CEDAM
COMMUNITY ECONOMIC DEVELOPMENT ASSOCIATION OF MICHIGAN

Request for Proposals

Presenters for Volunteer Experience & Management Series

BACKGROUND

Overview of CEDAM

CEDAM is a nonprofit membership association building vibrant communities across Michigan. Our capacity building programs, policy advocacy, and training events emphasize supporting communities in the areas of affordable housing, economic growth, and wealth-building at both the federal and state levels. Through engagement and collaboration with CEDAM members, policymakers, state departments, and other partners, we sustain a thriving and equitable community economic development sector across the state.

Our Mission: We are a statewide coalition committed to community and economic development. We build members' capacity, amplify their voices, and leverage resources to achieve lasting and systemic change for Michigan.

Goal

CEDAM is seeking presenters, practitioners, and facilitators for our upcoming Volunteer Experience & Management Series running virtually from June 2027 through November 2027. This learning series is designed to equip volunteer coordinators, free tax preparation staff, and nonprofit leaders across Michigan with actionable strategies to recruit, retain, and effectively manage volunteers.

SCOPE OF WORK

We are seeking proposals from individuals or co-presenters with practical expertise across five broad subject areas. **The topics and sub-themes listed below are meant to serve as inspiration and guidance, not a rigid checklist.** We strongly welcome creative approaches, fresh angles, and complementary ideas that address these core competencies:

- **Unconventional Volunteer Sourcing & Pipeline Strategy:** Innovative recruitment strategies beyond standard volunteer postings. Ideas include: employer partnerships (EVPs), Gen Z outreach, taxpayer-to-volunteer pipelines, and

navigating urban (transit-focused) vs. rural (geographic distance) sourcing dynamics.

- **Recruitment Copywriting & Outreach Cadences:** Crafting persuasive messaging and structuring volunteer outreach workflows. Ideas include: writing compelling messaging tailored to different target demographics, designing effective email drip sequences, outreach scripts that drive registration, and utilizing standardized templates and volunteer management tools.
- **Day-1 Site Readiness & Operational Expectations:** Bridging the gap between classroom training and real-world site operations, setting clear boundaries upfront, and preventing volunteer burnout.
- **Retention, Mentorship, & Engagement Tracking:** Building structures that sustain volunteer engagement across tax cycles. Ideas include: peer support/"buddy" systems, meaningful recognition frameworks, or setting up interaction tracking systems to prevent volunteer fatigue.
- **Conflict Resolution & Volunteer Dynamics:** Navigating sensitive conversations and site friction. Ideas include: communication strategies for tough conversations, resolving interpersonal tension, or managing performance issues under the unique power dynamic where volunteers hold resource leverage.

Core Focus: Actionable Tools & Real-World Application

Regardless of the topic or angle you propose, we are specifically seeking **practitioner-focused presentations.** Each session should prioritize **real-world application, concrete strategies, and plug-and-play tools** that attendees can take back and immediately apply to their programs (e.g., sample templates, communication scripts, intake workflows, resolution frameworks, or tracking checklists).

Note: Speakers may submit proposals for more than one topic area if applicable.

EXPECTATIONS & DELIVERABLES

- Develop and deliver a 90-minute virtual presentation (60 minutes of practical content + 30 minutes of interactive Q&A/discussion).
- Incorporate interactive elements (e.g., scenario walkthroughs, sample tool demonstrations, or group discussions).
- Provide actionable takeaway resources, slide materials, or templates before the live presentation date.
- Participate in a brief pre-webinar tech check with CEDAM staff.

Sessions will be recorded and made available to registered attendees, CEDAM members, and network partners for ongoing educational and capacity-building purposes. Presenters retain intellectual property rights to their original content while granting CEDAM a license to archive and share the presentation materials and video recording.

PRESENTER HONORARIUMS

Honorarium: Selected primary presenters will receive a $250 honorarium per 90-minute webinar session.
Visibility: Featured exposure across CEDAM's statewide network, newsletter, website, and social channels.

TIMELINE

The expected timeline of the process is as follows:

- **October 12, 2026:** RFP Open
- **December 4, 2026:** Proposal submission deadline
- **January 29, 2027:** Selection notifications sent
- **June 2027-November 2027:** Webinar series delivery window

Note: There will be one webinar a month during the delivery window, and solidified dates for each webinar will be determined in the spring.

PROPOSAL REQUIREMENTS

Interested presenters must submit their proposal via this Google Form by **Friday, December 4 at 11:59pm ET.**

You will be asked to provide:

- **Presenter Information:** Contact details, organization/title, and a brief professional bio.
- **Topic Alignment:** Selection of topic area(s) you are proposing to present.
- **Session Outline & Takeaways:** Brief overview of proposed presentation content, including specific tools, templates, or practical frameworks attendees will walk away with.
- **Practitioner Experience:** Prior professional speaking or workshop training experience is NOT required. We actively welcome submissions from frontline practitioners, volunteer coordinators, site managers, and community leaders who are doing this work every day. We are looking for real-world approaches, lived operational experience, and concrete resources that local coordinators can put to work immediately.

Evaluation Criteria: You can view the criteria that will be used to evaluate proposals here.

QUESTIONS & INQUIRIES

For any questions regarding this RFP or the submission process, please contact

Shawn Hunter (hunter@cedamichigan.org).

The deadline for response is 11:59pm ET on December 4.