

### ***Planting the Seeds (new professionals, less than 2 years)***

- *Basics of volunteer management (recruitment, retention, recognition)*
- *Authentic leadership, relationship building*
- *How to build a team effectively, support, resources*
- *Challenging volunteers or situations in the field*

#### **Session Title: Success as a New Volunteer Coordinator in an Established Volunteer Program**

**Session Description:** So you are coming in as a new staff member, or starting a new role with volunteers in an already established volunteer program. In this session we will talk about how to make that transition into the program successful and how to build strong relationships with existing volunteers

**Presenter: Brianna Cronin**

**Presenter Bio:** Brianna Cronin is the Volunteer Coordinator for Denver Zoo. Over the past 10 years she has served in a Volunteer Engagement role in Higher Education, Local Government, and nonprofits in Colorado and Montana.

#### **Session Title: Recognizing and Retaining Volunteers on a Limited Budget**

**Session Description:** Volunteers provide critical support to our organizations' programs, services and clients that otherwise wouldn't be possible. However, recognition is often limited to an annual event instead of a daily cultural practice. This session delves into volunteer motivation, budget-friendly recognition strategies, talent nurturing, preventing burnout, and sustaining volunteers' commitment and motivation.

**Presenter: Betsy McFarland, CVA, Principal Consultant at Adisa and Energize**

**Presenter Bio:** Betsy specializes in maximizing volunteer impact by helping leaders align volunteer efforts with their missions. She provides assessments, customized strategies, and training to ensure effective deployment of volunteer energy for organizational goals. Betsy also co-directs the Initiative for Strategic Volunteer Engagement and facilitates the National Alliance for Volunteer Engagement.

***A Time for Harvest (intermediate professionals, 2-5 years)***

- *Self-care/ compassion fatigue*
- *Technology*
- *Diversity, Equity, and Inclusion*
- *Ageism- older volunteers- working through barriers*

**Session Title: What have you done for YOU lately? A Conversation about Professional Self-Advocacy**

**Session Description:** Professional transparency, salary sharing, taking a moment to put yourself first, standing in your own expertise....What have you done for YOU lately is an active workshop in diving deep into showing up as professional advocate for the most important person in any room - YOU.

**Presenter: Severina Ware, CVA**

**Presenter Bio:** Severina Ware, CVA is passionate about volunteerism, self-advocacy in the workplace, and empowering POC to challenge themselves. She brings over a decade of experience in nonprofit organizations, specializing in volunteer program management and community engagement.

**Session Title: Equipping Staff for Success: Training Colleagues to Engage Volunteers**

**Session Description:** With staff turnover at an all-time high, you likely have colleagues who are new to the organization and to engaging and supporting volunteers. Learn from organizations that have implemented successful strategies for training program and operational staff to engage, support, and provide feedback to volunteers to build accountability.

**Presenter: Beth Steinhorn**

**Presenter Bio:** Beth partners with organizations and their leadership to increase impact through strategic and innovative volunteer engagement and provides consulting and training to organizations across the US and Canada, including supporting dozens of organizations to become certified Service Enterprises.

**Session Title: Using Video for Volunteer Recruitment, Retention and Acknowledgment**

**Session Description:** In this workshop, we'll talk about how to leverage the power of video to promote your volunteer program, attract new volunteers and foster longevity beginning with just the technology in your own pocket. We'll discuss storytelling options and the basics of setting up an interview with hands-on setup and examples.

**Presenter: Dannielle Stewart**

**Presenter Bio:** As a master storyteller, Dannielle Stewart supports & grows the mission of nonprofits through strategic, well-researched marketing communications, PR, consultation and high-quality video productions. Dannielle has served nonprofits on staff across social service areas and currently serves on the boards of AMA Colorado and the CFVA (Colorado Film and Video Association).

### ***Changing with the seasons (advanced professionals, 5+ years)***

- *Workplace culture with a volunteer program (staff training, think like a volunteer, working with other departments)*
- *Working with different age groups*
- *Evaluate your program beyond the numbers*
- *Gaining leadership buy in*

#### **Session Title: The Three V's: Integrating Volunteers into Culture**

**Session Description:** Many organizations talk the talk about integrating volunteers into their culture but when it comes time to walk the walk they encounter many barriers. The Three V's will generate tools and actionable steps to help your volunteers truly be part of the team leading to better retention and meaningful service.

**Presenter: Laurie Gillman**

**Presenter Bio:** Laurie Gillman is currently the Volunteer Manager at Butterfly Pavilion and has worked with volunteers and nonprofits throughout her career. As a volunteer professional, she loves helping volunteers pursue their passions as much as she loves bombarding her volunteers with cheesy puns.

#### **Session Title: Engaging the Next Generation of Leaders**

**Session Description:** Learn how a grassroots program at the City of Fort Collins is engaging teens in volunteer service. The movement is growing, doubling in its second year. Take home practical tips on how to work with teens and keep them coming back.

**Presenter: Sue Schafer**

**Presenter Bio:** Sue Schafer is the Program Manager for the Volunteer Services Program with the City of Fort Collins. Sue has been managing volunteers for over 30 years throughout the Front Range with non-profits, schools and government agencies.

#### **Session Title: Embedding Equity in Volunteer Programs**

**Session Description:** As a Volunteer Coordinator, one of the many hats we wear is making our volunteer programs more equitable and inclusive. Many of us feel like embedding equity in our volunteer programs can be a challenge and don't know where to start. This session will focus on steps any Volunteer Coordinator can take to start embedding equity in their volunteer program.

**Presenter: Karla Grahn**

**Presenter Bio:** Karla Grahn is the Volunteer Program Manager at Denver International Airport (DEN). Karla came to DEN in September 2019 with 15 years of experience coordinating volunteers for the City of Lakewood and training mammals for the Denver Downtown Aquarium. Karla is happy DEN provided the opportunity to blend her two passions by managing both the Ambassador and Canine Airport Therapy Squad (CATS) volunteer programs. She is responsible for the recruitment, training, recognition, and volunteer program development at DEN. Karla strives to create volunteer programs that are fun, educational, inclusive, impactful and that support the organizational mission of "Winning the Hearts of our Customers." In her free time,

Karla loves enjoying the Colorado Mountains with her husband, son, and two dogs. You can catch her hiking and camping in the summer months and snowboarding in the winter.

**Session Title: Hidden in Plain Sight: Gaining Funder and Nonprofit Executive Support for Strategic Volunteer Engagement**

**Session Description:** Amid increasing demands for services, many organizations struggle to recruit sufficient volunteers. Funders acknowledge the potential of volunteers, but question volunteers' ability to drive meaningful impact. This session will share key learnings from recent national research and provide steps you can take to increase funder and executive support for volunteer engagement.

**Presenters: Betsy McFarland, Beth Steinhorn and Dr. Sue Carter Kahl**

**Presenter Bios:**

**Betsy McFarland, CVA, Co-Director, Initiative for Strategic Volunteer Engagement and Principal Consultant at Adisa and Energize**

Betsy specializes in maximizing volunteer impact by helping leaders align volunteer efforts with their missions. She provides assessments, customized strategies, and training to ensure effective deployment of volunteer energy for organizational goals. Betsy also co-directs the Initiative for Strategic Volunteer Engagement and facilitates the National Alliance for Volunteer Engagement.

**Beth Steinhorn, Leadership Team, The National Alliance for Volunteer Engagement and President, VQ Volunteer Strategies**

Beth partners with organizations and their leadership to increase impact through strategic and innovative volunteer engagement and provides consulting and training to organizations across the US and Canada, including supporting dozens of organizations to become certified Service Enterprises.

**Dr. Sue Carter Kahl, President, Sue Carter Kahl Consulting**

Sue has spent her professional life working and volunteering in the nonprofit and philanthropic sectors. Her consulting work is infused with lessons learned as a nonprofit executive, board member, fundraiser, volunteer and researcher. Her current projects include consulting and training on the value volunteers bring, translating research into practitioner-friendly resources and blogging at Volunteer Commons.