



## **2010-2011 Group Capacity Building Grant Final Report to RPCVs of Wisconsin-Madison**

### **Summary**

In response to expressed needs of member group representatives, the National Peace Corps Association (NPCA) organized a series of workshops for NPCA member group leaders and prospective new group leadership to address key capacity building issues.

### **Workshop design and adjustment**

The workshops were intended to capitalize on the regional 50<sup>th</sup> anniversary Expos, which would take staff to locations across the United States. Four workshops were planned for Madison, WI in March; Raleigh, NC in April; Philadelphia, PA in May; and San Diego, CA in June. At all workshops, we had enthusiastic, engaged and diverse participation, although the first two had lower-than-expected attendance. It worked well to graft the workshop onto the Expo in terms of helping us secure an attractive venue and enthusiastic audience. However, the low attendance brought the cost effectiveness down. After consultation with RPCVs of Wisconsin-Madison, we shifted the model for the last two workshops: one in Washington, DC to focus on country of service group leadership issues and a conference call to focus on geographic group leadership issues.

### **Final results/outcomes**

The workshops were designed based on the 45 responses to an online survey of member group leaders. See Addendum A for the survey itself.

### **Survey findings**

What do you think your group is currently doing well?

Responses included: mentor program; support for PCVs in the field; website; staying in touch with members via email and newsletter; regular social activities; project support in country; helping Peace Corps Regional Recruitment Office; variety of events that appeal to different portions of membership; exhibit; fundraising; outreach via social media; maintaining solid base of core members; service projects; special projects/activities unique to the group; aiding refugees and immigrants; making Peace Corps visible to the general public; Embassy relations; trips to country of service

Which of the following would you say is an area in which your group is in need of assistance?

Acquiring new members – 37  
Retaining members – 24  
Tracking membership – 18  
Fundraising – 21  
Securing leaders – 27  
Communicating to the public (PR) – 19

Other – 10 (including group leadership dynamics; non-profit application; time, tools and member management; communicating/appealing to a wide range of ages, interests; value proposition for membership; defining group purpose; reaching PCVs and PCRVs; how to activate “members” and what is a “member;” evaluating the best mechanisms for providing development assistance)

What is the current status of your 50th Anniversary planning?

- Our events/activities are set and ready to go! – 25
- Our events/activities are taking shape, but could use a leg up – 17
- Our events/activities still need a lot of work! – 5
- We are not planning any 50th Anniversary events/activities – 0

I would be interested in attending the member group workshop in

- Madison, Wisconsin (weekend of March 26th) – 3
- Raleigh, North Carolina (weekend of April 30th) – 6
- Philadelphia, Pennsylvania (weekend of May 21st) – 6
- San Diego, California (weekend of June 11th) – 11

### **How the workshops were promoted**

The workshops were promoted primarily through NPCA’s group leaders’ e-mail distribution list, the group leaders’ NING group and targeted individual outreach.

### **Workshop summary**

<b>Date/location</b>	<b># participants / groups represented</b>	<b>Main Topics</b>	<b>Facilitator/s</b>
3/28/11 in Madison, WI	17/5	Organization, outreach	Kevin Quigley, Erin Madsen
5/1/11 in Raleigh, NC	4/3	50 <sup>th</sup> event preparation, membership building, group engagement	Emily Bello, Erin Madsen
8/2/11 in Washington, DC	6/6	Membership beyond the 50 <sup>th</sup> ; how to entice and engage individuals as members and in group leadership – for country of service groups	Emily Bello, Anne Baker
8/4/11 via conference call	17/17	Membership beyond the 50 <sup>th</sup> ; how to entice and engage individuals as members and in group leadership – for geographic groups (See Addendum B for the notes from the call, now posted to the Group Leaders Forum online)	Emily Bello, Anne Baker

The final two workshops included a good mix of new and longer standing group leaders, allowing for good brainstorming and sharing of best practices. Discussions led to some practical ideas that NPCA is now exploring, including improved communication channels for group leaders, technology support and more individualized support for new and struggling groups. Some of these ideas will be addressed in the next proposal for funding from RPCVs of Wisconsin-Madison.

## Financial Report

	<b>Budget</b>	<b>Actual</b>
Conference planning/preparation	\$1,800	\$2,500
Conferences (4)	\$8,000	\$7,300
Progress/Final Report	\$200	\$200
<b>Total</b>	<b>\$10,000</b>	<b>\$10,000</b>

On behalf of the NPCA staff, Board of Directors, and particularly all of the leaders in NPCA's 146 member groups, we thank the RPCVs of Wisconsin-Madison for their financial support that made these workshops possible. We look forward to continuing to work with RPCVs of Wisconsin-Madison and others to further strengthen the member group community and expand our connections and engagement in the Third Goal of Peace Corps and beyond the 50<sup>th</sup> Anniversary of Peace Corps.