



## What is the Shared Volunteer Program?

The Shared Volunteer Program is designed to be a joint effort with regional associations, PPAI and PPAI's volunteer pool. Volunteers are asked to participate in projects to increase tradeshow attendance, member recruitment, lunch & learn opportunities, assistance with focus groups, research survey, event staffing, or copywriting.

PPAI utilizes volunteers who have expressed interest in participating as a member of the Regional Telemarketing Work Group. The group works on behalf of the regional associations.

## Why is PPAI offering this program?

Partnership – PPAI strives to continually work in conjunction with the 27 regional associations and improve the volunteer experience.

Impact – This one of the best opportunities to make a significant impact on the industry, PPAI and the 27 regional associations as well as develop a great network of industry connections.

Be More! – The PPAI volunteer structure allows all interested PPAI members to **Be more!** ... more effective, more efficient, more selective, more satisfied and provides the opportunity for high productivity and excellent results, more opportunities for greater member participation, more meaningful volunteer experiences, more satisfied and engaged volunteers, the right people in the right places to work on the right tasks for the right amount of time and accountability for the Board, staff and volunteers.

## How much does the Shared Volunteer Program cost?

The Shared Volunteer Program is a member benefit that provides assistance to regional associations as a tangible benefit. Separate from the Regional Affiliate Program, the Shared Volunteer Program **does not** count towards regional marketing hours.

Some examples of shared volunteer opportunities for regional associations include:

- Call and email campaigns to increase tradeshow attendance, member recruitment and lunch & learn opportunities
- Focus group assistance
- Research survey assistance
- Event staff assistance
- Copywriting assistance

## What are the next steps?

- Complete and return the form identifying project needs. All requests must be submitted four weeks prior to the project start date to allow for scheduling and training.
- Provide PPAI with permission to seek volunteers on behalf of the regional association with an initial call for volunteers.
- Provide an updated Excel contact list that includes: name, company name, phone and email.
- PPAI will work with the Regional Telemarketing Work Group on the project.
- PPAI will track calls and results.

Contact Kathlene Brethowr at 972/258-3069, [kathleneb@ppai.org](mailto:kathleneb@ppai.org), to begin your Shared Volunteer Program today!