

Evolving CFA UK's volunteering structure

Why?

CFA Society of the UK is the largest regional CFA society in the world with about 12,000 members. We also have the largest number of staff working to deliver excellent member services.

CFA UK's board want to carry on increasing the quality of delivery to the membership, but in order to do so we need to look beyond the staffed office to our greatest resource – **our incredible network of volunteers**.

The new volunteer structure is designed to involve more volunteers, increasing the membership voice in our services and the quality of core services such as education, advocacy, careers and networks. It is also designed to be a more rewarding and enjoyable experience for all.

What?

Strategy, planning and action are all vital steps to creating the CFA UK experience. Each step exercises different skills and motivations for volunteers and, just like in any business, best practice shows it's wise to separate responsibility for these steps.



We are moving towards steering committees who look at the member experience in the round and provide working groups with a top-level planning structure so they are free to take action and focus on exercising their knowledge as subject matter experts.

Whereas the previous structure created silos, this will bring strands together and we can work towards a dynamic and rewarding member experience with joined up thinking at its core.

How?

We are now recruiting for numerous working groups that will suit a diverse range of member interests, skills and availability. These working groups will be given some overarching goals and plenty of useful guidance and training, but they will also have autonomy to allow for creativity to flow.

In practice...?

