

## SAMPLE Volunteer Achievement Plan - Group and Individual Engagement Matrix

Topic Areas	Level 1 – 5 Pts Bronze	Level 2 – 10 Pts Silver	Level 3 – 15 pts Gold
<b>Grass Roots Legislative Advocacy</b>			
Group Goals	<p><i>The ASSOCIATION Board and Legislative Committee will:</i></p> <ul style="list-style-type: none"> <li>• Meet once with committee chairs on our four key committees in both houses.</li> <li>• Meet all new legislators on our four key committees in both houses.</li> <li>• 100% of our board will respond to email alerts.</li> <li>• Organize one grass roots level event in one area of the state.</li> </ul>	<p><i>The ASSOCIATION Board and Legislative Committee may accomplish all goals in Level 1 plus:</i></p> <ul style="list-style-type: none"> <li>• Make one visit to a local legislator with another member each year.</li> <li>• Testify at a key committee one time per year.</li> <li>• Organize one grass roots level event in two areas of the state.</li> </ul>	<p><i>The ASSOCIATION Board and Legislative Committee may accomplish all goals in Level 1 and Level 2 plus:</i></p> <ul style="list-style-type: none"> <li>• Meet with every single new legislator to inform them about ASSOCIATION.</li> <li>• Make two visits to a local legislator with two members.</li> <li>• Participate, testify or find constituent groups to visit with four key committees twice per year.</li> <li>• Organize one grass roots level event in six areas of the state.</li> </ul>
Individual Goals	<p><i>Individual Board Members will:</i></p> <ul style="list-style-type: none"> <li>• Call, write a letter or go on one visit to a single local legislator per year.</li> <li>• Respond to alerts and forward to your region.</li> <li>• Always be aware of ASSOCIATION sponsored legislation and our positions.</li> <li>• Participate in one regional activity.</li> </ul>	<p><i>Individual Board Members may accomplish all goals in Level 1 plus:</i></p> <ul style="list-style-type: none"> <li>• Meet with all of our local legislative representatives once per year.</li> <li>• Forward alerts to two regions.</li> <li>• Get information on bills and ASSOCIATION position out to other groups I participate in.</li> <li>• Participate in two regional activities.</li> <li>•</li> </ul>	<p><i>Individual Board Members may accomplish all goals in Level 1 and Level 2 plus:</i></p> <ul style="list-style-type: none"> <li>• Meets with all local legislative representatives twice per year.</li> <li>• Participate in four regional activities.</li> </ul>

<b>Advocacy &amp; Policy Conference</b>			
Group Goals	<p><i>The ASSOCIATION Board will:</i></p> <ul style="list-style-type: none"> <li>• Move attendance to 150 total.</li> <li>• Have more coordination with sponsors including financial support for people to attend.</li> <li>• Promote ASSOCIATION scholarships.</li> <li>• Get good speakers and promote.</li> <li>• Explore student groups.</li> </ul>	<p><i>The ASSOCIATION Board may accomplish all goals in Level 1 plus:</i></p> <ul style="list-style-type: none"> <li>• Get at least 6 sponsors and have them sponsor at least 10 participants each.</li> <li>• Increase attendees from the southern portion of the state.</li> <li>• Establish relationships with student groups.</li> </ul>	<p><i>The ASSOCIATION Board may accomplish all goals in Level 1 and Level 2 plus:</i></p> <ul style="list-style-type: none"> <li>• 10 sponsors send at least 10 participants each.</li> <li>• Find underwriters or sponsorships to pay for an additional 20 people.</li> <li>• Student groups will become actively involved.</li> </ul>
Individual Goals	<p><i>Individual Board Members will:</i></p> <p>Every board member and committee member attends and brings one participant.</p>	<p><i>Individual Board Members may accomplish all goals in Level 1 plus:</i></p> <p>Every board and committee member brings a participant.</p>	<p><i>Individual Board Members may accomplish all goals in Level 1 and Level 2 plus:</i></p> <p>Every board and committee member brings two participants.</p>
<b>Membership Recruitment</b>			
Group Goals	<p><i>The ASSOCIATION Board will:</i></p> <ul style="list-style-type: none"> <li>• Maintain stable membership numbers throughout 2014/2015 year.</li> <li>• Discuss ways to increase membership numbers.</li> </ul>	<p><i>The ASSOCIATION Board may accomplish all goals in Level 1 plus:</i></p> <ul style="list-style-type: none"> <li>• ASSOCIATION Membership will net increase by 100 in the 2014/2015 year.</li> <li>• Develop strategy to increase membership numbers.</li> </ul>	<p><i>Individual Board Members may accomplish all goals in Level 1 and Level 2 plus:</i></p> <ul style="list-style-type: none"> <li>• ASSOCIATION Membership will net increase by 150 in 2014/2105.</li> <li>• Develop a strategic guide on how to increase membership.</li> </ul>

Individual Goals	<p><i>Individual Board Members will:</i></p> <p>Each board member will present info about ASSOCIATION at new hire orientations and other events.</p>	<p><i>Individual Board Members may accomplish the goals in Level 1 plus:</i></p> <p>Each board member will develop a relationship with a leader at nearby business with the goal of increasing ASSOCIATION membership.</p>	<p><i>Individual Board Members may accomplish goals in Level 1 and Level 2 plus:</i></p> <p>Each board member will increase ASSOCIATION membership by 10% in his/her region.</p>
<b>Professional Development Activity</b>			
Group Goals	<p><i>The ASSOCIATION Board will:</i></p> <p>Encourage a smooth, effective workshop panning process.</p>	<p><i>The ASSOCIATION Board may accomplish goal in Level 1 plus:</i></p> <p>Ensure major topic areas are covered</p>	<p><i>The ASSOCIATION Board may accomplish all goals in Level 1 and Level 2 plus:</i></p> <p>Encourage accountability and measurable learning outcomes are achieved.</p>
Individual Goals	<p><i>Individual Board Members will:</i></p> <ul style="list-style-type: none"> <li>• Attend at least two events</li> <li>• Participate in surveys on topics</li> </ul>	<p><i>Individual Board Members may accomplish the goals in Level 1 plus:</i></p> <ul style="list-style-type: none"> <li>• Attend five events and bring one other person to two of them</li> <li>• Turn in five speaker recommendations</li> <li>• Offer two workshop topic suggestions</li> </ul>	<p><i>Individual Board Members may accomplish goals in Level 1 and Level 2 plus:</i></p> <ul style="list-style-type: none"> <li>• Attend 90% of scheduled events and bring 2 other people with them to each event</li> <li>• Volunteer to be a content leader for at least one workshop, session or webinar</li> </ul>