



Professional Certification: *A Win-Win for You and Your Local Leaders*

As a local Volunteer Center or HandsOn Affiliate, you are uniquely positioned to encourage various kinds of professional development for leaders of volunteers in your community. The **CVA (Certified in Volunteer Administration)** credential is an excellent option for those with at least 3 years of experience in the field – and easy for you to promote and support!

This unique, international program recognizes practitioners in the field of volunteer resources management who meet specified standards as measured through an exam. It is a self-study process requiring no special classes, and is relevant to all types of organizations and settings. **Here are 11 easy ways to promote certification in your community – and position your center as a capacity-builder:**

- Create a link from your website to the CCVA website at www.CVAcert.org
- Put a notice in your newsletter, and distribute CVA information at all training sessions and conferences you offer.
- Include mention that workshop and conference sessions qualify for PDU credit toward CVA Recertification. Include this wording on certificates of attendance.
- Include a discussion of certification as part of “Volunteer Management 101” workshops, so those new to the field are aware of this as a next step in professional development.
- Offer a 1-hour “information session” for anyone interested in learning more about the CVA credential (summer & fall are ideal times). Involve current CVAs, and/or connect CCVA staff by speakerphone to present an overview and answer questions.
- Ask a local CVA to present information about the CVA program at a meeting of local volunteer administrators.
- Host a study group for local candidates, to assist with preparing for the exam and maintaining their motivation.
- Arrange a local test site and/or serve as proctor for local candidates taking the May exam.
- Hold a “pinning” ceremony for new certificants, or incorporate this celebration into scheduled events
- Issue a local press release announcing new CVA certificants.

Our [Marketing Toolbox](#) contains samples and resources related to most of these ideas. Just grab what you want and use it!

Others Who Support the CVA Credential as a Mark of Excellence

Association for Leaders in Volunteer Engagement • Energize, Inc. • Habitat for Humanity International • Idealist.org • International Association of Volunteer Efforts • International Volunteer Managers Day • National Association of Volunteer Programs in Local Government • National Human Services Assembly • People First – Total Solutions • Points of Light Institute & Hands On Network • United Way Worldwide • Volunteer Canada • Volunteer Match • Volunteer Management Professionals of Canada • Volunteer Today

Questions? Contact CCVA at
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