

What Does Volunteering Mean to You?

SMPS is built on the foundation of exceptional volunteers. We asked members to share their definition of volunteering.



Rose Batignani, CPSM

Central Florida

A volunteer is someone who takes action, makes new connections, and is always willing to sacrifice a little so they can support and nurture many.

Marisa England

Central Florida

It means giving back to our community as a whole. It's about giving your time and energy to causes that benefit others in a positive way.

Jill Davis, CPSM, LEED GA

Charlotte

Volunteering with any organization is an opportunity to give back and contribute to shaping our networks and communities. Volunteering with SMPS provides opportunities for all levels and roles in our industry to share creative ideas, develop best practices, bring awareness to the value of marketing in the A/E/C industry, and create opportunities to push our profession forward.

Krystle English, CPSM

South East Michigan

I'm constantly volunteering because it gives me the opportunity to connect with others. I get to give back and learn at the same time. It's also a great way for an introvert, like me, to get out of her comfort zone.

Meredith Ray

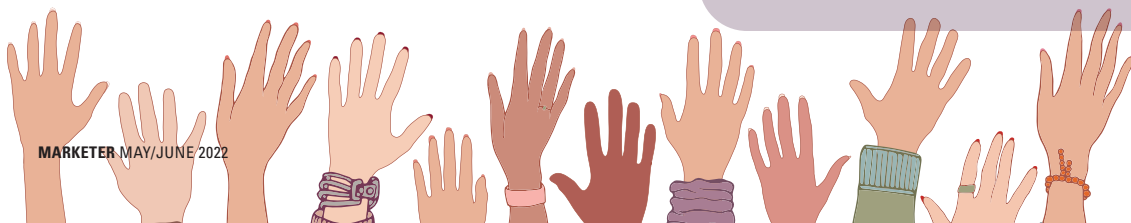
Charlotte

This organization has done a lot for me and my career and I've met some lifelong friends through SMPS. Volunteering some of my own time feels like an easy way to contribute to a group that's had such a big impact for so many in this profession and this industry.

Kate Albee

San Francisco

To me, volunteering means finding your mode for greatest impact in your community. In the architecture industry we are often focusing on such a macro scale: urban cities, large developments, a client's portfolio; but with volunteering we can bring about change on the micro scale: our neighbors, our families, our fellow humans. I lead the Associate Board for my local chapter of Rebuilding Together because I want to support the families in my city who can't afford to live in the luxury high rises being built all around them. I want to ensure generational wealth, safety, and comfort for the most vulnerable. It's not only my pleasure, but my responsibility, to offset any negative impact my industry may have.



Volunteering

Beth Harris, FSMPS, CPSM, F. SAME

Atlanta

Volunteering in a professional society is like adding the special seasoning to your favorite recipe. You know the ingredients needed (job skills), but the special seasoning (investment in you) is what makes it your favorite meal! SMPS is certainly the special seasoning that tops my career.

The opportunities to embrace public speaking, lead a chapter, mentor marketing peers, plan programs, execute regional conferences, take a certification exam, connect my firm to new project opportunities, connect friends to new jobs, and develop long-term friendships and relationships within our industry are all reasons that volunteering has been such a vital part of my career.

Devoting precious time to volunteering is often a delicate balancing act, but worthwhile—every single time. It makes us better professional service marketers/business developers, making sure we get all of our jobs done. Volunteering is the reason for my success and I am forever grateful to SMPS members, staff, friends, and my many mentors for all of their positive influence in my career.

Thank you!

Ivoire Lloyd, CF APMP

New York

Volunteering provides personal fulfillment of putting your natural talent to use to benefit professional organizations for the greater good. Some benefits to volunteering with SMPS-NY include:

- Putting your hidden talents to good use
- Networking with members who are in the same professional space
- Personal branding and professional fulfillment
- Growing professionally with members and constant support
- Staying true to the principles and goals of the organization

CEO's Message



Volunteering is Fun! That's not a snarky statement—I mean it. I've been a joiner and a volunteer for organizations since I was child. In the early years of my life, I helped to set up the annual carnival of my local Boy Scout Troop. Later in high school I offered my immense

talent in pompom making for the sophomore and junior class proms (true story). I have been a volunteer for my college fraternity—the university chapter and the international board, local festivals, committees for national organizations, and delivered meals to individuals constrained to their homes. Supporting organizations is in my DNA and it's been a privilege to participate.

I'm not the only one with the calling to service. According to The Corporation for National & Community Service, one out of four Americans volunteer and 41% of Canadians volunteered formally, according to Volunteer Toronto. Why do we do this? Some people volunteer because there is a personal tie to the cause. Doing so can also be a great way to build a résumé, you can meet other people and build a community or network (like SMPS!), you can have new experiences, and it can provide you with a sense of purpose. Volunteering can bring immense joy when you contribute your time and enrich your sense of purpose in life.

For all those reasons, SMPS is fortunate to have a giant community of helpers. More than 1,000 of our members formally contribute their time by serving on chapter and Society boards and committees, helping to organize events, offering their expertise as speakers and content leaders, and/or supporting chapter community service projects. This is an organization founded by volunteers nearly 50 years ago and it continues to be led by volunteers.

SMPS is immensely grateful for the thousands and thousands of members over the years that contributed to making a difference in the lives of their peers and others.

On behalf of the board of directors, the Foundation trustees, and our staff, thank you for all that do you for SMPS, your colleagues, and the A/E/C community.



ABOUT THE CEO

Michael V. Geary, CAE, is chief executive officer of the Society for Marketing Professional Services and the SMPS Foundation.

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