



The Association of Volunteer Managers AGM 2020

AVM: A Year in Review

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AVM's vision: connecting leaders of volunteering to make change happen together

Our mission is to inspire and empower leaders of volunteering. We are a recognised community of volunteer managers which we build through:

- Providing our members with resources, skills and expertise
- Leading our profession as advocates for volunteering and volunteer leadership
- Engaging with organisations to meet and address the changing needs of volunteer management professionals

This review provides an overview of AVM's activities for the period October 2019 to October 2020. As you would expect, it has been a challenging year in several respects, but we have remained guided by our 2018-2023 strategy and our activities furthered and supported the goals outlined in the strategy document.

Building participation and increased relevance to members

We want to ensure that members know that AVM is their organisation and give them the opportunity to shape our future direction. We also want to understand why people join, what's working for them when they renew their membership.

We have initiated a number of sense checks throughout the membership journey to understand our members' needs when they join or renew and also why they chose to leave. In October 2020 we launched a new Membership Survey to gauge the views of our members. This survey will replace the International Volunteer Managers Day Survey which is issued in November of each year.

Developing and growing our offer

Our strategy envisaged us reaching out beyond London to hold events and develop networks, offering opportunities for mentoring and building online resources. We wanted to facilitate the development of action learning sets.

Last year we expressed our commitment to exploring different ways to enable people to learn, connect and share. In March the national restrictions on movement acted as a catalyst for us to enhance our online presence.

We moved quickly to reach out of volunteer managers, many of whom were being furloughed by their organisations. We wanted to provide a sense of community, and also to focus on their wellbeing. During March and April we hosted 6 networking calls for volunteer managers. We also hosted specific networking calls for furloughed volunteer managers to connect with each other.

AVM Bite Size

This year we launched AVM Bite Size – a series of pre-recorded webcast interviews aimed at enhancing the professional development for members.

Mentoring

Following the success of our mentoring pilot in early 2019, in summer we rolled out another tranche of our mentoring programme. This programme is only available to AVM members.

AVM Connect

In February we started AVM Connect, then called a ‘randomised coffee trial’, where members are introduced to one another and can share experiences and learn from each other.

AVM Book Club

AVM Book Club re-launched in July. Members are able to opt in to join the Book Club and engage in thought provoking discussions with each other.

Creating member-only benefits feels like a successful approach. Below is an example of feedback received in June:

"Just to say that I am very impressed with the member benefits. I've enjoyed being able to go back through past presentation topics!"

Events

As with many organisations our events have moved online. Using Zoom, we hosted events in May, July and September. We have just held our annual conference over two days in October.

Website

Behind the scenes we have continued to develop our website to make it more user friendly for our members.

Social media

We continue to primarily use Twitter (5,700 followers) LinkedIn and Facebook (850 likes) to promote AVM events and news.

Representation and Advocacy

We have a well-established place at the table where volunteer management is discussed, and we use this to amplify the voice of all volunteer managers.

Together with a number of partners, in June we delivered an open letter to boards and leaders of volunteer involving organisations calling on them to invest in volunteer engagement, communicate with volunteers and adopt new ways of thinking.

We also hosted 38 organisations for an information and networking session on Volunteers Week 2020.

We continue to work closely with a range of partner organisations, including HVG, NCVO, IVR, VSSN and NNVA.

Increasing our effectiveness – strategic enablers

We set out to review our business and staffing model to identify roles which could be filled by staff, sub-contractors or volunteers

From March 2020 our Board has been meeting online. However, we were grateful for the opportunity in early February to have an Away Day. We had a full day together to identify our priorities and this proved invaluable for us to be able to overcome the challenges of the past 6 months. In August we held a follow up Board Away Day morning to assess progress against priorities.

Board

Director turnover based on the standard length of term and the annual recruitment and induction cycle has slowed some of our plans, and we are seeking to improve our resilience and agility in the resolutions which will be presented during this AGM.

Staff

We now have two staff members. Jo Gibney, Head of Business Development has been in post for a full year now having been appointed in August 2019, and in March 2020 Helen Birchall joined us as our Membership & Events Administrator. Expanding our staff complement will enable us to build a stronger foundation for the future of the organisation.

Volunteers

We have been fortunate to continue to receive support from a dedicated cohort of volunteers. We have a well-established Conference Planning Group, and teams of volunteers also support our events and membership initiatives. AVM's Board of Directors are also volunteers.

On behalf of the Board I would like to thank our staff, and each and every one of our volunteers who have together contributed to our successes, by offering their time and expertise.

Thank you!

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The Association of Volunteer Managers is a company limited by guarantee no. 6224866.

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