



Minutes

Volunteer Wisconsin Steering Committee

Date: Thursday, October 27, 2016

Time: 10 AM – 3 PM (lunch 12-12:30 PM, provided. Conference Center Tour 12:30-1 PM)

Location: Green Lake Conference Center, W2511 State Road 23, Green Lake 54941 (920) 294-3323

Attending: Bonnie Andrews, Brian Blahnik, Rachel Jensen, Sarah Jensen, Shelly Kaiser, Jessica Kessler, Gavin Luter

1. Commitments

- a. **Rachel & Shelly** will send current members the Steering Committee Member Orientation materials for help in recruiting at least two new members to join.
- b. **Rachel & Shelly** will update the needs analysis survey before the Volunteer Management trainings in December
 - i. **Bonnie** will send the categories used for NPC membership for use on the survey **(Done)**
- c. **Brian & Shelly** will work on getting an initial estimate for the marketing plan from Marshfield Clinic and will send the numbers to **Jessica. (Done)**
- d. **Shelly & Rachel** will schedule meetings with Richard to discuss progress on the Volunteer Wisconsin website **(first meeting set for Nov 8)**

2. Michael Schwartz-Oscar, Ron Kuramoto, Kathryn Smieja, Greg Engle and Tom Devine have stepped down from the steering committee. Julia Drobeck (Volunteer Center of East Central WI) has agreed to fill Michael's vacancy and attend meetings as able. Sarah Jensen is filling G

Our goal is to try and recruit steering committee members from the northwest part of Wisconsin or from the La Crosse area. A possible name brought up was Adrienne Olson (Great Rivers United Way/Ugetconnected). Steering committee members to help recruit two new members.

3. Needs Analysis survey feedback was requested. There was discussion about which questions to combine and eliminate and what other information needed to be added to the survey, including optional questions so Volunteer Wisconsin has the potential to follow-up with organizations that complete the survey. The Needs Analysis survey will be used starting with the December Volunteer Management trainings. The group discussed the evolving roles of United Ways in communities and how they change volunteerism in the community. This discussion led to the question being asked whether or not Volunteer Wisconsin should target the nonprofits being served by United Ways with the Needs Analysis survey.



4. Marketing campaign planning

- a. First steps: 1. Get an initial estimate. 2. Determine a message. 3. Make a marketing plan. 4. Reach out to potential partners.
- b. Several potential messaging ideas were suggested:
 - i. In Wisconsin, we help each other out. Continue the tradition and volunteer
 - ii. You have something to offer and something to gain.
 - iii. Volunteering fits all.
 - iv. Volunteering: An opportunity to have fun, explore something new, meet new people
 - v. "Get up. Get out of here. Go Volunteer!" Bob Uecker
 - vi. Contrast a prominent Republican and Democrat: "Here's something we agree on."
 - vii. Just dip your toe in (or take a small step)—check out the website and see what's there.
 - viii. Consider using Bill Jartz, Voice of the Packers, for voiceovers
 - ix. Use contrasting voices such as rural voices and a Latino voice

The option to crowdsource the message and vote on favorites was discussed. All messages would end by driving potential volunteers to VolunteerWisconsin.org.

- c. The target audience is everyone in the state but the campaign could be adapted to better relate with different generations, populations, motivations, and demographics. An idea to accomplish this was to have one visual campaign and message, but to have different taglines to be used in media that would be unique to specific demographics. Another idea was that after the tagline, to list when the next day of service would be. To accomplish these ideas, the bones of the message could remain the same but the end would be constantly updated to appeal to different audiences and raise awareness for days of service.
- d. Question was asked about the timing of the initial release of our marketing campaign. MLK Day was suggested but January 2017 would be too soon. Another time it could be released would be on Make a Difference Day, when people are beginning to think of volunteering but the message could be used year-round. Or avoid national service days altogether so not to send the message that we are only promoting episodic volunteering. Nonprofit rely heavily on ongoing volunteers.
- e. Other conversations:



- i. This marketing campaign would be a good way to involve volunteers, especially those looking for skills-based opportunities.
- ii. There was a discussion about the kind of opportunities being offered—do they reflect the diversity in Wisconsin? How can Volunteer Wisconsin promote more the posting of more diverse opportunities because the start of getting diverse groups of volunteers is to have diverse opportunities.
- iii. Preparing for the marketing campaign
 1. To get buy-in and to drive traffic to the website, Volunteer Wisconsin should give volunteer centers and nonprofits a preview of the campaign and have them prepare for the launch date by posting opportunities and updating their listings. A webinar could be used for the preview to help nonprofits understand what needs to be in place long before any volunteers come through their doors.
- iv. If the marketing plan would cost more than \$5,000, it would require a bidding process, especially if Serve Wisconsin were to participate.

5. Serve Wisconsin

- a. Jessica is preparing to submit the Serve Wisconsin budget for approval in November. She suggested that Volunteer Wisconsin submit to her a brief description of the discussed marketing campaign and make a funding request based on an estimate from a marketing profession on how much such a campaign may cost. Submit an amount that would encompass our whole wish list for a full-blown marketing campaign, and an amount for a more conservative campaign. Volunteer promotion is a large part of the state service plan for Serve Wisconsin, so Jessica believes our proposal could receive infrastructure and financial support.
- b. Tom is on sabbatical until he officially retires in January. Serve Wisconsin is recruiting a replacement for him and is in the interview process. They expect that the replacement would start mid-November and will review the State Service Plan.

6. Results of the 2015 Volunteer Center Impact Report were shared with steering committee members.

Broke for Lunch and Green Lake Conference Center Mini-Tour

7. A status report on Volunteer Wisconsin AmeriCorps was given, reviewing numbers and capacity created through Volunteer Wisconsin, as well as testimonials to share through reports and grant applications. Host site recruitment for the 2017-2018 service year begins in February.



- a. Steering committee members were given dates, locations, and times for upcoming regional trainings hosted by Marshfield Clinic AmeriCorps-Volunteer Wisconsin in December. Dates for the 2017 webinars also shared. Promotional materials will be shared with members for promotion once registration is set up. Bonnie and Shelly discussed potential ways to diversify the trainings as attendee feedback revealed a need for advanced volunteer management trainings and focus on specific subjects.
8. Website Updates
- a. Discussed Richard's work on the website and how Marshfield Clinic Birc has been working with CCO program websites.
 - b. The Truist platform has been pulled down and can no longer be accessed.
 - c. Reviewed which volunteer centers are currently sharing data with Volunteer Wisconsin and which are not. Explained where in the agreement process those volunteer centers that are not sharing are at and which ones were expected to return signed agreements soon.
 - d. The GetConnected platform for Volunteer Wisconsin has been built in to the Serve Wisconsin budget and there is currently a three year agreement in affect.
9. It was decided that Volunteer Wisconsin should be represented as an affiliate group of the WVCA. Before the meeting, Shelly asked for clarification about affiliate membership, responsibilities, and benefits at a WVCA board meeting and it was determined that the work Volunteer Wisconsin already does fulfills the requirements to be an affiliate. Benefits include the ability to request \$300 annually for affiliate education. Annual fee to be an affiliate group is \$35 due the end of the year.
10. 2016-2018 Serve Wisconsin State Service Plan was reviewed. Jessica informed the steering committee that state service plan outcomes, built on the national performance measures, are reported to the Serve Wisconsin board and give an overall picture of AmeriCorps in the state of Wisconsin.
- a. A goal of the service plan is to promote volunteerism in the state. Jessica brought up that many of the needs community leaders bring to Serve Wisconsin are done or can be filled by Volunteer Wisconsin. Do they know about us? We should be sure our promotion of Volunteer Wisconsin is reaching all groups.
 - b. Another goal in the service plan is to promote AmeriCorps and national service in the state, especially to people looking for long-term or full-time volunteer opportunities. Focuses are on how AmeriCorps members can bring diversity to the organizations they serve and how to recruit Alums for careers within the state of Wisconsin or the federal system. Serve Wisconsin also wants to include volunteer engagement trainings for AmeriCorps members, since all AmeriCorps members and programs should be recruiting volunteers.



11. The Volunteer Wisconsin Workplan and a possible communications plan were reviewed by the members. In the communications plan, information regarding the target audience, when communications will be established, how and where communications will be reported, and the reason for communications will be added to the plan. The annual report was discussed and there was consensus that there should be more promotion and sharing of the 2016 report.
12. A question was raised about the long-term sustainability for Volunteer Wisconsin, the original vision for that sustainability, and whether or not Volunteer Wisconsin should be fundraising or grant writing. For 2017, Jessica stated that capacity for Volunteer Wisconsin could be built into the Serve Wisconsin budget but there are currently no long-term plans.
13. Potential Volunteer Wisconsin Collaborations—Reaching out to the Wisconsin Nonprofit Association (WNA) was part of the workplan but Bonnie informed the group that the WNA is still in a reorganization state. VOAD is active again, so Volunteer Wisconsin will build a relationship there with the help of Sarah. Volunteer Wisconsin will continue collaborating with Serve Wisconsin and focus on volunteer engagement trainings, and the website. The steering committee will try and determine other groups for Volunteer Wisconsin to reach out to.
14. Topics tabled for next meeting
 - a. Ways to increase relevance and connections with higher education and faith-based organizations
15. 2017 Meeting Dates (tentative): February 23, May 18, October 19. Dates will be sent out and monitored for responses.