



# STRATEGIES TO IMPROVE THE EFFECTIVENESS OF YOUR VOLUNTEER PROGRAM

August 17, 2017 :: 1:00 - 2:15 p.m. EDT

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*Learn how to better engage, track, and motivate your young alumni volunteers.*  
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## OVERVIEW

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Join us online to learn how Lehigh University is increasing the effectiveness of their young alumni volunteer program and take away strategies to better engage this critical audience, and cultivate generations of future givers. Our speaker, Shannon Jaeger, will cover these 4 key areas:

- Tracking strategies for progress and behavior
- Motivating and engaging volunteers on their level
- Aligning volunteer goals with advancement priorities
- Recognizing volunteers and sharing the impact of their efforts

These strategies have improved involvement, retention, and giving habits amongst Lehigh's young alumni. While the core examples will focus on this audience, many of the strategies and methods could also be relevant to other volunteer groups you work with and manage.

## WHO SHOULD ATTEND

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Advancement and Alumni Relations professionals who work with and manage young alumni volunteers, alumni chapters, and/or volunteer boards should attend this webcast. This webcast model is specifically geared towards young alumni volunteers, but lessons can be learned for any segment of volunteers.

VISIT EVENT PAGE

[www.academicimpressions.com/webcast/strategies-improve-effectiveness-your-volunteer-program](http://www.academicimpressions.com/webcast/strategies-improve-effectiveness-your-volunteer-program)



## LEARNING OUTCOME

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After participating in this online training, you will be able to implement strategies that improve tracking and overall experience for your young alumni volunteers.

## CONTACT US FOR MORE INFORMATION

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Contact David Boggs, Associate Program Manager [David.Boggs@academicimpressions.com](mailto:David.Boggs@academicimpressions.com) or 720-988-1215 if you'd like additional information about the program.

## AGENDA

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Thursday, August 17, 2017 :: 1:00 - 2:15 p.m. EDT

### **Improving 4 Key Aspects of Volunteer Management**

1. TRACKING: Measuring progress and behaviors
2. MOTIVATION: Using data and engagement opportunities
3. ALIGNMENT: Providing growth and other outreach opportunities
4. RECOGNITION: Using events, impact reports, and awards

## INSTRUCTOR

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### **Shannon Jaeger, Director of Volunteer Engagement, Lehigh University**

Shannon directly manages the Young Alumni Council and class affinity programs. Her overall areas of focus include mobilization of volunteer groups and leveraging volunteer structures to achieve engagement and development goals.

Prior to her career in higher education, she spent time in Flint, Michigan. While there, she created a nonprofit service for unemployed automotive industry workers and veterans, cementing her interest in the impact of effective volunteerism on community organization and development.

Shannon has also worked in the public relations field, specializing in crisis communications, constituent/consumer engagement, brand management, and board development for clients in both the public and private sector. She received her bachelor's degree in Organizational Communication with a concentration in Public Communication Management, Society and Advocacy from Ohio University in Athens, Ohio.



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## PRICING & REGISTRATION (CIRCLE ONE)

BEST VALUE	LIVE WEBCAST	WEBCAST RECORDING	WITH AI PRO MEMBERSHIP
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### EARLY BIRD PRICING

Postmarked on or before August 10, 2017. After August 10, 2017, an additional \$75.00 fee for the first connection and \$50.00 fee for each additional connection applies.

[REGISTER ONLINE](#) or below.

### PAYMENT METHOD:

We accept Visa, MasterCard, and American Express credit cards. To pay by check, include the check with this form or select the "invoice me" option. Fax form to 303.221.2259 or mail form along with payment to: Academic Impressions, 4601 DTC Blvd., Ste. 800, Denver, CO 80237.

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