



Volunteer
Management
Hybrid
Conference

Show Them the Money

Here's the Plan!

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Let's Get Started

Welcome to the eleventh annual Volunteer Management Hybrid Conference, **Show Them the Money!**

This year, we're diving into one of the most vital - and often underestimated - aspects of volunteer engagement: proving your value in dollars and sense. You already know the incredible impact volunteers bring, but does your CEO?

Show Them the Money is all about helping you translate that impact into clear financial results. You'll learn how to turn volunteer outcomes into persuasive data, connect your work to organizational success, and confidently communicate your value.

Our speakers will share practical ways to:

- Measure and share the financial return of volunteer engagement.
- Use data and storytelling to influence leadership.
- Advocate for your program - and your professional worth.

It's time to put numbers behind your impact and show the real value of volunteer engagement.

Meet Our Host

Rob Jackson

Rob Jackson is Director of Rob Jackson Consulting Ltd, a consultancy and training company that helps engage and inspire people to bring about change. Rob has over 30 years' experience working in the volunteering movement, having held a variety of strategic development and senior management roles that have focused on leading and engaging volunteers.

Rob has run his company since 2011, working with a wide range of clients in the UK, Australia, New Zealand, Europe, the USA, and Canada. He is co-author of *The Complete Volunteer Management Handbook* (DSC, 2012 and 2019) and *From The Top Down - UK Edition* (Energize Inc., 2015). Rob is currently an elected Town Councillor for the Arnoldfield Ward in Grantham, UK.



Meet Our Speakers



Brooke Campbell, CNP, CVA, is Director of Community Outreach and Disaster Recovery at United Way of Greater Houston. She brings extensive experience in volunteer engagement, disaster recovery, and nonprofit training, and has led programs with Volunteer Houston and AmeriCorps.

*The Hidden Cost of "Free" Volunteers
– And How to Leverage It*



Andrea Hill, CVA is a certified nonprofit professional and fundraising executive with over 20 years of experience in capacity building, volunteer management, and resource development. She serves as Chief Development and Partnerships Officer for Tennessee Nonprofit Network, building cross-sector partnerships that drive impact across the state.

*Bridging the Gap: Unifying Donors and
Volunteers for Fundraising Success*



Tony Goodrow is the founder and former CEO of Better Impact, where he turned his passion for supporting volunteer-driven organizations into the creation of Volunteer Impact software. Since 2001, he has helped leaders of volunteers worldwide and spoken at global conferences on volunteer management.

*Time & Treasure – How and When to Ask
Volunteers for a Financial Donation*



Dr. Sarah Mackey, CVA, CFRE, is a nonprofit leader with 20+ years of experience driving impact through strategic growth, fundraising, and volunteer engagement. She leads Women in Security and Privacy (WISP), expanding opportunities for underrepresented professionals, and teaches nonprofit management and social justice at the university level.

*Strategic Volunteerism: Building
Leadership Support for Your Program*

Conference Schedule - Oct 28

Please use these times as a guide only. There are typically variances along the way.

	Length	Arizona (MST)	Mountain (MDT)	Pacific (PDT)
October 28		Start Time	Start Time	Start Time
Start Live Broadcast		9:30	10:30	8:30
Welcome Rob - Intro Speaker 1	:04			
Brooke Campbell	:20	9:34	10:34	8:34
Local Discussion 1	:25	9:54	10:54	8:54
Panel Discussion & Questions	:20	10:19	11:19	9:19
Networking Break	:15	10:39	11:39	9:39
Rob Intro Speaker 2	:01	10:54	11:54	9:54
Andrea Hill	:20	10:55	11:55	9:55
Local Discussion 2	:25	11:15	12:15	10:15
Panel Discussion & Questions	:20	11:40	12:40	10:40
Lunch	:50	12:00	1:00	11:00
Impact Awards	:09	12:50	1:50	11:50
Rob Intro Speaker 3	:01	12:59	1:59	11:59
Tony Goodrow	:20	1:00	2:00	12:00
Local Discussion 3	:25	1:20	2:20	12:20
Panel Discussion & Questions	:20	1:45	2:45	12:45
Break (all)	:15	2:05	3:05	1:05
Rob Intro Speaker 4	:01	2:20	3:20	1:20
Sarah Mackey	:20	2:21	3:21	1:21
Local Discussion 4	:25	2:41	3:41	1:41
Panel Discussion & Questions	:20	3:06	4:06	2:06
Wrap Up & End - Rob	:04	3:26	4:26	2:26
END		3:30	4:30	2:30

End of the Year Check List

- ☐ Vote for SAVMA bylaws change (due Oct 30th)
- ☐ Get a SAVMA Awards Table or Sponsorship!
- ☐ Submit your SAVMA Awards Community Service Recognition!
- ☐ Sign-up for the Keynote Speaker Workshop 1/22/2026
- ☐ Sign-up for the November Program on Self-Care and Boundaries
- ☐ Share a story on #BeBoldMakeChange for #IVMD2025
- ☐ Commit to a leadership position in 2026- Nominate Now
- ☐ Plan ahead for 2026 and save the dates!
- ☐ Build a VEP Career Portfolio for 2025! [Get Tips]
- ☐ Attend the annual meeting.