



Questions and Answers for “Ask Us Anything” Town Hall

Member Questions Submitted in Advance

Q. “Can we have an accounting of where all of our membership dues are going, please? A full budget and actual expenses. It feels like we're paying a lot for membership, especially since it's going up, but we are also responsible for educating each other and paying for our own speakers or getting them for free other than a few PD days. The PD day on upscaling is not relevant to me at all so it was just a waste for me. I am seriously doubting that I will continue with the POC. I need a clear picture of where my money is going.” - Cara Persram

A. Please see the attached POC Budget Summary, which outlines the actual income and expenses projected for the organization based on our most recent budget.

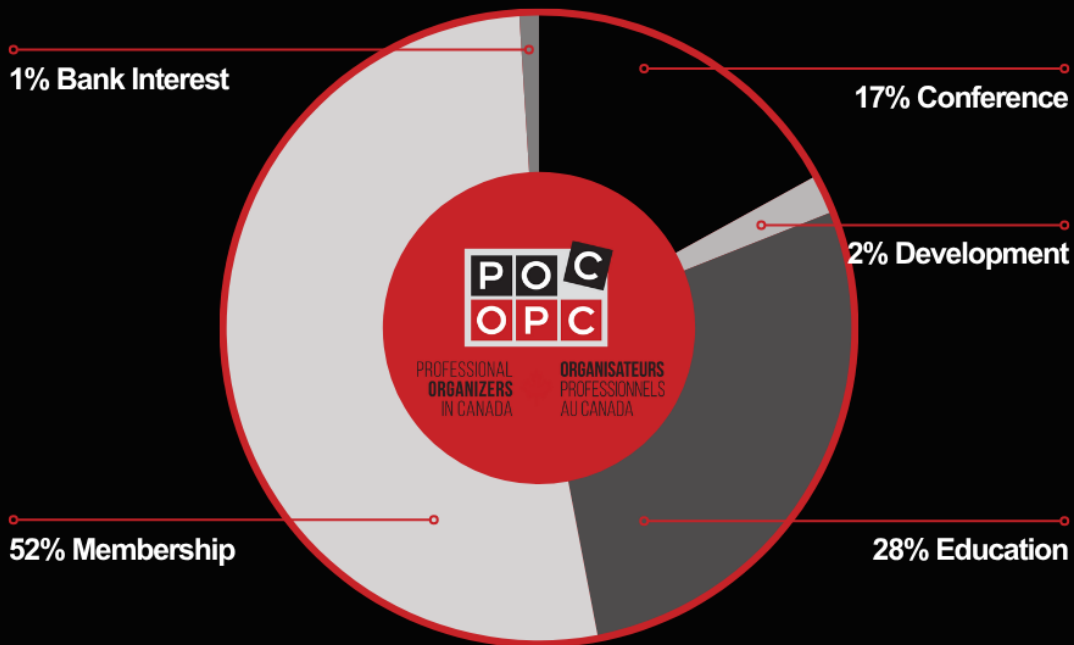
What Your Membership Supports:

While it's true that members volunteer and share their expertise (especially through community groups and informal learning), your membership fees also go toward essential professional and operational services such as:

- Professional development programming, including paid speakers for key PD Days. (We know not every PD session will be relevant to every member, but we are working hard to offer a variety of content across experience levels and specialties.)
- Technology infrastructure (website cost and IT for website maintenance, Google Workspace, CRM database, IT support, Zoom, cloud storage, etc.)
- Marketing, social media and public visibility for members across Canada.
- Insurance, bookkeeping, and legal compliance.
- Leadership & board support (Executive Director), Administrative and communications support.

2025/2026 Draft Revenue Budget

Total Budget \$148,733



How Your Membership Fee Is Used:

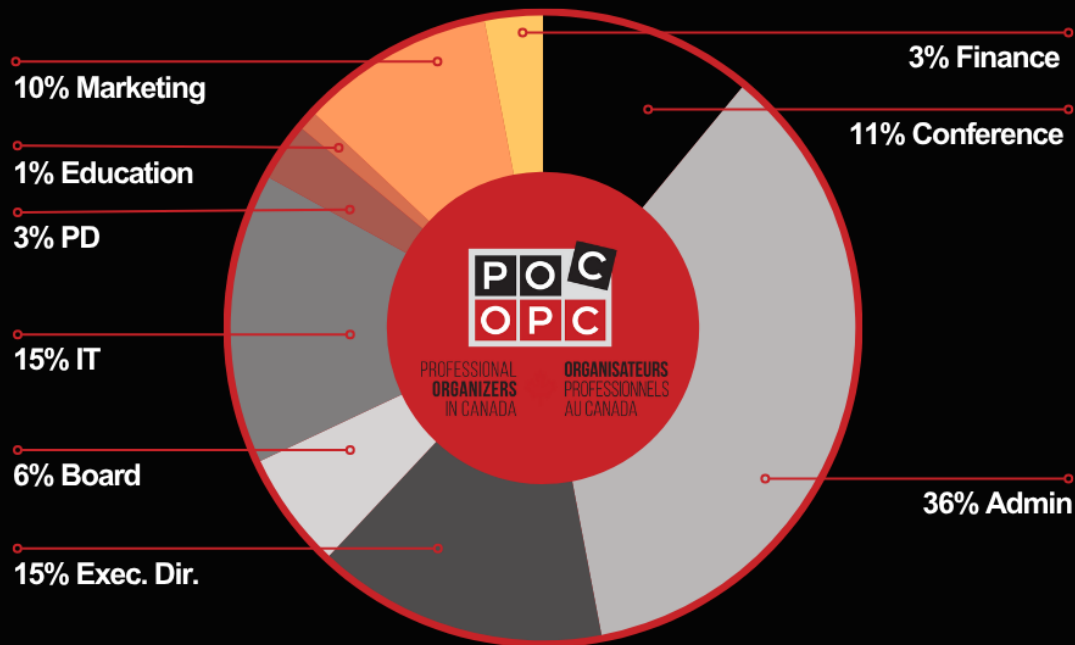
Your \$270 annual membership fee contributes to the broader operation of POC as a national, member-led, not-for-profit association. Our total budgeted expenses for 2025/2026 are \$239,222, based on a membership of 376 (existing and new members). That breaks down to:

- \$636.29 per member in total annual expenses.
- \$395.57 per member is covered by revenue from member fees, education courses, corporate sponsorships, and bank interest.
- That leaves a shortfall of \$240.72 per member that POC must absorb to continue operating sustainably.

In other words, it actually costs the association significantly more than the \$270 membership fee per person to run each year. The board plans to cover the gap through increased membership drives, education revenue and increased corporate partnerships.

2025/2026 Draft Expense Budget

Total Budget \$239,222



Q. If it costs more to run POC than what membership dues bring in, what is the long-term financial sustainability plan?

A. The plan includes growing membership, increasing event and education revenue, developing additional sponsorships and partnerships, and improving operational efficiency.

Member Questions Asked During Town Hall

Q. Hi, I'm a very new member, and I'm just wondering for those who are in Quebec, I know we don't have the ZEN insurance deal that the rest of Canada does, and I'm wondering if anybody can tell me what they are using, or in general, does everybody have insurance before they start their business, or how does that work, even just across the country?

A. Our members in Quebec will share which insurance provider they use. One member uses Intact Insurance. We also encourage you to contact an insurance broker.

Q. What possibly can happen to need insurance?

A. You can drop something or bump into an expensive piece of art. Sometimes you can be wrongfully accused and your insurance is there to protect you.

Q. What is the best way to get started as a Professional Organizer?

A. Start by joining your geographical community group and look for subcontracting opportunities. Visit our website, view the list of community groups on our menu bar. Select as many that you want to join and complete the Jotform.

Additional Board Q&A for Member Information

Member Value & Benefits

Q. What tangible benefits do I receive from my membership compared to other organizing associations?

A. POC offers a Canadian-specific professional organizer directory listing, credibility through a national Code of Ethics, a minimum education standard, access to free and discounted PD, national and regional community groups, volunteer and leadership opportunities, corporate partner member discounts, visibility through public outreach, and a strong sense of belonging to a professional peer network.

We've completed a comparison of annual membership costs between POC and other professional organizing associations worldwide to show how we measure up. You can access the comparison [here](#).

Q. Why do members have to pay for community events when we're already paying dues?

A. In the past, funds were distributed for chapters across the country, but only a small percentage of members actually benefited from these funds. To create more equity and reach, POC has redirected these funds to national professional development programming, which all members can access regardless of location. Charging modest fees for local events allows us to maintain community engagement without compromising broader member value. This approach ensures that PD, which benefits everyone, is more accessible and consistently resourced.

Q. What are you doing to ensure POC professional development remains relevant, high quality, and reflective of real-world organizing experience?

A. We're committed to delivering professional development that is practical, timely, and grounded in the real-world experience of professional organizers. To ensure our programming reflects your needs, we regularly gather member feedback and hope to

work with volunteers from across the country to help us identify and deliver meaningful content.

Our focus is on business development, hands-on organizing skills, and emerging trends. We plan to feature a blend of experienced POC members and respected external experts. Recent sessions have included topics such as scaling your organizing business, effective marketing strategies, and actionable goal setting. Our goal is to make high-quality and meaningful learning more accessible and consistently resourced across all regions.

Q. Can you explain why some PD days or resources seem tailored to only certain types of organizers or regions?

A. Our future goal is to balance topics to serve diverse members (residential, business, virtual, seniors, etc.). Feedback is critical to this. This year we are aiming to segment offerings into career stages (Build Strong, Grow Smart, Exit Ready) so everyone finds value. Let us know what's missing—this helps shape future PD planning.

Strategic Direction

Q. What are POC's top priorities for the next few years?

A. We're focusing on five key strategic priorities to help shape the future of POC and deliver more value to our members:

1. **Technology** – Upgrading our CRM to improve your experience, streamline renewals, enhance the member directory, and introduce better event calendars.
2. **Revenue & Membership Growth** – Increasing our membership and revenue to invest in more relevant education, improved technology, and better support from coast to coast.
3. **Communities** – Strengthening our local, regional and online communities to foster deeper connections, collaboration, and mentorship.
4. **Education, Learning & Development** – Offering high-quality learning that supports you at every stage of your organizing journey and strengthens your business skills.
5. **Marketing & Communications** – Raising awareness of our profession and members, while improving how we share information and opportunities with you.

Q. Why did the board choose these areas to focus on?

A. These priorities are a direct response to what we've heard from you—our members—through surveys, emails, conversations, and events. You've told us you want:

- Easier access to member services and education
- Better visibility and value for your membership
- Stronger community support and networking
- More relevant learning opportunities
- Clearer and more frequent communication

Our plan reflects these needs and aligns with our goal to modernize the association, increase impact, and build a stronger future together.

Q. What does this mean for me as a member?

A. You'll see improvements in how you connect with POC and other members—through technology, education, events, and communications.

We're working to ensure your membership delivers real value through:

- A better user experience and more intuitive tools
- Reasonable fees with more benefits
- More opportunities to learn, grow, and connect
- A stronger national voice for professional organizing

Q. How will these priorities be implemented?

A. Each priority area has specific goals and timelines that the board and staffing team are working on. We'll share progress through Town Halls, newsletters, and direct updates—so you can see how your membership is being invested in and have a chance to give feedback along the way.

[Top 5 Strategic Priorities for 2025/2026](#)



Professional Organizers in Canada Top 5 Strategic Priorities for 2025/2026

Technology

We plan to upgrade our current CRM system to significantly improve your member experience. This includes streamlining renewals, automating communications, enhancing the member directory, and introducing a dynamic calendar for learning and community events. These improvements will help us deliver greater value to our members while strengthening POC's long-term sustainability.



Revenue & Membership Growth

By growing our membership and increasing revenue, we can:

- Enhance professional development opportunities with more relevant, high-quality learning experiences.
- Broaden our member support and resources from coast to coast.
- Invest in improved technology and tools that make it easier for you to connect, learn, and grow.
- Keep membership fees affordable while delivering even greater value to you.



Communities

We will continue to strengthen and expand our community groups as they are the heart of connection and support within POC. By investing in their growth, we will:

- Foster deeper connections and peer support among members.
- Create more opportunities for collaboration, learning, and mentorship.
- Make it easier for members to engage—no matter where they live or how long they've been in the industry.



Education | Learning & Development

We are committed to providing high-quality learning opportunities to:

- Support your growth at every stage of your organizing journey.
- Keep you up to date on industry trends and best practices.
- Strengthen your business skills for long-term success.

Because when we invest in learning, we invest in you—and the future of our profession.



Marketing & Communications

We are committed to improving how we communicate and promote our profession. This means:

- Raising awareness of the value of professional organizing.
- Showcasing our members' expertise across Canada.
- Keeping you informed, connected, and engaged.
- Attracting new members, partners, and opportunities for growth.

Clear, consistent communication helps us grow stronger—together.



Self-Management Transition

Q. Why did POC transition from Associations First to MCI, and then from MCI to a self-managed model? Was the decision to leave MCI mutual?

A. We originally transitioned from Associations First to MCI in search of enhanced support services and more modernized association management. MCI offered a broader range of services and brought fresh ideas to the table.

Over time, it became clear that the cost of outsourcing operations to a global third-party management firm was no longer financially sustainable for our organization. This was especially true as we worked to keep membership fees accessible and shift more resources toward professional development and community group support.

The shift to a self-managed model was a decision made mutually by the POC Board and MCI. This change has allowed us to reinvest in staff focused solely on POC, so we could reinvest in member services, professional development, technology upgrades, and community engagement. This model gives us more transparency, efficiency, and long-term sustainability.

Q. Why did we move to a self-managed model, and how has this change improved member services?

A. Self-management gives us direct control over operations, greater transparency, and flexibility to better respond to members. It's also more cost-effective long term. We now have a dedicated admin, IT, and marketing team focused solely on POC members and supporting the board.

Q. Have we saved or spent more money with this new model compared to when we used an external management company?

A. Initially, we were spending similarly to the former model, but with more staff capacity, direct oversight, and flexibility we expect savings and improvements in service quality and member satisfaction over time.

Q. When will the POC Board hire an Executive Director? Who is performing the role now?

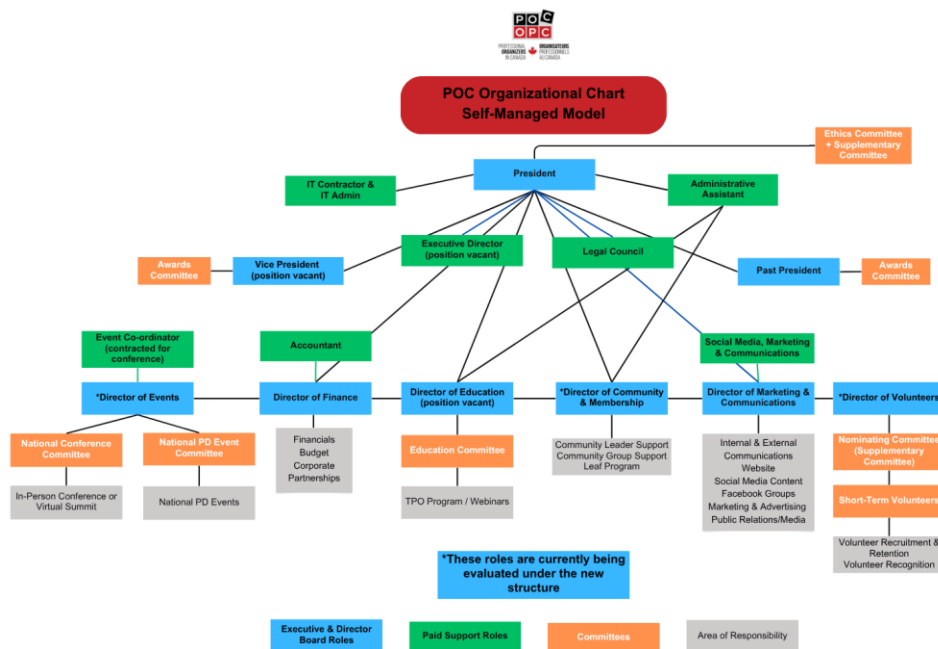
A. At this time, the duties typically performed by an Executive Director are being handled by the President of the Board, with the support of our dedicated paid staff team across administration, IT, and marketing.

Our goal is to hire a full-time Executive Director once we have stabilized operations, increased revenue generation, and improved member engagement and satisfaction. We recognize the importance of this leadership role and are working intentionally toward building the financial and operational foundation needed to support it in a sustainable way.

Q. How are you ensuring the new staff are accountable and delivering on member needs?

A. Each staff member has clear performance goals tied to the strategic plan. The board conducts regular check-ins and evaluates outcomes. We also review member satisfaction and open communication channels to gather ongoing feedback.

[POC Self-Managed Organization Chart](#)



Technology & Systems

Q. Why is the member login process and website still difficult to use for some members?

A. We are in the process of investigating options for a new CRM and member management system in order to optimize functionality and user experience. Current login and navigation issues are being resolved by members by accessing the IT helpdesk support.

Q. When will new technology and systems be fully implemented?

A. We anticipate our technology and system improvements to be rolled out by late fall 2025. Our goal is a seamless experience for members and the public.

Q. How are we using technology to improve the member experience and engagement?

A. Our goal is to transition to a system that implements single sign-on, centralized communications, automated onboarding, and improved event tracking. A new member dashboard, easier renewals, and real-time updates are all part of the roadmap.

Community Groups

Q: Why are community groups inconsistent across the country? What is being done to improve this?

A. In the past, some regions had more active local engagement than others. With our new self-managed structure, we're rebuilding and revitalizing community groups across the country. We're supporting this effort by recruiting local leaders, providing consistent resources, and creating a more unified national approach to community engagement.

Q. What support is available for members who feel disconnected from others in the association?

A. We've launched virtual community groups to help members connect no matter where they live. Whether you're a new organizer, a solo entrepreneur, or working in a remote area, these groups offer a place for peer support, shared learning, and real conversation. We're also investing in chat tools to make online connection and participation easier and more meaningful.

Q. How are you strengthening and supporting the community groups moving forward?

A. Community groups are at the heart of POC's member experience. We're investing in their growth by:

- Standardizing support and resources for group leaders
- Offering guidance, training, and tools to run effective meetings and events
- Creating opportunities for collaboration, learning, and mentorship within each group

Our goal is to ensure every member—regardless of region—has access to a strong, consistent, and welcoming local community.

Governance & Leadership

Q. What qualifications or experience does the current board bring to the table?

A. Our board includes seasoned organizers, corporate professionals, entrepreneurs, and volunteers from diverse regions and specialties. Each brings leadership, business, and strategic expertise relevant to governing a national organization.

Q. How are decisions made at the board level, and how can members get involved or have a say?

A. The board operates by consensus and strategic priorities, informed by member feedback. Members can get involved by joining committees, volunteering for regional roles, or applying for board positions during elections.

Q. How do you handle conflicts of interest or differing views within the board?

A. We follow a Code of Conduct and a conflict of interest policy. Healthy debate is welcomed, and all directors are expected to act in the best interest of the membership, not personal gain.

Q. Why do some board roles remain vacant—what's being done to recruit and support board members?

A. Board service is a volunteer role and requires a significant time commitment. We're actively recruiting members, improving onboarding and mentorship, and clarifying responsibilities to better support those who step into leadership.

Member Involvement & Volunteerism

Q. What are the specific ways I can get involved as a volunteer without feeling overwhelmed?

A. We offer short-term, flexible volunteer options like event support, micro-projects, and content contributions. You can also join a committee or community leadership role. We match your interest and capacity.

Q. How are you recognizing and retaining volunteers who contribute so much time and energy to POC?

A. We recognize volunteers in newsletters, social media, and during events. We also hope to develop a volunteer appreciation strategy and consider additional incentives like education credits, priority features, or certificates in addition to receiving points towards the Leaf recognition program POC currently offers.

Thank you for helping shape the future of POC with your voice!

Professional Organizers in Canada
Providing visibility, credibility and connection