

**6510 Hudson Road
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cedarfallstourism.org



CEDAR FALLS

We know how to weekend!

Cedar Valley Event/Attraction Representative,

The Cedar Valley is home to many quality events and attractions that thrive due to the talents, direction and dedication of volunteers. Understanding this is a precious resource, we are partnering with the Volunteer Center of the Cedar Valley to offer a special workshop to help volunteer managers and boards with everything from the onboarding process to succession planning.

Join us on Wednesday, April 11, 2018

7:30am to 9:30am

Diamond Event Center, Jorgensen Plaza Western Home Communities

You will learn to:

- Assess skills and talents of volunteer for optimal placement
- Target recruiting efforts
- Plan for transitions

Kayla Paulsen will lead the workshop. Ms. Paulsen comes highly recommended and has spent the last five years fighting for more strategic and impactful volunteer engagement in her community, the state and nationally. During her tenure with United Way of East Central Iowa as the RSVP Director and Service Enterprise trainer she has worked with over 75 local agencies, managed a program with more than 450 senior volunteers, supported Iowa Commission on Volunteering & Service, and helped United Way Worldwide with boomer engagement.

Kayla Paulson has spent her professional career in marketing, training, community relations, and volunteer management both in the senior healthcare and nonprofit industries. She is an experienced trainer at state, regional, and national levels, delivering interactive and empowering workshops to improve volunteer engagement practices.

As many of Kayla's friends, colleagues can tell you, she has a true passion for non-profits and wants to help the organizations, staff, and volunteers be the best version of themselves to make our community a better place to live, work and play. She has yet to strike out on helping someone find an impactful way they can serve in our community.

We invite you, and others you may work with, to benefit from this special opportunity. Additional details about the workshop and are attached.

Sincerely,

Kim Manning, Cedar Falls Tourism and Visitors Bureau
Lauren Finke, Volunteer Center of the Cedar Valley
Cary Darrah, Greater Cedar Valley Alliance and Chamber
Amy Dutton, Small Business Development Center
Carol Lilly, Community Main Street





VOLUNTEER LEADERSHIP WORKSHOP

WEDNESDAY, APRIL 11, 2018

7:30am to 9:30am

Diamond Event Center, Jorgensen Plaza Western Home Communities, 5307 Caraway Lane, Cedar Falls

SCHEDULE

Welcome & Introduction	7:30 to 7:45
Set the Stage/Learning Framework	7:45 to 7:50
Assess <i>Event</i> <i>Skills and Talents</i> <i>Job Descriptions</i>	7:50 – 8:15
Source	8:15 -8:35
Transition (Moves Management)	8:35 – 8:45
Q&A	8:45 – 8:50
Take it a Step Further & Wrap-up	8:50 – 9:00

PRE-WORKSHOP CONSIDERATIONS

Before attending our workshop we encourage you to select a specific event to think about during the training. To make the most of this opportunity, think about your event or attraction.

- What is the goal of the event or attraction?
- How many volunteers:
 - Help plan and coordinate the event or attraction?
 - Serve in a leadership role for the event or attraction?
 - Serve as day of event volunteers?
 - Assist with follow-up?
- What does it look and sound like when the event or attraction is successful?
- When the event or attraction is well managed, resourced and successful ...
 - How do the staff feel?
 - How does the committee feel?
 - What impression do the event day volunteers have of the organization?
- What are the implications if we don't engage new volunteers in the planning and leadership of our events or attraction?
- Come ready learn about and identify effective ways to assess, source, and transition event volunteers.

RESERVE YOUR PLACE NOW AT

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