



Everyone Ready®

## The Corporate Track

Online Training for Workplace Volunteer Programs

FROM ENERGIZE

### Membership in THE CORPORATE TRACK

Everyone Ready® is a professional development program in volunteer management delivered via Online Seminars, electronic Self-Instruction Guides, interactive discussion boards, and other online resources – made available to everyone in your *entire* company active in the leadership of volunteers, anywhere in the world.

In its 5<sup>th</sup> year of serving nonprofit and government organizations (*see right*), Everyone Ready is now pilot testing a new **Corporate Track** tailored to the special needs of workplace volunteer program (WVP) managers who lead a company’s community service and corporate citizenship initiatives. **Join now as a 2009 Charter Corporate Track Member and participate in shaping this unique service to your needs.**

With Everyone Ready, your company will:

- ▶ **Enhance efforts to build a positive company reputation through effective and strategic use of employee volunteer resources.**
- ▶ **Support your network of WVP leaders – both those for whom responsibility is part of their job, and the many more for whom it is an additional activity beyond the scope of their regularly assigned work – with content in three major “Knowledge Areas” (*see right*).**
- ▶ **Ensure volunteer involvement meets goals and objectives that match your business plans.**
- ▶ **Get the right volunteers, in the right roles, at the right time and add value to your company’s volunteer management technology.**
- ▶ **Keep pace with the trends in volunteerism around the world today.**
- ▶ **Ensure every ounce of volunteer effort by your employees makes a difference in the community.**

In addition, Everyone Ready provides:

- ▶ **High return-on-investment with low per-person cost.**  
A full year of learning for your entire network is priced more affordably than sending a few staff to one conference.
- ▶ **Flexible training options.**  
Online materials are brought directly to each learner’s desktop, 24/7, no matter the location or time zone.

#### Organizational Members to Date

- AARP ▲ Alzheimer’s Association
- ▲ American Lung Association
- ▲ American Red Cross
- ▲ Canadian Blood Services
- ▲ Catholic Charities USA
- ▲ Goodwill Industries International
- ▲ Hawaii Department of Education
- ▲ Humane Society of the U.S.
- ▲ Marine Corps Community Services
- ▲ National Kidney Foundation
- ▲ National Multiple Sclerosis Society
- ▲ National Wildlife Federation
- ▲ ProLiteracy America
- ▲ Thrivent Financial for Lutherans
- ▲ U.S. Army Volunteer Corps
- ▲ Volunteers of America
- ▲ Volunteering Victoria (Australia)
- ▲ YMCA of the USA
- ▲ and more...

#### Three Corporate Track “Knowledge Areas”

##### 1. **The Volunteering World**

Learn about the “industry” of volunteerism, of which workplace volunteer programs are a part: Research and trends; similarities and differences between nonprofits and businesses in terms of community service; universal truths about who volunteers are and what they do.

##### 2. **Workplace Volunteering Program Strategy**

Topics such as setting goals and objectives, budgeting, gaining executive support, selecting community organizations, modeling successful companies.

##### 3. **Project Leadership**

For those providing on-the-ground program implementation, leadership how-to’s on recruitment, volunteer work design, project management, supervising volunteers, and more.

## Benefits of Membership in The Corporate Track:

- ▶ **A starter set of Online Training Seminars and electronic Self-Instruction Guides** on key topics of interest to leaders of volunteer projects.
  - **Online Seminar Modules** combine Flash® media presentations, electronic handout packets, and a discussion board.
  - **Self-Teaching Guides** combine written information and exercises learners can do at their desks. There is also the option of listening to the Guide with a downloadable audio (MP3) version.
  - **Checklists, worksheets, best-practice audio interviews, and other practical tools on each month's topic** to help the volunteer leader put the ideas of the seminars and guides to work.
- ▶ **Something new every month!** New topics will be added monthly so that, over time, a growing library of practical how-to material is available for your learners.
- ▶ **Full access to *e-Volunteerism: The Electronic Journal of the Volunteer Community***—and its complete searchable Archive of nine years of past issues—for everyone in your system.
- ▶ **A 20% bookstore discount for everyone in your system** on individual purchases of the 80+ items in the Energize Online Bookstore all year-round.
- ▶ **Participation in the Charter Corporate Track Membership pilot planning process.** The designated “Point Person” from your company will benefit from peer exchange and advice by conference call, periodic meetings, and individual contact with other charter members, and will have the chance to assess and refine all the special corporate program elements.

## More about Everyone Ready®

- ▶ **Respected expertise.** The content builds on the high-quality publications and presentations for which Energize is known, including our unequalled relationships with international trainers, authors, and consultants in the field, under the direction of *Susan J. Ellis* and *Betty Stallings*. All materials are in English, but every effort is made to have a focus well beyond the United States.

The Corporate Track Director is *David Warshaw*, who led General Electric Company's award-winning global workplace volunteer effort that enlisted more than 60,000 employee and retiree volunteers in more than 30 countries.

- ▶ **Building on success with major national nonprofit and government organizations.** The list of organizational members to date includes some of the major players in the volunteer world. While the Corporate Track will be tailored to business needs, you can sample the way in which we currently present our resources to nonprofit and government organizations at <http://energizeinc.com/everyoneready>.
- ▶ **Support, consultation, and practical tools** to provide exceptional capacity building and increased volunteer involvement at every level of your organization.
- ▶ **There is minimal work for your IT department.** *Everyone Ready* lives on the Energize server and we handle technical support.

### Program Costs:

The fee for a year's enrollment as a Charter Member of the Corporate Track is **US\$24,000/year**. That covers 12 months of new materials and resources as described at left, and an expanding archive continuously accessible to **as many employees as you wish**.

You can benefit from a **multiple year discount** (when contracted from the start): two years at 15% off, or \$40,800.