

2021 Volunteer Center Affiliate Partner Benefits

New & Updated Benefits for 2021:

- Volunteer opportunities now posted by agencies on their Get Connected agency page will be seen by Current Young Professionals through a new partnership with the Greater Green Bay Chamber
- Volunteer Coordinator Mentorship Program offered to Affiliate Partners. This is a great way for new volunteer coordinators to learn from seasoned coordinators throughout the year. The Volunteer Center will match interested individuals with a mentor or mentee.

Volunteer Recruitment:

- Affiliates always receive top priority for volunteer recruitment and placement
- Unlimited postings in Volunteer Connect, the weekly e-newsletter that reaches 4,300 people, as often as requested (Non-Affiliate Partners will be charged for multiple posts, etc.)
- Unlimited postings in Volunteer Times, a monthly listing of volunteer opportunities, which is viewed by hundreds of corporations, schools, and other large groups.
- Unlimited postings on our Facebook page that is followed by over 4,400 people.
- The Volunteer Center proactively reaches out to corporate groups, religious groups, universities and other schools and organizations on behalf of Affiliate Partners
- Unlimited listings in the Volunteer Center volunteer recruiting portal, Get Connected, and staff support to manage your agency.
 - There were over 44,000 agency views in Get Connected between October of 2019 and September of 2020.
- Volunteer opportunities posted by agencies on their Get Connected agency page will be seen by students, faculty, and staff at UWGB through a partnership with their Student Life department.
- Unlimited listings in Helping Hands section of the *Green Bay Press-Gazette*

Recognition, Marketing & Social Media:

- Dedicated page on the Volunteer Center website listing Affiliate Partners only, which will include each organization's logo (linked to their agency on the Volunteer Center's volunteer recruiting portal, Get Connected), as well as donate and volunteer buttons, which are linked directly to the organization's website
- Recognition of an Affiliate Partner weekly in our e-newsletter, the Volunteer Connect, on Facebook (either as a regular post or as a Facebook Live), and in the Helping Hands section of the *Green Bay Press-Gazette*. This will include the organization's logo, as well as a brief description of their mission and current volunteer opportunities
- Receive priority when requesting the Volunteer of the Week, which is widely promoted in the Volunteer Connect, on social media, and in Helping Hands
- To better utilize Facebook, the Volunteer Center may "tag" Affiliate Partners in our Facebook postings of volunteer opportunities, upcoming events, and special announcements

Additional Benefits:

- An updated resource library on the Volunteer Center's website, where Affiliates can access documents related to recruitment, retention, best practices, and update contact information for organizations quickly and securely
- Personal and monthly check-ins with Affiliates throughout the year
- Coffee & Collaboration: Meeting quarterly, this group is designed to foster conversation and potential partnerships between Affiliate Partners of the Volunteer Center. Attendees will have a chance to speak about their organization, learn from other nonprofits, and share best practices, successes, and challenges. Volunteer Center staff will craft meetings to focus on specific topics with area speakers (HR, financial planning, volunteer recruitment, etc.). This group is designed to be a casual way to meet other nonprofits and share ideas and awareness.
- Free entry into our 4th Annual Community-Wide Volunteer Expo in September

- Affiliate Partners can now access the 38th edition of *Foundations in Wisconsin: a Directory* produced Fall 2019 to assist them with their grant research. It is the only directory of its kind which covers every active, grant making foundation in the state of Wisconsin. 1,234 foundations are profiled, including contact information, total assets, grants paid and areas of interest. We will provide login information once we receive the submitted Affiliate form and have an updated logo.
- Invitation to our free Affiliate Partner Appreciation Event
- Affiliates can receive assistance in locating photography support
- Board member recruitment support and placement assistance
- Access to the Workplace Volunteer Council via listings and presentation

Non-Affiliate Community Partner Benefits:

- Listing with no graphic on the Volunteer Center website
- Unlimited listings in the Get Connected volunteer recruiting portal
- One listing in Volunteer Connect per year as space allows (\$10 per listing thereafter)
- One free listing in Volunteer Times then \$40 per listing thereafter
- Assistance with volunteer recruitment as available

Definitions:

- **Get Connected** – The Volunteer Center's volunteer recruitment portal accessed by thousands of volunteers yearly.
- **Helping Hands** – A weekly listing of approximately five volunteer opportunities published in the Press-Gazette.
- **Volunteer Connect** – A weekly e-newsletter distributed to thousands of people that lists upcoming volunteer opportunities, fundraising events, a volunteer of the week, and an affiliate partner of the week.
- **Volunteer Times** – An at-a-glance listing of volunteer opportunities
- **WPS Volunteer Awards** – A yearly recognition event wherein over 700 community members gather to celebrate and recognize all volunteers with eight recipients and eight runners-up selected from a pool of hundreds to win awards
- **Volunteer Expo** - An afternoon of networking, conversation, and light snacks with many of Brown County's nonprofit organizations where attendees can discover ways to help serve their community.