, simple tools and practice for engaging in difficult conversations with others while maintaining the integrity of the relationship and achieving win-win outcomes for everyone.

How to Diversify Your Volunteer Program

1:15-2:45 p.m.

Nicole R. Smith

There is no doubt that our country is going through an awakening. Many events in the past year have ignited widespread introspection leading countless organizations to acknowledge that a change needs to be made. The question then becomes, "but how?" We will share some actions that have worked, challenges we have encountered and mistakes we have made, and still survived. Learning objectives include:

- How and where to start
- Overcoming the fear of saying the wrong thing
- Connecting with new communities
- Preparing your current team for change
- The importance of taking the journey one day, one step at a time
- Why resilience will be vital

Valuing Volunteer Management

1:15-2:45 p.m.

Rob Jackson

In this session we'll look at the essential role of the leader and manager of volunteers. We'll deepen our knowledge of the profession, how it has evolved and how we can articulate its value to others.

Is Your Organization Ready to Revitalize Volunteer Engagement?

Service Enterprise gives you a blueprint for navigating key steps in managing organizational change:

- Taking stock of your situation and challenges
- Building a strong team of collaborators
- Prioritizing what's important
- Finding opportunities to thrive



Through Service Enterprise, your organization will join a team-based learning cohort offering assessment, training and coaching services aimed at reimagining how you engage volunteers and reshaping your support systems to maximize your impact. The time has never been better to take stock of where you are, increase your flexibility to respond to uncertainties, and

position your organization to strategically leverage its greatest asset – your volunteers.

To find out how Service Enterprise can help Minnesota organizations respond to the changing landscape of volunteerism, join us for a one-hour conversation on [Tuesday, June 22](#) from 12-1 p.m. (Central Time) or [Thursday, July 22](#) from 9-10 a.m. (Central Time). Visit the MAVA Upcoming Event page or click the link for the date you are interested in to register for a session.

[Learn more about MAVA's Service Enterprise Initiative](#). Applications for the Fall 2021 Service Enterprise cohort are open now – find [cohort details](#) and [apply](#) today!

Questions? Contact Polly Roach at proach@mavanetwork.org and/or attend the **Sharpening Your Leadership Profile with Service Enterprise** session to learn more!

Sharpening Your Leadership Profile with Service Enterprise

3:00-4:00 p.m.

Polly Roach

The Service Enterprise Initiative (SEI), offered by MAVA through a partnership with Points of Light, offers Minnesota organizations a process, tools and resources to take their engagement of volunteers to the next level and better address needs of the clients, constituents and communities they serve. SEI also offers volunteer engagement staff a chance to level up as leaders in their organizations - by increasing their visibility and credibility with decision-makers, positioning their role as key resource managers, and building awareness of the strategic importance volunteers can play in meeting organizational goals. Join MAVA staff and peers who have led their organizations through the SEI process to learn how Service Enterprise can equip you to navigate organizational change and enhance your professional skillset.

Creating Sustainability Through the Power of Volunteers

3:00-4:00 p.m.

Lauren Spero, Betsy McFarland

Volunteers are critical to an organization's response during these turbulent times, and research demonstrates a strong connection between organizations that operate with volunteer engagement as a core strategy for mission accomplishment and the overall health and effectiveness. Millions of people have the desire to volunteer, but most organizations lack the necessary infrastructure to empower this renewable resource effectively. Learn how The National Alliance for Volunteer Engagement is working to change this reality by elevating and driving a national conversation about the power and potential of volunteer engagement, as well as encourage collective action for nationwide engagement strategies. We'll share success stories of nonprofit collaborations that demonstrate the impact of strategic volunteer engagement and discuss how you can advocate for this work as a professional in the field. Attendees will gain new tools to drive this important conversation and learn about resources that exist to support your journey to leveraging strategic volunteer engagement to spark transformations and build organizational capacity.

Boldly Creating Inclusive Spaces for Volunteers

3:00-4:00 p.m.

Cydnee Sanders

Drawing on research into antiracist and decolonizing practices in the adult English classroom, this workshop will discuss ways we can make our volunteer training and events boldly welcoming and inclusive for people of non-dominant cultural groups and how to honor their backgrounds and knowledge, which are often overlooked in our society. You'll receive examples and hear about lessons learned and tried in the classroom, and we will discuss how these practices can be applied to your organization.

Navigating Changes in City Volunteerism During COVID-19

3:00-4:00 p.m.

Diane Erickson, Jackie Maas, Rachel Boggs, Carla Kress

Volunteer programs in cities and governmental agencies have continued to thrive with a new normal during the COVID crisis. Join a panel of volunteer managers from cities large and small as they share how they pivoted to meet the changing needs as many of their volunteer roles, events and programs were put on hold. Listen as they share their creative approaches to challenges, hear their successes and what they think their programs will look like as COVID wanes and rebuilding begins.

People First: Communicating for a More Engaged Volunteer Workforce

3:00-4:00 p.m.

Karen Reid

Leverage the power of communication and develop a vibrant, engaging team environment fostering collaboration and empowerment. During this interactive session, we'll explore best practices and essential elements of volunteer engagement and communication and share techniques to help you confidently support and lead your teams. Along the way, we'll look at the volunteer life cycle and scaling solutions to fit your teams and budget. You'll come away with tips and techniques to help you upgrade recruiting strategies, roll out exciting volunteer opportunities and motivate through recognition; communicate needs, outcomes and impact; and lay the foundation for future growth through succession planning and branching out to younger volunteers.

Earn Your Certificate in Volunteer Impact Leadership from MAVA!

Demonstrate your volunteerism knowledge and experience to employers, peers and the community. Attend the Volunteer Impact Leadership Training (VILT) Series! This four half-days training opportunity provides practical, insightful and universal topics for any leader or group working with volunteers. The training series provides the tools needed to ensure that volunteer programs support the organization's mission and expand the organization's overall impact and outreach while using a diversity, equity and inclusion lens.

The VILT Series is designed for people new to providing leadership to volunteers and those who have been in the field for many years and wish to increase their knowledge. The trainings are facilitated by people working in the field, those who lead volunteers daily and are willing to share their expertise with colleagues.

Join MAVA and volunteer engagement leaders from across the globe to explore topics ranging from designing volunteer positions to risk management to evaluating the impact of volunteer involvement. You will leave with new ideas, useful tools and a **Certificate in Volunteer Impact Leadership from MAVA.** [Learn more about the training.](#)



Attending the Volunteer Impact Leadership Training Series can be counted toward obtaining or renewing your Certification in Volunteer Administration (CVA). [Register today!](#)

Questions? Contact Wendy Vang-Roberts at wvangroberts@mavanetwork.org.

Recognizing and Retaining Volunteers**10:00-11:30 a.m.***Cameron Kruger*

Regardless of their motivation for volunteering, all volunteers need and deserve recognition and appreciation for their efforts. This session will explore formal and informal forms of volunteer recognition and essential guidelines to make sure your efforts are on track. You will also learn what you can do as an organization to increase your ability to retain volunteers. "Recognizing and Retaining Volunteers" is a part of MAVA's Volunteer Impact Leadership Training Series. Attend the full virtual series and earn your Certificate in Volunteer Impact Leadership! Register at mavanetwork.org.

Managing Challenging Volunteers and Reducing Conflict**10:00-11:30 a.m.***Betsy McFarland*

Dealing with difficult volunteers is not an easy or pleasant task and is one that is often uncomfortable for those who believe that tolerating poor behavior is necessary when it comes to volunteers. This session will stretch your thinking and give you practical tools for addressing challenging volunteer situations. If you've encountered difficult behavior from some volunteers, don't miss this opportunity to add some new tools to your toolbox. We'll cover:

- The factors that cause volunteers to exhibit unproductive or inappropriate behavior; how to fine tune volunteer engagement to prevent many of these behaviors; how to analyze behavioral issues when they do occur.
- Methods for redirecting challenging behavior, including: how to interact with problem volunteers; provide feedback; and get volunteers to modify what they are doing and how they are doing it.
- What to do when methods for redirecting volunteer behavior just don't work or what to do when all else fails.

Speaking Truth to Power: Pushing Back Against Privilege in Volunteerism**10:00-11:30 a.m.***Sue Carter Kahl*

At its best, volunteerism is a transformational experience that cultivates community and understanding. At its worst, service reinforces unhealthy patterns of power and privilege. How do we design service that consistently reaches its potential? It requires advocacy, purpose and a dose of courage. This session supports leaders in crafting service that is mission-driven and community-centered. It begins with an overview of the pitfalls of poor volunteer role design. Next, there are examples of how leaders of volunteers have pushed back against practices that prioritized well-meaning, but misguided funders or volunteers instead of the community served. It includes time for participants to role play challenging situations in breakout rooms and then share practical solutions in the large group and chat. Participants receive a worksheet with a framework for preparing for future situations. The session draws on research about radical welcome, right relationship, gift economy and the commons to guide volunteer engagement. It moves our conversations about service beyond how we find and retain volunteers to how we partner with the community to achieve our common goals. It helps us answer the question, "How do we want to be in community with each other?" and root our volunteerism in equity and inclusion.

Ethical Issues in Volunteer Engagement**10:00-11:30 a.m.***Rob Jackson*

This interactive session will allow you to work with colleagues to examine and explore real-world ethical dilemmas relevant to your work as leaders of volunteer engagement. You'll have the chance to discuss, debate and reflect on how you might handle them and reflect on what this might mean in your day-to-day work.

**Why 70% of Potential Volunteers are Not Coming to Your Organization:
What We Need to Learn from Informal Volunteerism** **10:00-11:30 a.m.**

Karmit Bulman, Jaylen Lyles, Jeweleen Jackson, Christian McCleary

In every corner of the world, people are responding to the serious problems caused by COVID-19, racial injustices and climate change through what our profession calls "informal volunteering." At the same time many organizations have furloughed volunteers and the professionals who lead them. Join this dynamic workshop to learn why 70 percent of volunteerism is done informally and why our formal approaches to volunteer engagement may unintentionally create barriers for the majority of people who wish to volunteer. We will feature a dynamic panel who will share why informally helping out and pitching in is very much a part of the lives of people from BIPOC communities and how organizations can learn from informal volunteers as we work to dismantle racial inequities in volunteerism.

MAVA's Annual Meeting and Awards Ceremony **11:30 a.m.-1:45 p.m.**

MAVA's annual meeting and awards ceremony is one of the highlights of the year! Come celebrate MAVA's 20th year anniversary with a game of trivia and fun prizes, get updated on MAVA news and cheer on this year's amazing award winners.

Agenda

- 11:30 a.m.** | MAVA's 20th Year Anniversary Trivia Opens
- 12:00 p.m.** | MAVA Annual Business Meeting
- 1:05 p.m.** | Break
- 1:10 p.m.** | Awards Ceremony
- 1:40 p.m.** | Farewell

**Closing Keynote: Where Do We Go From Here? Owing the Deep
Commitment to Help and Not Harm – Breana Dorelus**

2:30-4:00 p.m.

Real volunteerism, true transformation is a long game. How do we continue the fight of justice and belonging while partnering with Black and brown communities? What actions should we practice and uphold as we interface with volunteers and those we serve? During our time we will dive into the four postures to consider while developing, implementing and growing your volunteer program for the future.



**Thank you for attending MAVA's 2021 Virtual
Volunteer Engagement Leadership Conference!**

MAVA Connections: Addressing Bias With Volunteers**June 17 – 11:30 a.m.-1:00 p.m.**

How do you address bias with your volunteers? How do you create an anti-bias volunteer program? Join us to discuss how to actively challenge bias and what to do – and not do – during discussions of bias. Bring your stories, ideas and tips to share! *MAVA Connections is a member-only benefit.* [Register!](#)

Thriving in a Shifting Environment: Managing Change with Service Enterprise **June 22 – 12:00-1:00 p.m. or July 22 – 9:00-10:00 a.m.**

Could Service Enterprise help your organization respond to the changing landscape of volunteerism? Join us for a one-hour conversation to explore this road map for navigating change. MAVA has adapted our Service Enterprise process to meet the needs of organizations coping with emerging economic, social and environmental shifts. If your organization is facing increased demand for services, gaps in resources, and questions about how to maximize volunteer engagement, our Service Enterprise information session and discussion will offer ideas for steering your team through the changes ahead and thriving in this new landscape. You'll also learn about benefits of participating in Service Enterprise and how to get involved in the Fall 2021 cohort. [Register for June!](#) [Register for July!](#)

Volunteer Impact Leadership Training Series**August 3, 5, 10, 12 – 8:30 a.m.-12:30 p.m.**

Demonstrate your volunteerism knowledge and experience to employers, peers and the community. Attend the Volunteer Impact Leadership Training Series! This four half-days training opportunity provides a comprehensive exploration of key volunteer management processes using a diversity, equity and inclusion lens. Join MAVA and volunteer engagement leaders from across the globe to explore topics ranging from designing volunteer positions to risk management to evaluating the impact of volunteer involvement. You will leave with new ideas, useful tools and a Certificate in Volunteer Impact Leadership from MAVA. [Register!](#)

Recruiting and Retaining College Volunteers: Community and University Partnerships**August 4 – 1:00-2:30 p.m.**

In this workshop, you will hear from a panel of both university staff who work in community engagement or related offices and from peer community organizations that regularly utilize college volunteers. Participants can expect to learn more about navigating university resources and initiating a variety of mutually beneficial opportunities such as recruiting volunteers, collaborating with a class (service-learning) and partnering with faculty or students on a research project. We will also discuss the current generation of college volunteers (Gen Z), volunteer engagement and retention as well as the biggest barriers and challenges. Participants will have an opportunity to ask the panelists questions. [Register!](#)

Engaging Volunteers in Skills-Based and Higher Responsibility Roles**August 26 – 10:00 a.m.-12:00 p.m.**

Many organizations are rethinking how volunteers can be involved in skills-based positions and project leadership roles. As you recognize gaps in what your organization wants to achieve and what it has the capacity to accomplish, engaging volunteers with targeted skills can bring more resources to the table and drive innovative approaches to expand your impact. This workshop is aimed at volunteer engagement leaders seeking to start or strengthen a skills-based volunteer initiative. In this session, we will:

- Assess the growing interest in skills-based volunteering – from organizations and volunteers
- Explore opportunities for involving volunteers in roles with more responsibility and autonomy
- Share strategies for successfully engaging volunteers in skill-based positions and projects

You will work on crafting next steps that make sense for your organization and leave with the

start of an action plan, along with tools to continue the planning/development process with your colleagues. [Register!](#)

Volunteering Across the Generations**September 15 – 10:00 a.m.-12:00 p.m.**

How are Gen Z, Millennial, Generation X, Boomers and Traditional generation volunteers similar and different? In this session, you will learn how a better understanding of generational characteristics can help your organization be successful in recruiting and retaining volunteers from all generations. You'll gain strategies for engaging individuals from each generation as volunteers and have an opportunity to share your experiences working with the different generations. [Register!](#)

Volunteer Impact Leadership Training Series**September 21, 23, 28, 30 – 8:30 a.m.-12:30 p.m.**

Demonstrate your volunteerism knowledge and experience to employers, peers and the community. Attend the Volunteer Impact Leadership Training Series! This four half-days training opportunity provides a comprehensive exploration of key volunteer management processes using a diversity, equity and inclusion lens. Join MAVA and volunteer engagement leaders from across the globe to explore topics ranging from designing volunteer positions to risk management to evaluating the impact of volunteer involvement. You will leave with new ideas, useful tools and a Certificate in Volunteer Impact Leadership from MAVA. [Register!](#)

Boldly Creating Inclusive Spaces for Volunteers**October 6 – 1:00-3:00 p.m.**

Drawing on research into antiracist and decolonizing practices in the adult English classroom, this workshop will discuss ways we can make our volunteer training and events boldly welcoming and inclusive for people of non-dominant cultural groups. We will discuss how to honor marginalized backgrounds and knowledge, which are often overlooked in our society. You will receive examples and hear about lessons learned and tried in the classroom, and we will discuss how these practices can be applied to your organization. [Register!](#)

Antiracism 101**October 29 – 10:00 a.m.-12:00 p.m.**

Join us for a virtual presentation and conversation on antiracism. During this webinar, presenters and participants will define and discuss important terms, including racism, white supremacy, white privilege and white fragility. We will also practice responding to instances of racism that may show up in volunteer programs using various practice scenarios. Participants will leave with resources to address and dismantle racism. This webinar welcomes those who are newer to conversations on race and those who would like to share their knowledge and experiences with others. [Register!](#)

Volunteer Impact Leadership Training Series**December 1, 3, 8, 10 – 8:30 a.m.-12:30 p.m.**

Demonstrate your volunteerism knowledge and experience to employers, peers and the community. Attend the Volunteer Impact Leadership Training Series! This four half-days training opportunity provides a comprehensive exploration of key volunteer management processes using a diversity, equity and inclusion lens. Join MAVA and volunteer engagement leaders from across the globe to explore topics ranging from designing volunteer positions to risk management to evaluating the impact of volunteer involvement. You will leave with new ideas, useful tools and a Certificate in Volunteer Impact Leadership from MAVA. [Register!](#)

Dismantling Inequities Conference**December 9-10**

More information about the conference and registration coming soon! Information will be posted to mavanetwork.org.

Be a Part of the 2022-2023 MAVA VISTA Program



MAVA is expanding our VISTA program to serve more Minnesota communities. Do you have a community education project that you have been wanting to develop? Have you been thinking of new ways to recruit and retain volunteers? By partnering with MAVA to host an AmeriCorps VISTA project and a full-time VISTA member, your organization can develop, expand or improve volunteer engagement that delivers anti-poverty services in Minnesota communities. For more information about MAVA's VISTA Program, please email Maureen Bourgeois at mbourgeois@mavainetwork.org.

Become a MAVA Member

By joining MAVA, you and your organization will benefit from the resources and expertise of hundreds of volunteer administrators across the world. We offer unparalleled leadership, training and networking opportunities. [Learn more about member benefits](#) or contact Jenna Egan at jegan@mavainetwork.org for more information.

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IN THE FIELD

ACCESS RESOURCES FOR
YOUR ORGANIZATION

ELEVATE YOUR KNOWLEDGE

SAVE MONEY

ENGAGE IN
CUTTING-EDGE RESEARCH

ENHANCE
PROFESSIONAL SKILLS

SHAPE MAVA'S FUTURE

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