



# Everyone Ready®

An online volunteer management  
staff development plan

FROM ENERGIZE



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

## ORGANIZATIONAL 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 – made available to your *entire* network of staff and leadership volunteers. Get 12 new topics for every year of enrollment.

With *Everyone Ready*, you will:

- ▶ **Transform the way EVERYONE in your organization works with volunteers.**
- ▶ **Ensure volunteer involvement expands the reach of your organization's mission.**
- ▶ **Build volunteer/staff teamwork.**
- ▶ **Get the right volunteers, in the right roles, at the right time.**
- ▶ **Ensure every ounce of volunteer effort makes a difference.**

In addition, *Everyone Ready* provides:

- ▶ **High Return-On-Investment with low per-person cost.**  
A full year of learning for your entire network, priced more affordably than sending a few staff to one conference.
- ▶ **Flexible training options.**  
Online materials 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.  
 March of Dimes Foundation  
 Marine Corps Community Services  
 National CASA Association  
 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."

**Sample the program at**

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

**Contact us at**

[everyoneready@energizeinc.com](mailto:everyoneready@energizeinc.com)

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

## Benefits

- ▶ **You start with two essential topics** in the first two months that lay the foundation for the rest of the topics to come and which remain available to your learners as long as you retain your membership.
  - *Building the Foundation for Volunteer Involvement* Online Seminar
  - *Focus on the Volunteer Program Manager: A Task Analysis of the Role and its Significant Issues* Self-Instruction Guide
- ▶ **A new topic every month!**

On the third Monday of each month, in alternating sequence, your entire network will get access for a minimum of one month to an Online Seminar or Self-Instruction Guide focused on the volunteer management topic of the month. For the entire year, that adds up to:

  - **6 (six) Online Training Seminars** combining Flash® media presentations, electronic handout packets
  - **6 (six) Electronic Self-Instruction Guides**, providing you with a participatory way to combine written information and exercises you can do at your desk.
  - **Plus**, for each topic, **there is an online Discussion Board** with the opportunity to **ask the trainer questions** specific to your situation.
- ▶ **Full access to e-Volunteerism: The Electronic Journal of the Volunteer Community** and its complete searchable Archive of past issues for everyone in your system.
- ▶ **A bookstore discount for everyone in your system** on individual purchases of the 80+ items in the Energize Online Bookstore all year-round.
- ▶ **Participation in a “Point Person Network” of the key people in each member organization responsible for Everyone Ready.** You benefit from peer exchange and advice by conference call, periodic meetings, and individual contact.

## 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 unequalled 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.
- ▶ **Support, Consultation, and Practical Tools** to provide exceptional capacity building and increased volunteer involvement at every level of your organization.
- ▶ **It all begins on your Web site** with a "Main Page" that links your members to the various components, driving traffic to your own site first. But there is minimal work for your IT department. **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](mailto:everyoneready@energizeinc.com)**

## Frequently Asked-Questions (FAQs)

- **Will Everyone Ready be relevant to my setting or type of organization?**

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.

Most important, however, is what **you** do to integrate the *Everyone Ready* materials into your existing training and staff development. The resources we provide are meant as a *catalyst* for learning, validation of your ongoing efforts to educate your network, and credibility on the subject of volunteer management. Use the monthly resources to do things such as:

- Schedule conference calls to discuss how the content relates in-house.
- Show an Online Seminar or focus on a Self-Instruction Guide at a live conference or training event, following the discussion questions we always provide for you.
- Encourage each unit or office to set aside time to work with the materials as a study team.
- Add references to internal policies, handbooks, or other resources that will supplement the featured topic and offer specific details for how your organization approaches the subject.

- **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.

We encourage organizations to form *study teams* of people from the same site (such as an affiliate or branch office), allowing key staff to consider volunteer-related material together and engage in collective planning.

- **How do we make this work across our entire network?**

Every organizational member must designate a single “Point Person” and an alternate to be the official liaison between its network and Energize, Inc. – and we assign you an Account Representative on our staff, too. We give the Point Person lots of support, from a personal telephone tour and introduction to the entire program, to ideas on how to market *Everyone Ready* internally (including materials for you to distribute), and membership in a Point Person network with all your counterparts, with regular telephone conference calls and other support.

Ultimately, however, we bring *Everyone Ready* to your password-protected intranet – and it’s up to you to integrate it into your organization. We’re here to consult and help, but you know the needs of your organization and the ways to communicate with your network most effectively.

Most important to the program’s success is what **you** do to integrate the *Everyone Ready* materials into your existing training and staff development. The resources we provide are meant as a *catalyst* for learning, validation of your ongoing efforts to educate your network, and credibility on the subject of volunteer management.

- **Can I really make Everyone Ready materials available to my entire network without limits on the number of participants?**

Yes! That’s the amazing part of our online system. Except for Small Agency members who are limited to up to 75 learners, all Organization members can give access to all the resources of *Everyone Ready* to as many people as you wish – provided, of course, that they are all authorized members of your paid or volunteer staff and leadership.

- **What are the membership options for organizations?**

There are membership options based on the size of your organization and your budget. All *Everyone Ready* featured resources are offered at each level. The higher your level of enrollment, however, the longer your network has access to each resource and other additional benefits.

**For large and national organizations**, there are three levels of membership, **Basic**, **Enhanced** and **Champion**. (See page 7 for a *Comparison Grid* of the benefits for each membership level.)

**For organizations with up to 75 potential participants**, we offer a *Small Agency* membership. It provides the *Basic* level of organizational membership at a reduced price. (See *Comparison Grid* on page 7.)

**Volunteer centers, state/provincial offices and peak bodies, and associations of volunteer program managers** may be eligible to participate in a special *Volunteer Center* pilot project (currently underway) in which your center or association centrally coordinates a group purchase arrangement. E-mail us at [everyoneready@energizeinc.com](mailto:everyoneready@energizeinc.com) for more details.

- **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. (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>.)

- ***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 one year at a time, although we do give you a discount for committing to two or all three years at the start. (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>.)

- ***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 access to detailed usage reports of how many people in your organization participated in a seminar, downloaded a guide, etc.

- ***Can our staff 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 recertification for the Certified in Volunteer Administration (CVA) (<http://www.cvacert.org>) credential.

For those in healthcare, "documentation of content hours" may count towards recertification 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 pilot 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 can we find the funding to pay for the program?**

We know that most organizations do not have funds for *Everyone Ready* sitting in the bank! Further, there are few services focused on volunteer engagement that require such a lump sum annual membership fee. Please keep two important things in mind:

- The ROI (Return-On-Investment) of *Everyone Ready* is extraordinary. Break the annual fee into the monthly cost, and then divide that amount by the unlimited number of participants you can involve and you'll see that the costs are truly a few dollars a month per learner! No other staff development options are so cost-effective.
- You do not need the entire amount on day one. (See the FAQ above "Do we have to pay the entire fee by day one?")

We've given you some specific ideas for developing the funds to enroll in *Everyone Ready*. Go to <http://www.energizeinc.com/everyoneready/funds>.

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

*Everyone Ready* was pilot-tested from 2005-2007 by 17 major national organizations (see below), 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.

**See the listing of organizational members on the first page (on the right-hand side).**

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!

## Comparison Grid of Everyone Ready® Enrollment Levels

Benefits	Basic Level & Small Organizations	Enhanced Level	Champion Level
<b>Six (6) Online Training Seminars:</b> <ul style="list-style-type: none"> <li>▪Flash® media presentation</li> <li>▪Electronic handout packet</li> <li>▪Discussion board with the trainer for one month</li> <li>▪Available to <i>everyone</i> in your network</li> </ul>	All seminar components available for <b>one month.</b>	All seminar components available for <b>two months,</b> until the next seminar is posted in its place.	All seminar components available for <b>two months,</b> until the next seminar is posted in its place, <b>plus then...</b>
Ability to <b>access any seminar from earlier in the year</b>	<b>Can arrange for access for 1 week at a time at \$250/ week</b>	<b>Can arrange for access for 1 week at a time at \$150/ week</b>	<i>...all seminars remain available to your entire network for as long as you remain a member.</i>
<b>Six (6) Self-Instruction Guides</b> Once published, remain accessible for download the rest of the year from your Main Page (and continue with each year of renewal, offering a growing library to your learners).	<b>Includes discussion board with the trainer responding to questions for one month</b>	<b>Includes discussion board with the trainer responding to questions for one month plus an audio recording for online listening or downloading to a portable listening device</b>	<b>Includes discussion board with the trainer responding to questions for one month plus an audio recording for online listening or downloading to a portable listening device</b>
<b>Discount</b> on purchases in the Energize Online Bookstore for your entire organization	<b>10%</b>	<b>15%</b>	<b>20%</b>
Access to <b>e-Volunteerism</b> and its full Archives for everyone in your network	✓	✓	✓
<b>Internal marketing tools</b> Range of materials to assist in publicizing the program's resources and helping learners to use them. Plus participation in the Point People network.	✓	✓ <b>plus 3 hours of individualized consultation time</b>	✓ <b>plus 6 hours of individualized consultation time</b>
<b>Package cost:</b>  or  <b>Multiple Year Savings</b>	<b>US\$12,000/yr</b> 2 years = \$22,800 3 years = \$32,400  <b>21-75 Learners:</b> <b>\$7,500/yr</b>	<b>US\$17,000/yr</b> 2 years = \$32,300 3 years = \$45,900	<b>US\$26,000/yr</b> 2 years = \$49,400 3 years = \$70,200