



Everyone Ready®

An online volunteer management
staff development plan

FROM ENERGIZE

Welcome Guide for AFS-USA Participants

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Dear AFS-USA volunteers and staff-

Volunteers have been called the “soul” of AFS and are critical to the programs we provide to our participants. Over the last two years, AFS-USA has put a renewed focus on strengthening, supporting, and developing our volunteer base and I am thrilled to be able to announce today the next step in that process.

In March 2010 AFS-USA is launching *Everyone Ready*[®], a year-round volunteer management training program delivered directly to you online.

Everyone Ready[®] is a set of online tools designed by volunteer management expert Susan Ellis and her staff at Energize, Inc., with content delivered by a roster of international trainers. The tools can be used by AFS-USA volunteers and staff to enhance recruitment, support and retention of AFS-USA volunteers.

It is our sincere hope that the information and support provided through *Everyone Ready*[®] will help volunteer and staff leaders within AFS-USA to work more effectively together in accomplishing our mission of working towards a more just and peaceful world through our global volunteer partnership.

***Why Everyone Ready*[®]?**

Everyone Ready[®] includes the following components that we believe are crucial to high quality volunteer support, leading to increased volunteer retention:

- Conveying our program’s vision about volunteer involvement and importance.
- Consistent messages about volunteer policies, procedures and expectations.
- State of the art knowledge about volunteers - including such themes as:
 - Becoming informed about current trends in volunteerism
 - Widening horizons about who volunteers, why, and for what
- Creative thinking about possible volunteer roles.
- Strategies for setting and enforcing standards of performance for volunteers.
- Teaching that volunteer management is everyone's job, not just the designated volunteer services coordinator.

The AFS-USA Volunteer Development Staff and the National Training Team, working with Energize, Inc., will facilitate all components of *Everyone Ready*[®] and will also offer ideas and information specific to AFS-USA to supplement the general material.

How does Everyone Ready® Work?

Through *Everyone Ready* all AFS-USA volunteers and staff will have continuous, 24/7 access to a range of learning materials – online seminars, self-instruction guides, access to an international journal, and more – including a new feature topic starting on the third Monday of every month.

We highly recommend you read and save this ***Welcome Guide***. It details all the components of *Everyone Ready* and how to access and use them.

Everything starts on the Everyone Ready Main Page—see page 3 for information on how to get to the Main Page through Global Link. Grow accustomed to checking the Main Page at least monthly to see what’s new and remember that you will have a growing archive of materials to which you can refer as time goes on. So it's never too late to self-educate!

After you first log-in to *Everyone Ready*®, you will begin to receive two e-mails each month directly from *Energize*: a notice on the first day that a new feature is released and a reminder mid-way through highlighting what’s happening on the discussion board active at that moment. If at any time you do not want to continue receiving these emails, all you have to do is follow the “unsubscribe” instructions at the bottom of the email.

We are excited about the learning opportunities that *Everyone Ready*® presents to AFS-USA volunteers and staff. Again, please read through this ***Welcome Guide*** for more details. I think you'll find that it's a simple program to use, but rich with materials.

Please feel free to contact me at scott.hume@afs.org, or you can call me at (651)647-6337 x 2234 if you have questions or require additional information. We also invite you to let us know how this is working for you.

Thank you very much for the important work you do to support the AFS mission. It is my hope that AFS volunteers and staff will walk away from each *Everyone Ready*® learning component with new volunteer management skills, a renewed commitment to developing AFS-USA’s volunteer force, and a heightened level of enthusiasm for the work we do each and every day. I hope that *Everyone Ready*® will enrich your work with AFS and ultimately result in a stronger and higher quality program for our participants.

Sincerely,

Scott Hume
Director, Volunteer Development
AFS-USA

Welcome to *Everyone Ready*®!

How to Log In

Volunteers and staff should go to Global Link, at <https://usa.afsglobal.org/AFSGlobal/> and log-in as they normally would. Once logged in, click the "Resources" tab at the top of the home page.

"Everyone Ready" is one of the options in the "Other Resources" section. Just double-click "Everyone Ready" and it will take you right to the Main Page.

Your Main Page

The Main Page will change and a new Feature will be posted on the **3rd Monday** of each month.

The screenshot shows the main page of the Everyone Ready website. At the top left is the logo with the text "Everyone Ready" and "An online volunteer management staff development plan FROM ENERGIZE". To the right are buttons for "Tour", "Help", and "Contact". A banner at the top right says "New issue of e-Volunteerism just released!". The main content area is divided into several sections: "Current Topic: Seminar" (purple header), "Last Month's Topic" (orange header), "Next Month's Topic" (orange header), "Archived Topics" (orange header), and "Your Other Books" (orange header). The "Current Topic" section features a seminar titled "New Approaches to Volunteer Recruitment" by Susan J. Ellis, with a "Tour" icon. Below it are steps for accessing handouts, flash presentations, and evaluations. The "Last Month's Topic" section lists a self-instruction guide on fundraising. The "Next Month's Topic" section lists a seminar on pitfalls and involvement. The "Archived Topics" section lists 16 seminars and guides, including an introductory topic. The "Your Other Books" section lists the e-Volunteerism Journal and a bookstore with a 20% discount. Callout boxes provide additional information: "Current Topic" explains that a new feature is posted on the 3rd Monday of each month; "Upcoming Topics" explains that details about the next featured topic and a 12-month calendar are provided; "Archived Topics" explains that previously released self-instruction guides and introductory seminars are available; "More Resources" explains that related resources are provided to augment learning; and "Energize Bookstore" explains that over 80 titles are available for purchase with a discount code.

Want More Details or Need Help?

Just click on the **Tour** icons or the **Contact** or **HELP** links found on the Main Page. You can also contact your in-house Point Person or *Everyone Ready* staff (see page 5 for details).

Begin with Two Introductory Resources!

You have immediate access to two introductory resources:

- An Online Seminar: *Building the Foundation for Volunteer Involvement*, with trainer Susan J. Ellis
- A Self-Instruction Guide: *Focus on the Volunteer Program Manager: A Task Analysis of the Role and Significant Issues*, by trainer Betty Stallings

Both introductory topics provide an important overview and orientation to the philosophy and practices of volunteer management.

To access both of these: Go to the **Archived Topics** area of your Main Page, located in the orange sidebar on the right-hand side, and click on the “introductory topics” link. **These introductory topics will remain available and you can ask the trainers questions via the discussion board anytime.**

NOTE: You also start with complete access to *e-Volunteerism* journal articles and can use your bookstore discount. More details on both of these can be found in the related sections in this Guide and in the right-hand orange column of your Main Page in “Your Other Benefits” section.

For Whom is the *Everyone Ready*[®] Program Designed?

Everyone Ready means just that: preparing *everyone* at AFS-USA to be equipped to engage volunteers in creative and meaningful ways. (Over twenty-five major nonprofit organizations have joined as members of *Everyone Ready* since it began in 2005 and, now membership has expanded to include smaller organizations and individual members, too, from around the world.)

AFS-USA has enrolled in *Everyone Ready* to provide you with:

- A cutting-edge, flexible staff development training plan designed to support you in your work with volunteers.
- Online seminars and a range of written materials, *accessible 24/7 from your computer*, which use the power and efficiency of electronic communication to deliver expert training and both new and proven resources in volunteer management.

Any organization with a system-wide interest in strengthening volunteer involvement has to be concerned with preparing paid and volunteer staff at all levels to be effective supervisors and liaisons with volunteers.

Everyone Ready was initially designed for people who work with volunteers in addition to the regular responsibilities of their jobs. You may work with a few or hundreds of volunteers supporting your work. Many of you are highly effective in working with these members of the community, though not all of you have been designated as volunteer program managers or coordinators of volunteers. Regardless of your position or experience, you may not have had any formal training in how to be successful with this quite complex task, so the resources here introduce you to the many topics and issues

involved in being successful with volunteers, as motivation to continue your learning through the other resources we will always guide you towards.

If you are already a full-time volunteer program manager, but new to the role, Everyone Ready will also be your starting point for developing the wide range of skills you'll need.

If you're an experienced leader of volunteers, you'll probably approach the material a bit differently. Since all the resources we'll provide have been freshly produced for our members, there will undoubtedly be many new ideas to spark your interest. You may find that you are already more advanced on a subject than the target audience of a particular seminar or guide. That's exactly when you can make the program work for you:

- Post questions or comments to the trainer discussion boards and get the current trainer to help you on whatever level you need. Each of these experts welcomes thought-provoking exchange, so take the initiative! You have the option of posting anonymously.
- Delve into the starter set of additional topic-related resources we give...and continue your research.
- Engage others in your organization (or other individuals enrolled in *Everyone Ready*) in some in-depth discussion (or debate!) about any of the points raised on any topic during the year.

The resources we provide are only the *catalyst* for learning. You'll benefit the most when you give yourself the opportunity to think about the points raised, reflect on your own philosophy and values of volunteerism, and talk with others about how to apply the information to your setting and situation.

Need Help?

Your Organization's Designated Point Person is:

[Scott Hume](#)

Director, Volunteer Development

AFS-USA

2356 University Ave W, Ste 424

St Paul, MN 55114

Scott.Hume@afs.org

(651) 647-6337 x 2234

toll free: 800-876-2377 x 2234

Your Alternate Point Person is:

[Joanne Yokoyama-Martin](#)

Joanne.Yokoyama@afs.org

800-237-4636 ext 1589

While Energize, Inc. is the producer of the *Everyone Ready* materials and online seminars, AFS-USA will make use of them in ways best suited to our situation. Scott will be Energize's main contact on your behalf. He will be communicating with you throughout the year to share materials, make suggestions about the resources offered, and handle your questions about how to adapt the information to your setting.

Contact Scott with any questions about ways to use the *Everyone Ready* materials or how the issues raised can or should be handled within AFS-USA policies and organizational standards.

Other Sources of Support

Support information and links are available throughout the *Everyone Ready* program web site, including the HELP and CONTACT links on the Main Page.

Energize staff—**Dana Wiley, *Everyone Ready Account Representative***, and **Lindsay Liprando, *Everyone Ready Technical Support***—are available to answer questions about the *Everyone Ready* program and its components. Our office hours are 9:00a.m.–5:00p.m., US Eastern Time.

Contact Information

Email: ersupport@energizeinc.com

Phone: In the US and Canada, call toll-free: 1-800-395-9800

Outside North America, call: +1-215-438-8342

How We'll Communicate with You

To help you be involved in the *Everyone Ready* learning community, we will send you periodic e-mail updates. We welcome your feedback as the year progresses about the usefulness and frequency of what we send. You can expect to receive the following regular bulletins. (You can unsubscribe to these at any time via a link you'll find in each e-mail sent.)

The 3rd Monday of Each Month:

You will receive a notice when the new topic is released (either a Seminar or a Guide). We hope this will start your learning process. The notice will contain:

- A reminder that the new Current Topic is now accessible to you.
- Information that describes the new topic and sets it into a broader context.
- A starter set of thought-provoking questions for you to consider – and possibly to discuss with the trainer on the discussion board.

The 1st Week of Each Month

You'll receive a shorter communiqué highlighting what's happening on the discussion board active at that moment (and perhaps motivating you to join in), a heads-up on what's coming next on the third Monday of the month and notification when a new issue of *e-Volunteerism* is posted.

Participation in *Everyone Ready* Counts Towards CVA Re-certification

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 Certified Administrator of Volunteer Services (CAVS) (<http://www.aha.org/aha/Certification-Center/CAVS/index.html>) recertification. 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 after you complete the evaluation survey (see the Online Seminar and Self-Instruction Guide sections for more details on how this works.)

The Learning Components

Online Seminars

Everyone Ready offers six online seminars as the Current Topic throughout the year, one each in September, November, January, March, May and July. The topics and trainers will be announced on your *Everyone Ready* Main Page. These alternate every other month as the feature topic with the Self-Instruction Guides (see details about these in the Guides section).

Trainers - The Best in the Field

You will have the benefit of participating in seminars conducted by the very best trainers in the volunteer field – people whose books are classic references and whose on-site workshops regularly sell out. They have developed these online seminars especially for *Everyone Ready*.

Outline of the Key Seminar Components

Full details will be provided at the time of each seminar, but below is an outline of the key components of the seminar process, which is initially available for one month, 24/7.

Step 1: Handouts

You'll always see three handout packets, each available to download in PDF format:

- **Handouts from the Trainer:** Resource handouts developed by the trainer to accompany the seminar content.
- **Slide Views for notes:** A note-taking guide of the presentation with all slide views.
- **Discussion Guide:** A set of group discussion questions for your use if you view the seminar with a few other people at your site. *For those of you who might do more extensive training with the Online Seminar as the focal point*, this handout includes training design ideas for a longer session on the topic.

We suggest that you download these *before* viewing the presentation.

Step 2: Presentation

The presentation by the trainer (core content) is provided in Adobe® Flash format. If you decide to take the fast track, you can work quickly through the recorded sessions, which can last anywhere from 45 to 60 minutes in length. You can follow the presentation at your pace, stopping and re-starting as you need. Since you have one month to view the presentation and ask the trainer questions, you have time to review it in more than one sitting, if need be, before going to the discussion board. [TIP: click on the Help button in the presentation window, to get details on how to maneuver the controls, adjust the screen, see notes of the trainer's narration, etc.]

When the next featured topic is posted, each seminar will continue to remain available to you via the [Archived Topics](#) section of the Main Page—without trainer input to the discussion board—until the next seminar is posted, or approximately 4-5 additional weeks.

Step 3: Online Discussion Board

After watching the presentation, we encourage you to post questions to and engage in discussions with the trainer via our discussion board. **To ask a question of the trainer**, click on the **Join the discussion** link in the **Current Topic** area. You will be asked if you want to sign up for e-mail notices when new postings are made to the board. (If you say yes, you'll need to enter a username and password and then you'll advance to the board; if you say no, you'll advance to the board – note that you can still sign up to receive notifications through the board later.) When you submit your question, it will go directly to the trainer. Your exchange will then be posted to the site for all participants to see (you may request this public posting to be anonymous). The discussion board will be active throughout the initial one-month period. You can also share problems, solutions and strategies with other participants.

Step 4: Evaluation

We include the evaluation as an integral part of the seminar. It's vital to receive feedback so we can continue improving the seminars. ***A certificate of completion is now available*** and can be accessed ***after*** completion of the evaluation. This certificate is in Microsoft Word® format so that you can personalize it by typing in your name and the date before printing or saving the certificate to your computer.

The Online Seminar is the most “cutting-edge” part of the *Everyone Ready* program and we know that your ability to access all the seminar components will depend on the age and capacity of your computer, the way you connect to the Internet, and other factors. We will try our best to work with you to make sure you can participate as fully as possible. Here are the basic steps to follow in the six months in which an Online Seminar is the Current Topic:

How to Access the Seminars

1. Go to the *Everyone Ready* Main Page.
2. **If the Current Topic is an online seminar**, you will find it at the top of the page. There you will find information about the seminar and links to its components for a one-month period (until it is replaced by the next Current Topic). Follow the Step links to access the handouts, Flash audio-visual presentation, the evaluation, etc. (or the “GO” button in the top bar).
3. When you click on the presentation link, a window will pop up that asks to how many people are viewing this seminar with you. Enter the number (which should include yourself) then proceed.
4. **After the first month of release**, you will be able to continue to access the seminar (through the **Last Month's Topic** or **Archived Topics** section of your Main Page until the next seminar is released for an additional 4-5 weeks).

Seminar Technical Information

The online seminar is viewed through the Adobe Flash® Player program which lets you view a dynamic presentation with graphics, audio and text. Over 98% of all web browsers have this program automatically "plugged-in" and you should be able to view the seminar easily without having to install anything. We do recommend that you use the most recent version of your Internet browser.

Participants rarely experience any problems viewing a seminar; however we have provided troubleshooting tips on the HELP web page (which is accessible from links on the seminar as well as your *Everyone Ready* Main Page if you should experience any issues):

<http://ener1.securesites.net/EveryoneReady/help/index.html> .

Self-Instruction Guides

Every other month (in an alternating schedule with the online seminars) a new Self-Instruction Guide will be posted to the *Everyone Ready* Main Page as the Current Topic—in October, December, February, April, June and August. The topics and trainers will be announced on your *Everyone Ready* Main Page.

Each Self-Instruction Guide will focus on a specific volunteer management subject and will be between 15 and 25 pages in length – long enough to teach something and short enough to assure you have time to read it! Each guide will include the following:

- A several-page chapter, excerpt, or article from a respected source – often fresh material just published or newly revised
- An issue analysis
- Reflection questions, for individual use or to be discussed in small groups
- Further reading references and Web links

Each guide is developed either by the author of the original work or by another noted expert on that topic.

How to Access the Guides and Ask Questions of the Trainer

To download the Guide, just click the "GO" button in the top bar or the "Download the PDF" link in the center of the Current Topic area. A window will pop up that asks to how many people in your organization will you distribute this guide. Enter the number (which should include yourself) then click the "Download Now" button. You may save the file to your computer and read it on screen or print out all or some of the pages. **To access the audio file**, click on the **Listen to the Audio** link. Note that the audio file only contains portions including the feature reading of the PDF version.)

You may print out copies of the Self-Instruction Guide PDFs to share in-house with others. Our intent is to provide you with a growing library of self-teaching modules to use in different ways over time. This is training in "manageable chunks" on specific topics that can stand alone or be combined with other education you are already planning throughout the year.

To ask a question of and join the discussion with the trainer, click on the **discussion board** link in the **Current Topic** area. When you submit your question, it will go directly

to the trainer. Your exchange will then be posted to the site for all participants to see (you may request this public posting to be anonymous). You can also share problems, solutions and strategies with other participants. The discussion board will be active throughout the one-month period - and you can always access it from the Main Page by clicking on the discussion board link.

When the next topic is posted at the end of the one-month period, the Guide will be “archived.” This means you will continue to be able to access this Guide PDF, the audio file and the archived discussion board via the **Archived Topics** section of the *Everyone Ready* Main Page.

(Most browsers will automatically open PDF files. However, if for some reason you cannot access a Guide, you probably need to install a free copy of Adobe Reader®. Access the free version of Adobe Reader at:
<http://www.adobe.com/products/acrobat/readstep2.html> or contact Energize staff.)

Archived Topics

Through this section of your Main Page, you can continuously access all previously released Self-Instruction Guides as long as your organization retains *Everyone Ready* membership. Just click on the **Guides and Seminars** link. You can search by category, title, trainer, etc.

You can also continuously access the introductory seminar, *Building the Foundation for Volunteer Involvement*, as well as *ask questions of the trainer* Susan J. Ellis, clicking on the **Introductory Topics** link.

e-Volunteerism: The Electronic Journal of the Volunteer Community

e-Volunteerism publishes practical, proven articles on all aspects of volunteer program development and management, written by respected leaders in the field from all over the world. The Journal, now in its 10th year of publication, blends the best of printed publications with the capacity of the Internet, allowing for reader/author interaction, audio interviews, and printable forms and training designs.

New issues of *e-Volunteerism* are posted on January 15, April 15, July 15, and October 15. You also have access to the entire Archive of all past issues – over 360 articles and growing!

Regular features include:

- ***Feature Articles*** by a wide range of authors from many countries, providing fresh perspectives on all aspects of working with volunteers
- ***Points of View commentaries*** by founding publishers, Steve McCurley and Susan J. Ellis
- ***Keyboard Roundtables*** giving a global perspective on volunteerism topics, involving participants from around the world, convened by Andy Fryar (Australia) and Rob Jackson (United Kingdom)

- **Training Designs** offering an in-depth exploration of one training technique or topic, with group exercises you can use immediately, by Betty Stallings and other trainers
- **Research to Practice**, edited by Steven Howlett (UK) to interpret scholarly research for practitioners
- **Along the Web**, by Steve McCurley, linking to relevant Web sites on many topics of interest to volunteerism leaders
- **Voices from the Past**, sharing “forgotten” material written more than 25 years ago but still relevant today

How to Access *e-Volunteerism*

1. *You must access e-Volunteerism from the Everyone Ready Main Page.*

This is the only way the Journal site will recognize you as a paid subscriber and therefore give you full access to the articles. We'll alert you when a new issue is put up and will post direct article links when a new feature topic is released. So regularly check the *e-Volunteerism* section on the right of the Main Page for updates.

2. *To access articles related to the Current Topic:* click on the individual article links which can be found under the current topic section of your Main Page, in the first column titled ***e-Volunteerism***).

3. *To access the current issue of e-Volunteerism and to search the archives:* Click the *e-Volunteerism* link in the Your Other Benefits section (in the orange sidebar on the right hand side of the Main Page).. You'll then see the table of contents of the most current issue of the Journal. There you can select whatever you want to read or download.

You have full access to the **entire** Archive of all past issues – over 360 articles and growing! Just select the “Archive” button on the left column of the journal and you can search the articles in several ways.

Energize Online Bookstore and Discount

The Energize Online Bookstore offers over 80 titles on all aspects of volunteer management, from many different sources and three continents. Many of the titles are available in electronic form, which means they are less expensive and immediately available for download to your computer – no shipping cost or time! And more books are added continually.

The *Everyone Ready* plan for your organization includes **15% discount** on all your purchases in the Online Bookstore—and the discount applies every time you buy something all year long.

For each featured topic, we provide links to related books for sale in the Energize Online Bookstore.

How to Obtain Bookstore Discount

In order to receive your discount in the Energize Online Bookstore, you must be sure to enter AFS-USA's discount code – **afsdis** – when placing your order. Follow these steps:

STEP 1:

Either,

Go to your *Everyone Ready* Main Page and go to the Bookstore link in Your Other Benefits section (located in the orange sidebar) and follow the Steps 2 through 4 below.

OR

Go directly to <http://www.energizeinc.com/bookstore.html> and follow Step 3 below.

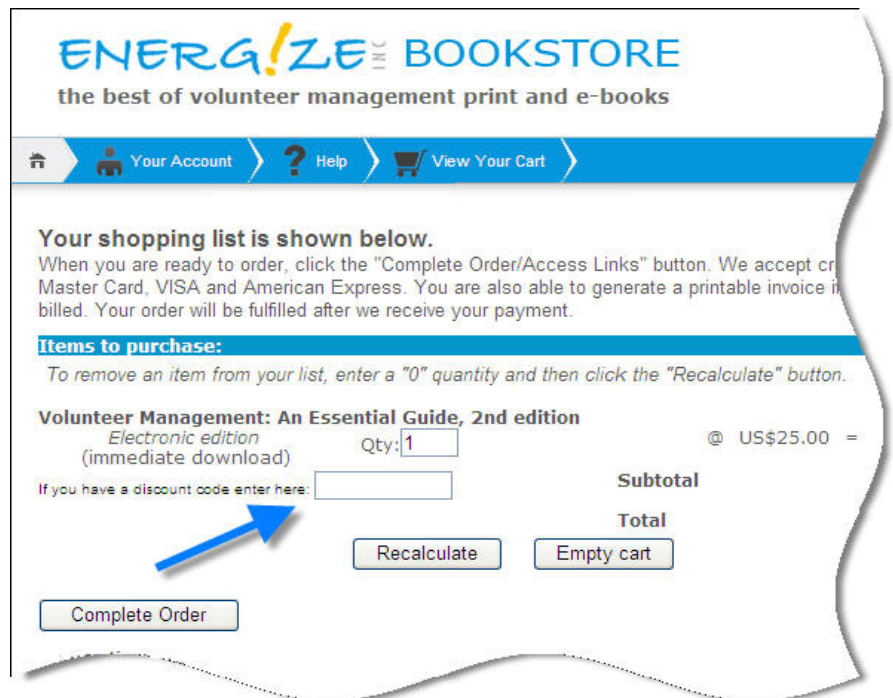
STEP 2:

You will be taken to the front page of the Energize Online Bookstore from where you can browse all the titles, see tables of contents, read excerpts, etc.

STEP 3:

- a) Select items to put into your shopping cart.
- b) On the shopping cart page, enter your discount code in the box.
- c) Click "recalculate" to apply your discount and display the adjusted amount you will be charged.

NOTE: the first time you make a purchase, you will need to open an account in the store with your individual e-mail address and a password of your choice (if you have purchased items in the Bookstore in the past, you may use your existing account information). After that, you can log in as a returning customer.



Energize Web Site and How to Access It

If you are not already familiar with the Energize Web site at www.energizeinc.com, it is the largest site in the world focused totally on volunteer program development and management (over 1200 free pages of material and growing) – all the generic issues regardless of setting or type of volunteer. The site is continually updated, encourages shared contributions from visitors, and provides a wide range of information for any leader of volunteers anywhere in the world.

We provide on your Main Page links directly to the Energize Web site resources related to the current featured topic.

How to access the Energize Web site and best ways to use it

You can link to the Energize site through your *Everyone Ready* Main Page in two ways:

- 1) Under the “*more resources on this topic...*” section, click on the related topic links in the **Energize Resources** column.
- 2) *To access the Energize Web site homepage/table of contents:* Click on the link in the Your Other Benefits section (bottom of the orange sidebar on the right hand side of your Main Page).

The Energize homepage is updated every Sunday. Watch for the “breaking news” story each week.

You’ll also find via the Energize Web site home page:

- Every month Susan Ellis writes a **Hot Topic** essay on a subject of current interest – and all month long colleagues reply, discuss, and debate the point.
- There is an extensive **Resource Library of free materials and annotated links** to other Web sites, organized by subject.
- Use the **Sources for Info and Exchange** to find websites for listing volunteering opportunities, volunteerism organizations, periodicals, electronic discussion boards, web and podcasts, blogs and wikis, etc.
- Use the **Events, Courses and Awards** section for a calendar of training events and conferences, volunteerism days and weeks as well as awards for volunteers.
- Among other things, the **Quotes and Collective Wisdom** area provides great quotations, stories/humor, and recognition ideas.
- There’s also a **Job and Internships** section where you can post job and internship opportunities for volunteer management.