

Request for Prospectus

Holistic Approach to Association Volunteer Management

The ASAE Research Foundation is inviting prospectus submissions from qualified and experienced organizations, consultants, and academic institutions to provide a holistic model for strategically designing, implementing, and operating effective volunteer management practices in trade and professional associations. Respondents should upload submissions [via this link](#). Submissions should not exceed five pages in length and must be received by **Friday, November 6, 2020 at 11:59 PM ET**.

ASAE Research Foundation advances knowledge in association management and nonprofit leadership, and sponsors and conducts research in an array of areas, the breadth and depth of which a single trade or professional association would likely not be able to undertake on its own. The foundation is defined by a balanced and multi-dimensional portfolio based on three distinct hallmarks: *empowering foresight* (helping professionals navigate the future and build sustainable strategies); *defining effective practices* (yielding evidence-based practices that inform crucial conversations and decision making); and *sustaining association value* (exploring and illuminating association contributions to amplify and support associations' ability to deliver value to their industries, professions, and the global society at large). <https://foundation.asaecenter.org/>

Research Objective

The objective of this research initiative is to define effective holistic models of volunteer management in trade and professional associations.

Project Background

This research initiative builds on previous research (*Mutually Beneficial Volunteerism - 2017*, *Decision to Volunteer - 2008*, and *Enhancing Committee Effectiveness - 2009*) and is intended to examine holistic models of volunteer management in trade and professional associations. This research will consider a breadth of strategic and operational volunteer management elements, such as (but not limited to) planning, work design, recruitment, screening, training, supervision, monitoring, evaluation, engagement, recognition, and reporting. The research will further examine volunteers in trade and professional associations as members and customers, and also look at their unique role as members of the association's workforce. A wide range of volunteer functions and commitments, like ad-hoc opportunities and governance responsibilities, should be examined. In establishing the specific aims and research questions, the applicant should also consider broader perspectives from which volunteer management in trade and professional associations may be influenced. The applicant may investigate how high-impact disruptors, including but not limited to racial justice movements and a global health pandemic, might impact the execution of a holistic volunteer management model in the short- and/or long-term.

The outcomes of the research should provide data that also answer:

- What strategies and actions inform the development of holistic models to effectively manage volunteers within trade and professional associations?
- What barriers prevent effective volunteer management across organizations?

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Prospectus

The prospectus should include an outline of the research objectives and specific questions to be addressed; the method to be used to accomplish the objectives; and proposed deliverables to convey the key findings, implications, and application of the research.

Examples of research questions include (but are not limited to):

- Where are there gaps in the current models or practices of volunteer management in trade and professional associations?
- What effective strategic and operational volunteer management practices have been adopted by trade and professional associations?
- What effective volunteer management practices have been adopted by other sectors?
- What are the elements of a holistic volunteer management model?
- In what ways have social, economic, and cultural factors might impact the execution of an association's volunteer management model, short-term and/or long-term?

The prospectus might include a range of deliverables. Examples include (but are not limited to): design of educational sessions, models/theories of change, organizational assessment tools, white papers, and publications.

The document should also briefly describe the budgetary requirements and timeline necessary to complete the proposed work, and the composition of the research team and their relevant qualifications.

Submission Requirements

ASAE Research Foundation requests that interested parties respond by submitting a clear and concise prospectus (not to exceed five pages) no later than **Friday, November 6, 2020 at 11:59 PM ET** [via this link](#). The prospectus should provide a framework for executing the above-described research. The prospectus should also include brief statements about the research goals and questions that reflect the applicant's understanding of the project and its intended purpose; the proposed approach and methodology; the analysis and dissemination plan; the estimated budget and timeline; and description of the research team qualifications (include the name, title, address, telephone number, and email address for each person engaged in the project).

[RFP Submission Upload Link](#)

Selection Process

An initial peer review will be conducted for each prospectus by ASAE staff and volunteers. Based on the outcome of the initial review, an applicant may be invited to engage in a more in-depth discussion via video conference about the proposed research. Discussion topics may include: the applicant's knowledge and experience with the volunteer management subject matter; the applicant's understanding of the overarching goals as reflected in the stated research questions and methodology;

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and the appropriateness and relevance of dissemination plan. The 60- to 75-minute video conference will be held during the week of **January 11, 2021**.

Questions

Questions regarding this solicitation should be submitted to Andrea Wieters, Research Project Manager, by email (awieters@asaecenter.org) or by phone (202.626.2892).

ASAE values and supports inclusion, diversity, and equity. We do not discriminate against individuals based on race, color, religion, national origin, age, marital status, personal appearance, sexual orientation, gender identity, family responsibility, political affiliation, disability, or any other protected characteristic. We expect that the successful respondent will support ASAE's values and adhere to standards of research integrity and ethical practices in conducting research consistent with those of the ASAE Research Foundation.