



## One HFMA Support Services

Empowering Volunteers • Elevating Volunteer/Member Experience • Streamlining Chapter Operations

### Program Purpose

One HFMA is a collaborative support model that reduces redundancies, saves volunteer time, and delivers consistent, high-quality member and volunteer experience. By shifting administrative tasks to the HFMA HQ team, chapter and regional leaders are empowered to focus on community building, innovation, and local member value.

### I. Event & Cvent Support

#### Event Support Categories:

- Webinars: Single session/topic, spanning 60-90 minutes
- Web Series: Multiple sessions/topics spanning 60-90 minutes over consecutive days/weeks/months
- Virtual Events: Multiple sessions spanning 90+ minutes over a single or consecutive days
- In-Person & Hybrid Events: Half-day, single day, multi-day educational gatherings
- Standalone Networking Events: Social events that are not attached to an education event
- Annual Sponsorship Creation: Tier setup, benefits, payment processing, and invoicing
- Event Sponsorship & Exhibit Management: Event sponsorship package sign-up, exhibit table purchases, and exhibit booth location selection
- Fundraisers: Collect donations for fundraisers

#### Services Include:

- Cvent setup & management
  - Event website creation
  - Email communications (Save-the-Date, invitations, registration confirmations, event reminders)
- Canva graphic support (standard template)
- Technical support for webinars/digital events
  - Zoom link creation and calendar invitations with speaker links
  - Pre-session to test microphones, cameras and discuss flow of session(s)
  - Post-event feedback surveys, certificates, recordings

#### Submission Timelines:

*Support is guaranteed only if requests meet specified lead times as outlined in Standards of Service document.*

### II. Website & Digital Engagement Support

#### Chapter/Regional Website Management:

- Standard structure (Homepage, Events, Leadership, Sponsorship, About)





- Real-time content updates via request form (allow two to three business days for updates)
- Support for seasonal refreshes (e.g., leadership updates, sponsor pages, president messages)

#### **Standalone Services:**

- Survey Creation: Custom forms for feedback, volunteer interest, scholarships, etc.
- Ballot Management: Setup, distribution, quorum tracking, and reporting for annual chapter elections

### **III. Awards & Recognition**

Association-Funded Award Fulfillment:

- Bronze & Silver Member Engagement Certificates
- Gold & Medal of Honor plaques\*
- President's Certificates & Awards

*\*Ordered annually in Q1 or quarterly for late submissions*

### **IV. Cloud Collaboration Initiative: hfmalocal Email & File Access**

Launched in June 2025, the hfmalocal initiative provides each chapter and region with access to modernized, secure collaboration tools, free of charge.

#### **Features:**

- Up to two Office 365 accounts per chapter/region  
@hfmalocal.org email addresses
- Microsoft Outlook, Teams, and SharePoint access
- Editable, secure file sharing for events, sponsorships, leadership docs, and more

#### **Benefits:**

- Eliminates the need for free/public email services
- Promotes standard communication and archival processes
- Supports future transitions away from legacy platforms

#### **Rollout & Training:**

Chapters opt in via survey

Live and recorded training webinars available

### **Opportunities for Expansion & Volunteer Support**

The One HFMA program continues to evolve to meet volunteer needs. Based on emerging feedback, we're evaluating future enhancements such as:

- Social Media Support: Canva templates, event hashtags, post copy suggestions
- Recognition Playbooks: Messaging and templates to spotlight volunteers throughout the year
- Volunteer Onboarding Resources: Role-based checklists and training for new leaders





- Event Toolkits Templates: Standardized marketing and event programming kits