



Everyone Ready®

Online volunteer management training
for everyone in your organization

Organization Membership Plan

Volunteer Management Skill-Building Program

Everyone Ready® raises the ability of all team members, from executives to front-line service providers, to welcome community volunteers and enable them to do their best, time and time again.

The Challenge

Does everyone in your organization know how to partner with volunteers and enable them to contribute their highest potential toward the most critical priorities?

“Research clearly shows a gap in readiness—while organizations are willing to take on additional volunteers, there is a real world shortage of effective volunteer resource management practices...

...training staff how to work with volunteers can address a range of challenges and close the readiness gap.”

—*Building Capacity for Civic Engagement Brief*
The Center for Volunteer Innovation
National Services Assembly

The Solution

Tap the enormous capacity of volunteers with strategic goals and a workforce *prepared* to welcome and maximize community participation.

Everyone Ready® provides effective and flexible training, online and on-demand, to bring each individual in your organization on board with the best practices of today’s volunteer management.

Read on for a summary of the amazing benefits **Everyone Ready** has to offer.

The Outcomes

Everyone Ready® will help your organization to:

- Extend its reach and accomplish its goals by partnering strategically and successfully with volunteers.
- Maximize the link between money donors and time donors by cultivating *any* supporter of the organization as a long-term friend.
- Provide consistent, quality training to every person in your network through top experts in the field of volunteer management.
- Afford year-round training at minimal per-person cost, to as many people as needed, anywhere in the world, without the time and expense of travel.

Visit www.everyoneready.info for more details or contact us:

+1-215-438-8342 or 1-800-395-9800 • EveryoneReady@energizeinc.com

Everyone Ready® Volunteer Management Skill-Building Program

Everyone Ready® delivers quality training and regular communications to learners within your organization through various forms of media including: video seminars, self-instruction guides, audio recordings, and full access to the online journal, *e-Volunteerism*. Learners can access all resources on their own, at any time—and you can provide value-added discussion opportunities to focus on applying their learning to your setting. The program is produced by Energize, Inc., internationally recognized for its volunteerism expertise since 1977 (see page 9 for more about the company).

There are four program components available to your learners:

1. Learning Center and its archive of 39 topics consisting of Self-Instruction Guides and Seminars
2. Guided learning on a bi-monthly Featured Topic
3. Unlimited access to the *e-Volunteerism* journal
4. Discount in the Energize Online Bookstore

Component 1: Learning Center

The cornerstone of the *Everyone Ready* Volunteer Management Skill-Building Program is the Learning Center, a “library” of thirty-six (36) key volunteer management training resources plus three (3) introductory trainings designed to lay the foundation for successful involvement of volunteers. Each member organization has 24/7 access to the Learning Center.

The training topics have universal interest, have been field-tested by diverse national organization members since 2005, and are updated regularly.

- The library is searchable by subject, format, and keyword
- All topics offer a downloadable **Certificate of Completion** after an evaluation has been submitted.

Why We Offer Produced Seminars (Instead of Live Webinars)

- Our seminars are available at *any time* to an unlimited number of learners in any time zone.
- High-quality delivery with no annoying interruptions or outside noise
- High-impact training with help of an instructional design team
- Consistent training no matter when or where staff view the seminar

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Online Training Seminars

19 video presentations (each divided into three parts, totaling 45-60 minutes in length) with downloadable handouts (PDF).

- Seminars can be watched individually or by several people together. They can also be projected on a screen for presentation to groups, at a staff meeting, or as a conference breakout session.

Self-Instruction Guides

20 downloadable and printable PDFs, 20-30 pages in length, developed for individual and group learning, with pre- and post-reading self-assessments, a “Featured Reading” from a respected source, discussion questions and “try-this” exercises, and an annotated list of further reading references and Web links.

- Self-Instruction Guides are downloaded by each learner, so your audience can develop a personal library of volunteer management information.

Added bonus! We provide an **audio recording** (MP3 file) of each Guide for online listening or downloading to a mobile device. This gives your learners even more flexibility in when and how to access the information.

Component 2: Guided Learning on a Bi-Monthly Featured Topic

The training resources for the *Everyone Ready* Volunteer Management Skill-Building Program are written or presented by leading experts and practitioners in the volunteer management field. While all topics are continuously accessible in the Learning Center, every two months we take a deep dive and guide learners through a Featured Topic, for which we assemble a variety of resources learners can access immediately on the site. They can then choose to explore the content most relevant to their work and level of experience. Resources offered for each topic include:

- A “food for thought” *introductory video* (under 4 minutes) to put the topic into a broader context
- Self-Instruction Guides
- Online Seminars (full or selected segments)
- Articles from the *e-Volunteerism* journal
- Ability to ask questions of our experts on any training topic

Ask Questions of Our Volunteer Management Experts

Everyone Ready trainers answer questions and discuss issues in the *Ask Your Question* section. *This means your learners have direct access to an expert in the field 365 days a year.* It permits learners to get advice on applying the general information we offer to the specific situations they encounter on the ground – both from the trainer and from learners from other organizations (permitting cross fertilization of ideas and proof of the universality of volunteer management principles).

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Resource Recommendations

Additional resources related to the Featured Topic are also brought to the forefront – selected articles in *e-Volunteerism*, books in the Online Bookstore, and sections of the Energize Web site – linked directly from the Featured Topic page give learners additional information right away and jump-start their use of the other learning sources available to them through *Everyone Ready*.

Calendar of Staff Development Opportunities

Having featured topics every two months allows you to invite your network to focus on the same topic together. You can then add value through conference calls for discussion, on-site workshops, or informal brown-bag lunch sessions – all keeping volunteer engagement on the agenda for strategic planning.

Participant Reminders

Energize sends notices directly to participants to announce the Featured Topic as well as reminders for them to take advantage of the training opportunities and to ask their questions of the expert trainers. The e-mails also set the topic into context and alert participants to further resources on the highlighted subject. Learners can also join the private *Everyone Ready* Facebook group where they'll receive additional reminders and have opportunities to network with their peers.

It is common to spend money to raise money, so why not budget funds to *raise expertise and energy?* It's *friend raising*. (Besides, research shows that people who volunteer give ten times more money to charity than those who do not.)

Train people to work with volunteers strategically and reap long-term results.

Optional Launch with Introductory Topics

You can start your members with a seminar and two guides designed to orient newcomers, draw attention to the importance of volunteer engagement, and lay the groundwork for the highlighted Featured Topics to come.

Component 3: Unlimited Access to *e-Volunteerism Journal*

An international online publication, *e-Volunteerism: The Electronic Journal of the Volunteer Community*, publishes a new issue quarterly with a variety of new articles on trends and best practices in working with volunteers in any setting. Everyone in your network has full access to read the most current quarterly issue *and* to benefit from the **entire archive of over 16 years of past issues** (over 450 articles and growing).

- Every other month your learners will be directed to specific articles that provide additional information on the Featured Topic.
- *Advanced* learners will find the journal especially appealing, as it goes beyond the basic level of the *Everyone Ready* seminars and guides.

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Component 4: 20% Discount in the Energize Inc. Bookstore

All your organization's participants in the *Everyone Ready* Volunteer Management Skill-Building Program receive a 20% discount in the Energize Online Bookstore. The bookstore offers a unique selection of over 80 books on volunteer management from many sources on three continents.

As an organizational member of *Everyone Ready*, you can also arrange for special bulk purchase discounts and electronic distribution licenses for any bookstore offering that you would like to make available to everyone or a selected group in your network – at prices not available to non-members.

Point Person Support

Energize staff provides you support and guidance in launching the *Everyone Ready* Volunteer Management Skill-Building Program to your network, publicizing the program throughout your organization, and encouraging participation.

Point Person Support

Each *Everyone Ready* member organization must designate an official “Point Person” (and also an alternate) who is the liaison to Energize for bringing the resources to your network. Your Point Person receives the following services and benefits:

- **Point Person Online Guide**, a special site with descriptions, notices, announcement flyers and other materials useful in promoting the *Everyone Ready* training resources throughout your network.
- **Usage Statistics Reports** are available to Point People summarizing participants’ activity for specific date ranges and training materials.
- **Individualized consultation time** by phone or e-mail with Energize staff to assist you in launching and running the *Everyone Ready* program, or to discuss any volunteer-related topic of your choice during the year.
- ***Everyone Ready* Point Person Network** through which he or she connects with peers facing similar issues in implementing and maintaining the most beneficial use of the resources in the program. As peers, Point People share their best practices in volunteer leadership and how they make their infrastructure more efficient and effective. Point People benefit from periodic **conference calls** and internal **marketing tools** for publicizing the *Everyone Ready* services and materials.

The Urban Institute/ UPS Volunteer Management Capacity Study (2004) concludes that:

“investments in volunteer management and benefits derived from volunteers feed on each other, with investments bringing benefits and benefits justifying greater investments.”

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Organization Enrollment

The *Everyone Ready* **Organization Membership Plan** offers tremendous value to your entire network to meet your organization's learning needs.

The **Organization Membership Plan** provides *unlimited access* to the full program for an *unlimited number* of authorized individuals within the organization, no matter how many or where they are located, for a full year.

Annual cost: US \$36,000

That's only \$3,000 per month for all the benefits for everyone in your network, anywhere at any time!

Need a different solution?

Everyone Ready memberships can be arranged for special circumstances. So, if you are with a medium-sized or regional organization/institution, professional association, or other group, please talk with us about the specific needs of your organization so that we may find the right pricing plan that is appropriate for *your* situation.

Contact Us to Discuss Your Plan

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email:

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The Math of Membership

- For most national organizations, the cost of the *Everyone Ready* program translates into only a few dollars per individual participant for the entire year! That's less than a single commercially-available webinar for one attendee!
- Every dollar spent on strategic volunteer engagement is multiplied into additional services you could not otherwise provide. Volunteers stretch your budget—but that does not mean volunteers are free. **The cost of *Everyone Ready* training is repaid by the value of increased**

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Everyone Ready® Topics

3 Introductory Resources

Three introductory topics are available to introduce the basic concepts of volunteer management and prepare participants to take full advantage of all of the *Everyone Ready* program components:

- *Building the Foundation for Volunteer Involvement* (Seminar)
- *The Principles of Volunteer Management: No Matter What Your Job Title* (Self-Instruction Guide)
- *Focus on the Volunteer Program Manager: A Task Analysis of the Role and Its Significant Issues* (Self-Instruction Guide)

36 Key Subjects

The Learning Center includes the three resources above and all the titles below from day 1:

Note: May be modified as necessary. For the latest topic list, go to:
<http://www.everyoneready.info/content/learning-topics>

- *Building and Sustaining Strong Volunteer Leadership*, Seminar
- *Reports with Clout: Showing the Impact of Volunteers*, Self-Instruction Guide
- *New Approaches to Recruitment*, Seminar
- *Methods of Volunteer Program Evaluation*, Self-Instruction Guide
- *Interviewing, Screening and Placing Volunteers*, Seminar
- *First Days Count: Orienting and Welcoming Volunteers for Success*, Self-Instruction Guide
- *Managing Change (and Dealing with Resistance to It!)*,
- *Pro Bono Service: Get Ready for the Highly-Skilled Volunteer*, Self-Instruction Guide
- *Social Networking and Volunteer Involvement*, Seminar
- *Formulating Organizational Policies that Support Volunteer Involvement*, Self-Instruction Guide,
- *Educating Up: Gaining Executive Support for Volunteer Engagement*, Seminar
- *Learn to Do More with More: Fearless Fundraising for Volunteer Program Support*, Self-Instruction Guide
- *Challenges and Obstacles to Volunteer Involvement: Your FAQs*, Seminar
- *Budgeting for a Volunteer Program: Money Well Planned and Well Spent*, Self-Instruction Guide

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Everyone Ready® Topics (continued)

- *Bridging the Gap between Volunteers and Employees: Keys to Effective Partnership*, Seminar
- *Risk Management Issues and Insurance for Involving Volunteers*, Self-Instruction Guide
- *The Power of Integrating Volunteers throughout Your Organization*, Seminar
- *Effective Delegation Skills*, Self-Instruction Guide
- *Generations: Adapting to Volunteers of Different Ages*, Seminar
- *Mandated Service: A Human Resource Opportunity*, Self-Instruction Guide
- *Cutting-edge Trends and Issues in Volunteerism*, Seminar
- *Tapping Into Corporate Volunteer Programs*, Self-Instruction Guide
- *Effective Supervision: A Seminar for Busy Staff Who Partner with Volunteers*, Seminar
- *Middle Managers: Their Vital Role in Volunteer Success*, Self-Instruction Guide
- *Handling Challenging Behavior by Volunteers*, Seminar
- *Volunteer Performance Assessment*, Self-Instruction Guide,
- *Demonstrating the Impact of Volunteer Involvement*, Seminar
- *Informal Volunteer Recognition: Creating a Culture of Appreciation*, Self-Instruction Guide
- *Volunteer-related Issues in Risk Management*, Seminar
- *Just a Click Away: Making the Most of Volunteer Resources on the Web*, Self-Instruction Guide
- *Welcoming Diversity in Volunteer Participation*, Seminar
- *OUR Volunteer Program: The Management Team Approach to Enhancing Volunteer Programs*, Self-Instruction Guide
- *Designing Work for Today's Volunteers*, Seminar
- *It Takes Two to Tango: Building Successful Relationships Between Volunteers and Paid Staff*, Self-Instruction Guide
- *Keeping Volunteers Motivated (So They Stay!)*, Seminar
- *Turning Single Days of Service into Longer Volunteer Involvement*, Self-Instruction Guide

About



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Energize, Inc. is an international training, consulting and publishing firm specializing in volunteerism. If these words are in your vocabulary—*volunteer, community service, membership development, auxiliary, community organizing, service-learning, lay ministry, pro bono work, supporter, friends group, political activist, service club*—we can help! Since 1977, Energize has assisted organizations of all types with their volunteer efforts—whether they are health and human service organizations, cultural arts groups, professional associations, schools, units of government, or any setting involving volunteers.

Our free Web site, www.energizeinc.com, is widely-recognized internationally as one of the most comprehensive resources available for leaders of volunteers. Energize also publishes the quarterly online subscription journal, *e-Volunteerism: The Electronic Journal of the Volunteer Community*, www.e-volunteerism.com, which started in 2000.

We have conducted consultations and trainings with clients all across the United States and Canada, Europe, Asia, Latin America, and Australasia. Known for our extensive knowledge of the volunteer management field and our ability to tailor our consults and workshops to the unique needs of an organization, we can promise positive results.

Energize is one of a very small number of publishers who specialize exclusively in volunteer management materials. We have established a reputation for producing quality electronic resources that meet the real-life needs of leaders of volunteers. These resources are featured in our [Online Bookstore](#), where we sell over 80 titles from sources on three continents.

Our President, **Susan J. Ellis**, is acknowledged as a cutting-edge speaker and writer, always advocating for the strongest vision of volunteer involvement around the globe. Susan is the dean of the *Everyone Ready* program; Sheri Wilensky Burke and Betsy McFarland – each highly credentialed in volunteer management – are the Associate Directors.

Energize has unparalleled relationships with a network of volunteerism trainers and other specialists, selecting the best to provide the highest quality materials and training programs for *Everyone Ready*. To date the following additional experts (from the United States, Canada, Australia and United Kingdom) have been involved:

Peter C. Brinckerhoff	Suzanne Lawson
Tracy Brown	John L. Lipp
Katherine H. Campbell	Steve McCurley
Martin J. Cowling	Connie Pirtle
Jayne Cravens	Sarah Jane Rehnborg
Andy Fryar	Betty B. Stallings
Linda L. Graff	David Warshaw
William R. Henry	Carol Weisman
Rob Jackson	Leigh Wintz
Colleen Kelly	

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