



Volunteer Management
PROFESSIONALS OF CANADA
PROFESSIONNELS EN
gestion de bénévoles
DU CANADA

Case for Support documents

The VMPC Board *sincerely* thanks the Provincial Affiliates for hosting the National Conference annually. The National Conference could not run without the organization and support from the provincial and local teams on the ground in the host provinces.

Externally in all marketing and communications, wording for the VMPC National Conference will always include a variation on wording including, 'hosted by' or 'presented by' the Provincial Affiliate to give credit where credit is due! For the purpose of this internal document we are using 'National Conference' to keep it simple.

To help Provincial Affiliate hosts and VMPC attract attendees to the National Conference, VMPC has created new two tools for your use.

- Business Case to Attend the VMPC National Conference
- Business Case to Host the VMPC National Conference

These tools will help Provincial Affiliates articulate the benefits of hosting the National Conference to their members and help members (and potential members) justify their attendance at the National Conference to their employers.

Both tools can be used on the VMPC Professional Development website and on host province's website where the National Conference is advertised.

These documents will also be included in the VMPC Conference Tool Kit and updated as needed for planning future conferences.

Thank you very much for posting this beneficial information on your websites and in your newsletters to promote attendance at the Provincially Hosted VMPC National Conference. Reiterating the benefits of attending the conference will help reaffirm membership in the Provincial Affiliate organizations and in VMPC.

Again, thank you to the Provincial Affiliates for all the hard work you do on our behalf to host the National Conference.

Sincerely,

VMPC Board of Directors

Business Case for Attending a VMPC National Conference

Want to attend the VMPC National Conference but need a business case to convince your organization? Building a business case to attend the VMPC National Conference doesn't have to be a daunting task. We have prepared some benefits of attending that you can include in your report, and helpful tips that will ensure you highlight the importance of your conference attendance for your organization.

Why Attend the VMPC National Conference?

The VMPC National Conference is Canada's premier event for volunteer management professionals and is also the largest. Each year conferences often attract more than 200 volunteer management professionals from across Canada who come together to discover the latest developments and best practices in the profession.

With unparalleled learning and networking opportunities, the VMPC National Conference is the ultimate forum for volunteer management professionals to gain an advantage for their organization.

VMPC's National Conference:

- Is the only national conference in Canada that focuses exclusively on volunteer management issues
- Is content-rich, with education sessions, pre-conference seminars, and keynote addresses that will be packed full of knowledge and insight to aid in creating and managing an effective and strategic volunteer management program
- Learning is facilitated via general sessions, case studies, organized networking, keynote speakers and organized networking opportunities providing insights and practical solutions to challenges faced by volunteer management professionals which can be applied immediately
- Canadian presenters will be familiar with our laws and be able to guide attendees more accurately on how to avoid legal pitfalls
- Allows you to interact with other Canadian volunteer management professionals and learn best practices specific to this country
- Sponsor Showcase: does the conference feature vendors with products or services you use or are looking to evaluate for future use? If so, this will be an excellent opportunity to compare competing products or services.
- Make a database of the experts you meet at the conference and share this network of experts with your team.

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Certification in Volunteer Administration (CVA)

Professional certification signals a commitment to excellence. It confirms that individuals have the knowledge needed to competently attract, onboard and support volunteers. Certification promotes personal confidence, and helps employers hire, verify and reward relevant expertise.

Benefits for YOU, the individual practitioner:

- clarification of personal values and professional ethics
- identification of strengths and areas for growth
- enhanced self-esteem through peer recognition
- increased confidence in problem-solving skills
- increased personal and professional credibility
- transferable documentation of knowledge, skills, and abilities
- reinforced commitment to professional excellence
- may contribute to hiring and job security
- may lead to more recognition from top management

Benefits to your ORGANIZATION or EMPLOYER:

- demonstrates employer's commitment to competence
- increased confidence in employee abilities
- quality professional development for employees
- useful in making hiring decisions
- relevant framework for performance appraisal
- identifies and documents leadership potential

Attendance at the VMPC National Conference qualifies for PDU credits towards your CVA designation renewal.

If your employer invested in your CVA designation, remind them of the important commitment you've both made to ensuring that you remain amongst the leaders in your field. The requirement for continuous professional development ensures all CVA holders remain leaders in volunteer management.

Remember in your business case to:

- Clearly outline any challenges you are currently facing in your role, and/or important strategies or issues being addressed by your organization.
- State how you propose to address those issues that you have identified
- Specify how your attendance at the conference will support the solutions you have proposed
- Discuss the anticipated outcomes of inaction and the expected benefits of your proactive solutions.

Business Case for Hosting a VMPC National Conference

Hosting a National Conference can be a daunting task and you may need to convince your association of the benefits. We have prepared some benefits of hosting that you can include in your report, and helpful tips that will ensure you highlight the importance of hosting the conference for your organization.

Why Host the VMPC National Conference?

The VMPC National Conference is Canada's premier event for volunteer management professionals and is also the largest. Each year conferences often attract more than 200 volunteer management professionals from across Canada who come together to discover the latest developments and best practices in the profession.

With unparalleled learning and networking opportunities, the VMPC National Conference is the ultimate forum for volunteer management professionals to gain an advantage for their organization.

You can offer your local membership access to greater opportunities for professional development, and help them maintain their CVA designations, by being involved on the conference planning committee or by attending the conference.

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- Make a database of the experts you meet at the conference and share this network of experts with your team.

What are the Benefits of hosting the VMPC National Conference?

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Because the VMPC National Conference is hosted by the Provincial Affiliate the benefits for the Provincial and local organizations are many:

- An opportunity to recruit new members to your local organization/association (you can tie conference attendance to membership in your organization, i.e. reduced membership fee for anyone who attends the conference)
- Raises the profile of Volunteer Management Professions in your local or provincial business community
- Raises profile of your provincial/local association, provides an opportunity to advertise and market the local/provincial association
- Allows you to spotlight experts in your province, by asking them to lead workshops and give presentations
- Raises profile of volunteers, voluntary organizations in your community
- Provides local, high quality professional development opportunities focused on volunteer management right in your local community
- Ability to attract a larger diverse group of speakers and presenters
- Ability to attract greater number of attendees from other provinces
- Sponsors have access to a wider audience making it easier for you to attract a wider range of sponsors
- Opportunity for exclusive networking opportunities to engage with colleagues from a wide spectrum of sectors
- Stay informed, access the latest in training and professional development
- Attend the VMPC AGM in person and have the opportunity to create and vote on resolutions that can influence VMPC policy
- Experience the pride, prestige and status of organizing a National Conference for volunteer management professionals.