



Everyone Ready®

An online volunteer management
staff development plan

FROM ENERGIZE

*Volunteer management training...
at EVERYONE's fingertips!*



Volunteer Center Membership

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.

While organizations and individuals could join *Everyone Ready* on their own, our special Volunteer Center Membership allows you to create a local learning community and provide added benefits unique to your area's needs.

With *Everyone Ready*, Volunteer Centers can:

- ▶ **Be front and center in community capacity building**
- "the place to go" to learn the basics of volunteer program development.
- ▶ **Integrate ready-made volunteer management training into the Center's year-long calendar of other training opportunities.**
- ▶ **Offer significant savings to your constituent agencies.**
- ▶ **Even generate revenue to support your Center's efforts.**

A pilot program to test and refine, the Volunteer Center Membership concept began in 2008. Join us! We also welcome inquiries from similar volunteerism coordinating bodies, such as professional associations.

Sample the program at

<http://www.energizeinc.com/everyoneready>

Contact us at

everyoneready@energizeinc.com

Organizational Members to Date

AARP
 Alzheimer's Association
 American Lung Association
 American Red Cross
 Canadian Blood Services
 Catholic Charities USA
 Goodwill Industries International
 Humane Society of the U.S.
 National Kidney Foundation
 National Multiple Sclerosis Society
 National Wildlife Federation
 Planned Parenthood Federation of America
 ProLiteracy America
 Thrivent Financial for Lutherans
 U.S. Army Volunteer Corps
 Volunteers of America
 Volunteering Victoria (Australia)
 Youth For Understanding USA

Comments from Participants

"It brings convenient quality training to my staff and board at no expense for travel or registration. The presenters are national-level professionals who are experts in their fields."

"Concisely and strategically addresses well-defined volunteer management topics...directly applicable to the everyday work of recruiting and coordinating volunteers."

"It's the cornerstone of my professional development for working with volunteers."

"I am brand new to this field as well as my current organization and am grateful to have this resource to jumpstart my new position."

Benefits of a Volunteer Center Membership:

- ▶ The ability to give your learners access, as individuals, to the **equivalent of the Champion level of organizational membership** (not just the Basic level services they would get if they enrolled as individuals).
- ▶ **Online Training Seminars**, six (6) presented bi-monthly, combining Flash® media presentations, electronic handout packets, and a discussion board with the trainer responding to questions from learners. Available 24/7, either as the current or in the online archive providing continuous access as long as you retain membership.
- ▶ **Self-Instruction Guides**, six (6) provided bi-monthly, 20-25 pages in length, focused on specific volunteer management subjects that can be used individually or in groups, along with an online Q&A opportunity with the trainer. Plus, your members receive the Champion benefit of an audio recording of each Guide that can be downloaded to a portable listening device.
- ▶ **Full access to *e-Volunteerism: The Electronic Journal of the Volunteer Community***—and its complete searchable Archive of seven years of past issues.
- ▶ **A 10% bookstore discount** on individual purchases of the 80+ items in the Energize Online Bookstore for all members, year-round.

More about *Everyone Ready*®

- ▶ **A Year-Round Calendar of Online Seminars and Electronic Training Materials** on basic and advanced volunteer management subjects. You may enroll for a 12-month or longer period. In the first 2 months, your participants receive an introductory seminar and guide, and then join the cycle of topics in progress.
- ▶ **Respected Expertise**
The content builds on the high-quality publications and presentations for which Energize is known, including our unequaled relationships with international trainers, authors, and consultants in the field, under the direction of *Susan J. Ellis* and *Betty B. Stallings*. All materials are in English, but every effort is made to have a focus well beyond the United States.
- ▶ **A 36-Topic Cycle**
To see the up-to-date list of the subjects covered in *Everyone Ready*, go to: <http://energizeinc.com/everyoneready/about/list-of-topics.html>. You can enroll in the full three-year plan of monthly materials or join for one or two years with the option to renew.
- ▶ **24/7 Access to All Materials**
Your learners log in from any location to access the various components. ***Everyone Ready*** lives on the Energize server and we handle technical support.

*Contact us for details, a full proposal, and
a personal guided tour of the full program:*

1-800-395-9800 or +1-215-438-8342

e-mail: everyoneready@energizeinc.com

How the Volunteer Center Membership in *Everyone Ready* Works

A Volunteer Center can now enroll as a provider of *Everyone Ready* to its community by paying centrally for access for a minimum of 50 individual members (and can purchase as many more as needed, at incremental rates) – at a substantial discount price and for the equivalent of *Champion level* services for organizations.

By organizing this group membership, the Volunteer Center can offer its constituent agencies a significant savings over the single person fee, access to what others receive at the *Champion* (top) level of the program, create a learning environment in which *Everyone Ready* is integrated into the Center's year-long calendar of other training opportunities, and even generate excess revenues for itself.

There is no computer programming work necessary at your end – all technical set-up and support is provided by Energize. Similarly, **this plan does not affect your own Web site nor entail new server costs** – the entire program, both the password-access screen and all the components, are housed on the Energize site.

- Because of the reality that individuals will be joining the program throughout the year, we are giving Volunteer Centers access to the *Champion level* of *Everyone Ready* – this will mean that individuals who join through their Volunteer Center will have continuous access to all seminars, audio downloads of the Guides, and other benefits not normally available to individual members. (Note that national/multi-site organizations must pay \$26,000 per year for this level of enrollment.)
- Energize will provide the Volunteer Center with a set of unique passwords which the Center distributes to individuals as each person registers and pays.
- Volunteer Center-enrolled *Everyone Ready* participants will log into Energize's *Everyone Ready* site (as individuals), using the unique sign-in password given to them through the Volunteer Center.
- The Volunteer Center is welcomed – in fact, encouraged – to build additional training opportunities around the *Everyone Ready* annual calendar, such as conference calls, brown-bag-lunch discussions, or longer workshops with more in-depth information on the subject of the month.
- The Volunteer Center receives reports of the usage of the program by individual members and support/tools from Energize for publicizing the program and its elements.

Please note: The agreement signed between Energize, Inc. and your Volunteer Center to initiate your *Everyone Ready* plan will include details about the use of electronic copyrighted material. You will not be permitted to share *Everyone Ready* materials with any non-enrolled individuals or agencies that the Volunteer Center serves.

Costs

A Volunteer Center begins by purchasing the plan with a minimum of **50 individual enrollments** at the **base cost of \$18,000 for one year**.

- Energize places no restrictions on *how* a Center generates the funds to pay the annual fee. You can:
 - Pass along the full costs to your members.
 - Find a funder and subsidize or pay completely for some or everyone.
 - Even charge *more* for individuals and make money on this!
- Our major requirement is that *you* deal with the finances and individual enrollments, paying Energize the collective revenue.
 - You do not need to pay the entire annual fee at once.
 - 50% of the fee is due at the start of enrollment, 25% is due 6 months later, and the final 25% is due 9 months into the program year.
- Larger Volunteer Centers can purchase additional enrollments in **increments of 25 at a cost of \$360 per individual** for up to 249 enrollments (note that this is already substantially less than the public individual cost of \$495 per person). At 250 enrollments, the annual cost goes down to \$60,000 a year, reducing the individual fee to \$240 thereafter.

Frequently Asked-Questions (FAQs)

- ***Will Everyone Ready be relevant to all settings or types of organizations?***

The basic principles of successful volunteer management are applicable to any type of volunteer engagement. The resources in this program have been field-tested with organizations in various settings including social/human services, literacy, animal protection, emergency services, healthcare, and even the military! Naturally, any single Online Seminar or Self-Instruction Guide will be of great interest to some and of less interest to others but, cumulatively, the 36-month cycle of materials has proven relevant to all our members so far.
- ***For what type of learner is Everyone Ready designed?***

Any organization with a system-wide interest in strengthening volunteer involvement must be concerned with preparing staff (and key volunteer leaders) at *all levels* to be effective supervisors and liaisons with volunteers. There are many target audiences for the *Everyone Ready* plan and Energize provides material for as many of these as possible. Training may be needed for:

 - Anyone in the system charged with being a coordinator of volunteers.
 - Frontline supervisors of volunteers (people who hold many different jobs but work with volunteers on a day-to-day basis) at all levels.

- Affiliate or branch directors who need to know how to support volunteers and maintain the national standards.
 - Middle management: department heads, unit supervisors, and others who have volunteers within their area of work and must support the frontline people who are the supervisors of volunteers.
 - Boards of directors who need to know how to govern the volunteer-related aspects of the national and local levels. (Not for generic boardmanship topics though needed, too!)
 - Staff on the national, regional, or state level who act as *consultants* to local people on volunteer issues (once removed, but need to be knowledgeable).
 - Key volunteers who may be project leaders, committee chairs, fundraising chairs, etc.
- **Can we sign up at any time of the year?**
Yes. In your first two months of membership, participants will start with two essential topics that lay the foundation for the rest of the topics to come:
 - Month 1: An Online Seminar, *Building the Foundation for Volunteer Involvement*, which introduces the principles of working successfully with volunteers.
 - Month 2: A Self-Instruction Guide, *Focus on the Volunteer Program Manager: A Task Analysis of the Role and Its Significant Issues*.

In Month 3, participants will join the ongoing cycle of 36 monthly topics in progress for current members. (Go to <http://energizeinc.com/everyoneready/about/list-of-topics.html> to see the up-to-date list of the monthly topics.)

- **Do we have to sign up for all three years of the 36-topic cycle?**
No! There is no obligation to enroll for more than a year at a time, although we do give you a discount for committing to two or all three years at the start.
- **Do we have to pay the entire fee by day one?**
No. The usual payment schedule is 50% before activation of the program, 25% six months into the program, and the final 25% at nine months into the program. We can also work with you to arrange a payment schedule that meets your budgeting cycle calendar.
- **Can we get reports on the usage of the program?**
Yes! We provide you with a detailed, monthly report of how many people in your organization participated in a seminar, downloaded a guide, etc.
- **Can participants earn continuing professional education credit through Everyone Ready?**
Everyone Ready Online Seminars and Self-Instruction Guides are eligible ways to earn Professional Development Units (PDUs) toward re-certification for the Certified in Volunteer Administration (CVA) (<http://www.cvacert.org>) credential.

For those in healthcare, "documentation of content hours" may count towards re-certification under AHVRP (formerly known as ASDVS) (<http://www.ahvrp.org>). Other credentialing organizations may

also accept *Everyone Ready* contact hours as credits towards continuing education requirements, so check with your credentialing organization to see if they qualify.

Each Online Seminar and Guide is worth 1.5 contact hours. A certificate of completion is available to each learner after submitting an evaluation survey.

- ***What are the technical requirements and support?***

Everyone Ready has been tested with a wide range of hardware, software, and Internet connections. You can log in on any type of computer, from any location. However, to view the Online Seminars optimally and to avoid lengthy download times for PDFs, it is best to have a broadband Internet connection.

We provide full online instructions for accessing all materials. We also respond quickly to questions or problems related to our site (we cannot provide technical support for issues related to hardware). We're available Monday to Friday, 9a.m. to 5p.m. US Eastern time, by e-mail or by telephone. We can also connect via Skype™ or Windows Messenger®.

- ***How did Everyone Ready start and who is already enrolled?***

Everyone Ready was pilot-tested from 2005-2007 by 17 major national organizations, each of which enrolled in *Everyone Ready* to provide the program's resources to their full network—all their staff and leadership volunteers, located anywhere. Now, the program is open to the public, with new membership options for large national organizations, organizations with up to 75 potential participants, and for individuals, as well.

Member Organizations to Date

AARP • Alzheimer's Association • American Lung Association • American Red Cross • Canadian Blood Services • Catholic Charities USA • Goodwill Industries International, Inc. • Humane Society of the United States • National Kidney Foundation • National Multiple Sclerosis Society • National Wildlife Federation • Planned Parenthood Federation of America • ProLiteracy America • Thrivent Financial for Lutherans • US Army Volunteer Corps • Volunteers of America • Volunteering Victoria (Australia) • Youth For Understanding USA

Our learners are now located in many types of communities across North America and, increasingly, in other parts of the world. We have urban and rural members; small, single-site agencies and large national organizations; not-for-profit and government entities – and everything in between! Our common denominator is getting work done by, with or through volunteers!