



VOLUNTEER MANAGEMENT **HYBRID CONFERENCE**

*Embracing the Future
of Volunteer Engagement*
Building for Resilience and Sustainability



Volunteer Management
PROFESSIONALS OF CANADA



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Let's Get Started

Welcome to the twelfth annual Volunteer Management Hybrid Conference, **Embracing the Future of Volunteer Engagement: Building for Resilience and Sustainability!**

Volunteer professionals are being asked to do more than ever before. Organization leaders want clear outcomes. Communities expect flexibility. Technology is no longer optional, while resources are stretched thin.

This year's conference is built for the professionals carrying that responsibility. Together, we'll explore practical approaches to building more resilient, sustainable volunteer engagement strategies so you can walk away with clearer direction, stronger frameworks, and the confidence to lead through change.

Here's what you'll experience today:

Four expert-led sessions on leadership, AI, data, and future-ready volunteer programs.

Live panel discussions on wellbeing, DEI, accessibility, and sustainability.

Opportunities to network with volunteer engagement professionals locally and globally.

Exclusive resources from VMHC speakers and panelists.

It's time to build volunteer programs that are ready for whatever comes next.

Meet Our Host

Angela Williamson, CVA

Angela Williamson, CVA, helps mission-driven organizations intentionally build places where people know they belong. With nearly 20 years of experience in nonprofit leadership and volunteer engagement, she combines practical strategy, systems thinking, and a people-centered approach to help organizations strengthen recruitment, engagement, retention, leadership support, and long-term sustainability. Angela is the founder of Volunteer Engagement Accelerator Consulting, where she partners with organizations through assessments, strategic planning, leadership development, training, Service Enterprise implementation, and practical systems that support lasting impact. She also serves as the Volunteer & Community Relations Specialist at the Blood Bank of Delmarva. A past president of DAVA, NOVAA 101 instructor, recipient of the 2022 ALIVE Impact Award, and frequent speaker, Angela is known for making complex challenges approachable, actionable, and encouraging. Her Welcome Home philosophy helps leaders create experiences where people feel welcomed, valued, connected, and able to contribute meaningfully.



Meet Our Speakers



Jessica Pang-Parks, CVA

Nostalgia Is Not a Strategy: Leading Volunteer Engagement Through Change

Volunteer engagement is too often treated as an afterthought instead of a strategy for building trust. This session helps you spot the habits in your own organization that feel safe but no longer serve your cause — and gives you one concrete shift you can make right away.



Veronica Torres Deally

The AI Toolkit: 4 Free Tools to Transform Your Volunteer Program

AI is a catalyst for capacity by helping small teams do big things. In this practical session, you'll discover how to use AI as your "digital assistant" to eliminate administrative burnout and reclaim your time. We will walk through four powerful, free AI tools that handle the heavy lifting of documentation and logistics, so you can focus on what truly matters: building deeper, more meaningful connections with your volunteers. Key Takeaway: Learn the "Human-First" workflow to automate the robotic and prioritize the relational.



Michele Wiesner, MPA, CVA

Making the Data Work for You: Impact Reporting for Program Sustainability

You're collecting data — but is it working hard enough for you? This session introduces a practical framework for turning the data you already have into a compelling impact report that gets leadership's attention.



Bec Treby

Keeping the Heart Beating: Future-Proofing Volunteer Programs

Volunteer programs are being asked to do more than ever before—often with limited resources, increasing expectations, and a rapidly changing volunteer landscape. How can we move beyond reacting to immediate challenges and instead build volunteer programs designed to thrive for years to come?

Opening Address: Houston Goodwin, CEO, Better Impact; Tim Sarazen, President & CPO, Better Impact

Volunteer Leadership Panelists: Kristen Loblaw; Ashley Rieser, CVA; Shannon Maheu

Spotlight Presenters: Stacy Groff, MNM, ALIVE Board Member and VP of Care & Connections at Empath Health; Adam Janes, CVA, President, VMPC



VMHC 2026 CONFERENCE SCHEDULE

Embracing the Future of Volunteer Engagement
Building for Resilience and Sustainability

TUESDAY, OCTOBER 20, 2026

7:30 AM PT | 8:30 AM MT | 9:30 AM CT | 10:30 AM ET

	Early Bird Networking	Optional Online and In Person
	Opening Remarks and Opening Address	8:30 AM PT Angela Williamson, CVA, Houston Goodwin, Tim Sarazen
	Feature Session <i>Nostalgia Is Not a Strategy: Leading Volunteer Engagement Through Change</i>	Jessica Pang-Parks, CVA
	Feature Session <i>The AI Toolkit: 4 Free Tools to Transform Your Volunteer Program</i>	Veronica Torres Deally
	Community Conversations Facilitated Host Site Discussion	10 AM PT 20 Minutes
	Panel Discussion/Q&A	Jessica Pang-Parks, CVA, Veronica Torres Deally, Ashley Rieser, CVA, Shannon Maheu and Kristen Loblaw
	VMPC/ALIVE	Kari Astles, CVA, Alicia Morris, CVA
	Impact Awards	10 Minutes
	Networking Break	11:20 AM PT 45 Minutes
	Feature Session <i>Making the Data Work for You: Impact Reporting for Program Sustainability</i>	Michele Wiesner, MPA, CVA
	Feature Session <i>Keeping the Heart Beating: Future-Proofing Volunteer Programs</i>	Bec Treby
	Community Conversations Facilitated Host Site Discussion	1 PM PT 20 Minutes
	Panel Discussion/Q&A	Michele Wiesner, MPA, CVA, Bec Treby, Ashley Rieser, CVA, Shannon Maheu and Kristen Loblaw
	Future of Volunteer Engagement Fireside Chat/Closing Comments	Stacy Groff, MNM, Adam Janes, CVA / Houston Goodwin and Tim Sarazen
	Networking Happy Hour	2:30 PM PT Optional Online and In Person

Submitting Your Questions

We want to hear from you! This year, VMHC is hosted on Zoom Events, so you can ask a question in a few clicks.

During the Conference

Each session features a Q&A button. Click there to enter your question. Speakers and panelists answer live during each Panel Discussion/Q&A, so don't be shy. Your curiosity drives the conversation!

See a question you'd like answered too? Give it a thumbs up to help it rise to the top.

Attending at a Host Site?

The steps are the same as above, but please check with your Host Site facilitator first. They may prefer to pass them on for you.

After the Conference

Connect with the Speakers!

LinkedIn profiles for every 2026 speaker, panelist, and spotlight presenter are linked on the VMHC page at betterimpact.com/vmhc. Connect, send a message, and keep learning from the people who shaped your day.

For other questions about this conference, email VMHC@BetterImpact.com



**Words shape culture.
Stop losing trust.
Start creating impact.**

Instead of...	Try...	Why it matters
We use volunteers	We engage volunteers	Volunteers are people who deserve respect, not resources to extract from
Volunteers are heroes and angels	Volunteers are community members just like you	Keeps expectations human, rather than out of reach
Will you volunteer to sit on the board?	We invite you to serve with our board	Makes the ask active and community-focused, not passive and ego-driven
Welcome to the volunteer family!	Welcome to the team/ community!	Not every family is accepting and supporting
My volunteers Our volunteers	Volunteers who support the organization	"My" and "Our" imply ownership rather than collaboration
Let's reject that volunteer candidate	Let's redirect that volunteer candidate	Rejection ends a relationship, but redirection supports other means of engagement
They supervise/ manage volunteers	They engage/ partner with volunteers	Engagement and partnership recognize the skills and experiences volunteers bring
Let's post that volunteer job	Let's post that volunteer role/ position	"Job" implies paid work and can lead to misunderstandings
We want a skilled volunteer	We want someone to share services pro-bono	All skills can make a difference, not just professional skills earned through higher education



Jessica@LearnWithJPP.com



@LearnWithJPP



www.LearnWithJPP.com

Nostalgia Is Not a Strategy: Leading Volunteer Engagement Through Change

[illegible]



The AI Toolkit

4 Free Tools to Transform Your Volunteer Program

All Free
No budget
required

AI WRITING ASSISTANTS — YOUR DIGITAL INTERN



ChatGPT

The original AI assistant — versatile and powerful

Draft volunteer postings, newsletters, thank-you emails, social captions, event descriptions, and more in seconds. Just describe what you need.

FREE ✓ Full access to GPT-4o. No credit card needed. Unlimited messages on most tasks. Remembers your conversation context.

chatgpt.com



Gemini

Google's AI — integrates with Gmail & Google Docs

Same writing and brainstorming power as ChatGPT, with the bonus of searching the web for current information. Works inside Google Workspace tools.

FREE ✓ Free with a Google account. Gemini 2.0 Flash available free. Can summarize documents and emails directly in Gmail.

gemini.google.com



Claude

Known for nuanced, thoughtful long-form writing

Especially strong at editing, rewriting, and producing warm, human-sounding content. Great for grant narratives, annual reports, and donor communications.

FREE ✓ Free account gives access to Claude Sonnet. Handles long documents. Excellent at matching your organization's tone and voice.

claude.ai

DESIGN — HIGH-IMPACT GRAPHICS ON A \$0 BUDGET

Canva

Professional design with zero design skills needed

Thousands of templates for flyers, social posts, newsletters, presentations, and more. Magic Write (AI) drafts your copy. Magic Resize converts one design into every platform format instantly.

FREE ✓ Free plan is generous. **Nonprofits get the full Pro plan free** — apply at goodstack.org. Includes Brand Kit, background remover, and unlimited storage.

canva.com

SOCIAL MEDIA — SET IT AND FORGET IT



Buffer

Schedule a full week of posts in 20 minutes on Monday

Connect Facebook, Instagram, and LinkedIn in one place. Write posts, schedule them for optimal times, and Buffer publishes automatically. No more remembering to post.

FREE ✓ Free plan: up to 3 social channels, 10 scheduled posts per channel. Includes basic analytics. Built-in AI assistant helps rewrite posts for each platform's tone.

buffer.com

🔗 FUNDRAISING & TECH ACCESS — BUILT FOR NONPROFITS



The only 100% free fundraising platform — zero fees

Sell event tickets, run donation campaigns, manage donors, and send automated tax receipts. Donors optionally tip Zeffy — your org keeps 100% of every dollar raised.

FREE ✓ Completely free — no platform fee, no transaction fee, no monthly cost. Tax receipts automated. Donor CRM included. Peer-to-peer fundraising campaigns supported.

zeffy.com



Your gateway to discounted & free nonprofit tech

Apply for nonprofit pricing on 100+ tools including Canva Pro, Microsoft 365, Zoom, Asana, Adobe, Salesforce, and more. One verification unlocks them all.

FREE ✓ Free to apply. Verification takes a few days. Once approved, access discounts of 50–100% on software your org already uses — or needs.

goodstack.org

🗨 MEETINGS & NOTES — NEVER MISS A DETAIL



AI meeting transcription — automatic notes in real time

Join any Zoom, Teams, or Google Meet call and Otter transcribes everything live. Generates a summary, action items, and searchable notes automatically. No more frantic note-taking.

FREE ✓ Free plan: 300 minutes of transcription/month, 3 AI summaries/month. Integrates with Zoom, Google Calendar, and Microsoft Teams. Recordings shareable via link.

otter.ai

🔄 THE HUMAN-FIRST WORKFLOW — USE EVERY TIME

1

Rapid Draft

Give the AI a clear prompt. Let it generate the first 80% in under 2 minutes.

2

Expert Edit

You are the editor. Add your org's voice, specific names, facts, and mission.

3

Relational Delivery

Use the time you saved to make real human connections — the calls AI can't make.

🔑 QUICK TIPS FOR GETTING STARTED

🔒 Privacy First

Never paste volunteer names, addresses, or personal details into a public AI tool. Use placeholders like [VOLUNTEER NAME] instead.

✓ Always Fact-Check

AI can "hallucinate" — inventing statistics or dates that sound real but aren't. Verify specific claims before publishing.

🗣 Be Specific in Prompts

The more context you give, the better the output. Include tone, audience, length, and purpose in your prompt.

🔄 Iterate, Don't Settle

If the first output isn't right, say "make it warmer" or "shorter" or "more formal." AI improves with feedback.

🔑 The AI Toolkit for Volunteer Managers | All tools are free to start | No technical experience required

Start tonight — just open one app and try one prompt!



AI Prompt Guide for Volunteer Managers

Copy, customize, and paste these prompts into ChatGPT, Gemini, or Claude — free at chatgpt.com | gemini.google.com | claude.ai

Pro Tip

Replace anything in **[brackets]** with your org's real details before sending.

- 1 Pick a prompt** that matches your task. Each one is written to get a strong first draft immediately.
- 2 Fill in the brackets** with your organization name, role details, or specifics. More detail = better output.
- 3 Paste & generate.** Then say "make it shorter," "warmer," or "more formal" to refine until it's right.
- 4 You edit the 20%.** Add your org's voice, real names, and mission. AI does the heavy lifting.

📁 RECRUITMENT & ROLE DESIGN

📄 Write a Volunteer Job Posting

ChatGPT / Gemini / Claude

Use this to create a compelling recruitment posting for any volunteer role in under 2 minutes.

► PROMPT

Write a warm and engaging volunteer job posting for **[ROLE NAME, e.g. "Food Bank Sorter"]** at **[ORGANIZATION NAME]**, a nonprofit that **[BRIEF MISSION, e.g. "provides meals to seniors in our community"]**. The role requires **[TIME COMMITMENT, e.g. "2 hours every Saturday morning"]**. Volunteers will **[KEY TASKS]**. The ideal volunteer is **[QUALITIES YOU'RE LOOKING FOR]**. End with a clear call to action to sign up at **[SIGN-UP LINK OR CONTACT INFO]**. Keep it under 150 words and make it feel welcoming, not corporate.

🗨️ Follow up with: "Now rewrite it as a short LinkedIn post" or "Create a version for a Facebook community group."

✉️ Volunteer Recruitment Email

Any AI Tool

► PROMPT

Write a friendly email to our community mailing list recruiting volunteers for **[EVENT OR ROLE]** on **[DATE]**. We need **[NUMBER]** volunteers. Emphasize the community impact. Include a subject line. Keep it under 120 words.

🗣️ Volunteer Orientation Script

Any AI Tool

► PROMPT

Write a 5-minute welcome orientation script for new volunteers at **[ORGANIZATION]**. Cover: our mission, what to expect today, key safety rules, who to ask for help, and how their work makes a difference. Warm and encouraging tone.

💬 VOLUNTEER COMMUNICATIONS

👤 Personalized Thank-You Message

Claude / ChatGPT

► PROMPT

Write a warm, personal thank-you note to a volunteer named **[NAME]** who **[WHAT THEY DID, e.g. "sorted 200 lbs of food donations for 3 hours on Saturday"]**. Mention the specific impact of their work. End with an invitation to return. Keep it genuine — not generic.

Last-Minute Cancellation Notice

Any AI Tool

► PROMPT

Draft a warm, apologetic message to [NUMBER] volunteers cancelling tomorrow's [EVENT/SHIFT] due to [REASON, e.g. weather / low attendance]. Apologize sincerely, thank them for their time, and invite them to the next opportunity on [DATE].

Monthly Volunteer Newsletter

Claude / ChatGPT

Generate a full newsletter draft in under 3 minutes using your bullet-point notes.

► PROMPT

Write a monthly volunteer newsletter for [ORGANIZATION]. Include these sections: (1) A warm opening message from the coordinator, (2) Impact highlight: [KEY STAT OR STORY, e.g. "we served 850 meals this month"], (3) Volunteer spotlight on [VOLUNTEER NAME + WHAT THEY DID], (4) Upcoming events: [LIST], (5) A closing thank-you. Friendly, uplifting tone. Roughly 300 words total.

🔗 Paste this into Canva's newsletter template and use Magic Write to shorten any section that's too long.

EVENTS & FUNDRAISING

Event Ticket Sales Summary & Report

ChatGPT / Claude

Paste in your raw ticket data and get a clear summary report ready to share with your board or team — no spreadsheet skills needed.

► PROMPT

Here is my ticket sales data for [EVENT NAME]: [PASTE YOUR DATA — e.g. "General Admission: 45 sold @ \$25 = \$1,125. VIP: 12 sold @ \$75 = \$900. Sponsor tables: 3 @ \$500 = \$1,500."]. Please: (1) Calculate total revenue, (2) Identify which ticket type performed best, (3) Write a 3-sentence

summary I can share with my board, and (4) Suggest 2 ways to boost sales before the event date of [DATE].

🔗 Use Zeffy (zeffy.com) to track ticket sales — export your data as CSV and paste it directly into this prompt.

Fundraising Ideas Generator

Any AI Tool

► PROMPT

Generate 10 creative fundraising ideas for [ORGANIZATION] that serves [COMMUNITY]. Our budget is [BUDGET], we have roughly [NUMBER] active volunteers, and our audience is mostly [DEMOGRAPHICS]. Include both in-person and online options. For each idea, estimate effort level (low/medium/high) and potential revenue range.

Event Planning Checklist

Any AI Tool

► PROMPT

Create a detailed event planning checklist for [EVENT TYPE, e.g. "a community fundraising dinner for 80 guests"] happening on [DATE]. Organize by timeline: 6 weeks out, 4 weeks, 2 weeks, 1 week, day-of, and post-event follow-up. Include volunteer coordination tasks.

The AI Toolkit: 4 Free Tools to Transform Your Volunteer Program

[illegible]

Making the Data Work for You: Discussion Questions

Discussion & Reflection

If you are at a host site or with a group, get into smaller groups and take a few minutes for introductions. Then, work through the questions below together. If joining individually, use these as reflection prompts and write down your answers as you go.

- What is the name and mission of your organization? What is your role?
- What program or area are you considering for your impact report? Do you currently have an impact report of some kind?
- Where are you currently in the journey of creating an impact report? Where do you hope to be in the next 3 months?

Digging Into Your Impact Report

Audit

1. What information are you collecting today? How do you currently use it?
2. Is there a regular communication cadence for this information?

Align

1. Who is the intended audience? What is their working knowledge of your program?
2. How can we build on the existing knowledge they already have?
3. What do you know about the organization's strategic priorities? Is there a strategic plan you can reference?

Assemble

1. What do you want the takeaways to be? If the audience walked away with one message or call-to-action, what do you want it to be?
2. Draw a large triangle on a piece of paper. At the top, list the top takeaway. On one of the bottom corners, list the top needs identified in the Align section. On the final corner, list the data sources you have available. Where is there overlap? What data sources best speak to the identified needs?

Articulate

1. You also need to have an end state in mind. What is it that you want to accomplish by sharing the report? Is that message clear?
2. Who can you ask to read through this report as a test audience?

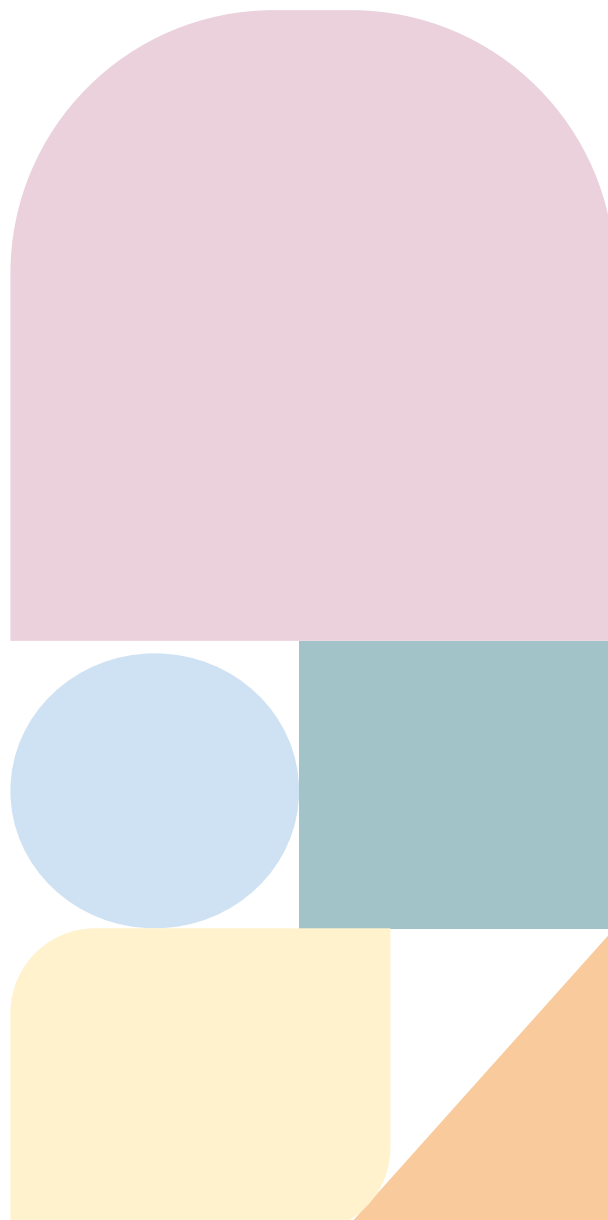
Before You Go

If you're in a group, exchange contact information with at least one person and set up a time to connect in 30 days to check in on your progress with your impact report. If you're joining individually, set a calendar reminder for 30 days from now to revisit your answers here and check in on your own progress.

Additional Resources:

Original report template found on Canva: Grey and Black Clean Minimalist 2030 Annual Report Presentation by syxnplatestudio

Available: https://www.canva.com/design/DAHQ9kYVSA8/cw7u2H-Cxfv6_jk7Bncv8g/edit#



[illegible]

Score Card: Future-Proofing your Volunteer Program

Rate your organisation on the statements (1 = needs attention, 3 = developing, 5 = Strong and Sustainable)					
Our volunteer program aligns with organisational strategy.	1	2	3	4	5
Leaders understand and support the value of volunteers.	1	2	3	4	5
We attract volunteers with the skills we need.	1	2	3	4	5
We regularly review volunteer retention.	1	2	3	4	5
Volunteers feel welcomed and valued.	1	2	3	4	5
Our volunteer program is supported by documented processes.	1	2	3	4	5
We regularly review and improve our volunteer systems.	1	2	3	4	5
We measure volunteer satisfaction and can demonstrate the impact volunteers make	1	2	3	4	5
Score:					/ 40

Interpretation score:

32 - 40: Future Ready - Strong foundations are in place. Focus on innovation, succession planning, and continuous improvement.

24 - 31: Building Momentum - Good foundations exist, but there are opportunities to strengthen sustainability.

16 - 23: At risk - Several areas require attention to ensure the long-term success and resilience of your volunteer program.

Below 16: Vulnerable - Future-proofing should be a priority focus in the next 12 months. Consider where systems, strategy, and support structures can be strengthened.

Reflection

The programs **strongest** area is:

The area with the greatest **opportunity** is:

One thing I will **STOP** doing:

One thing I will **START** doing:

One thing I will **CONTINUE** doing:

[illegible]

Resources

CVA Community

Certification support, resources & connection



Meet the Speakers

Bios, insights & LinkedIn profiles



Embracing The Feedback

We'd Love to Hear from You!

Your feedback helps us make each year's Volunteer Management Hybrid Conference even better.

Scan the QR code (or [click here!](#)) to fill out our short post-conference survey and share your thoughts — it only takes a few minutes!

And if you'd like to stay connected with the volunteer engagement community, be sure to check out [ALIVE](#) and [VMPC](#) — they're here to keep the conversation going long after today's sessions end.

Feedback Survey

