



# TOWNHALL

## ASK US ANYTHING

JULY 23, 2025



# HELLO FRIENDS!

This session is all about transparency,  
connection, and community.

As your POC Board, we're here to share  
updates, answer your questions, and listen to  
your ideas as we shape the future of POC—  
together.



# TOWNHALL AGENDA

WELCOME

DRAFT BUDGET REVIEW

WHAT'S NEW

LIVE Q&A

HOW TO GET INVOLVED

CLOSING



In the spirit of Reconciliation, we would like to begin by acknowledging the Indigenous Peoples of all the lands that we are on today.

While we meet today on a virtual platform, please take a moment to acknowledge the importance of the lands, which we each call home.

We do this to reaffirm our commitment and responsibility in improving relationships between nations and to improve our own understanding of local Indigenous peoples and their cultures.

From coast to coast to coast, we acknowledge the ancestral and unceded territory of all the Inuit, Métis, and First Nations people that call this land home.

# **LAND** **ACKNOWLEDGEMENT**





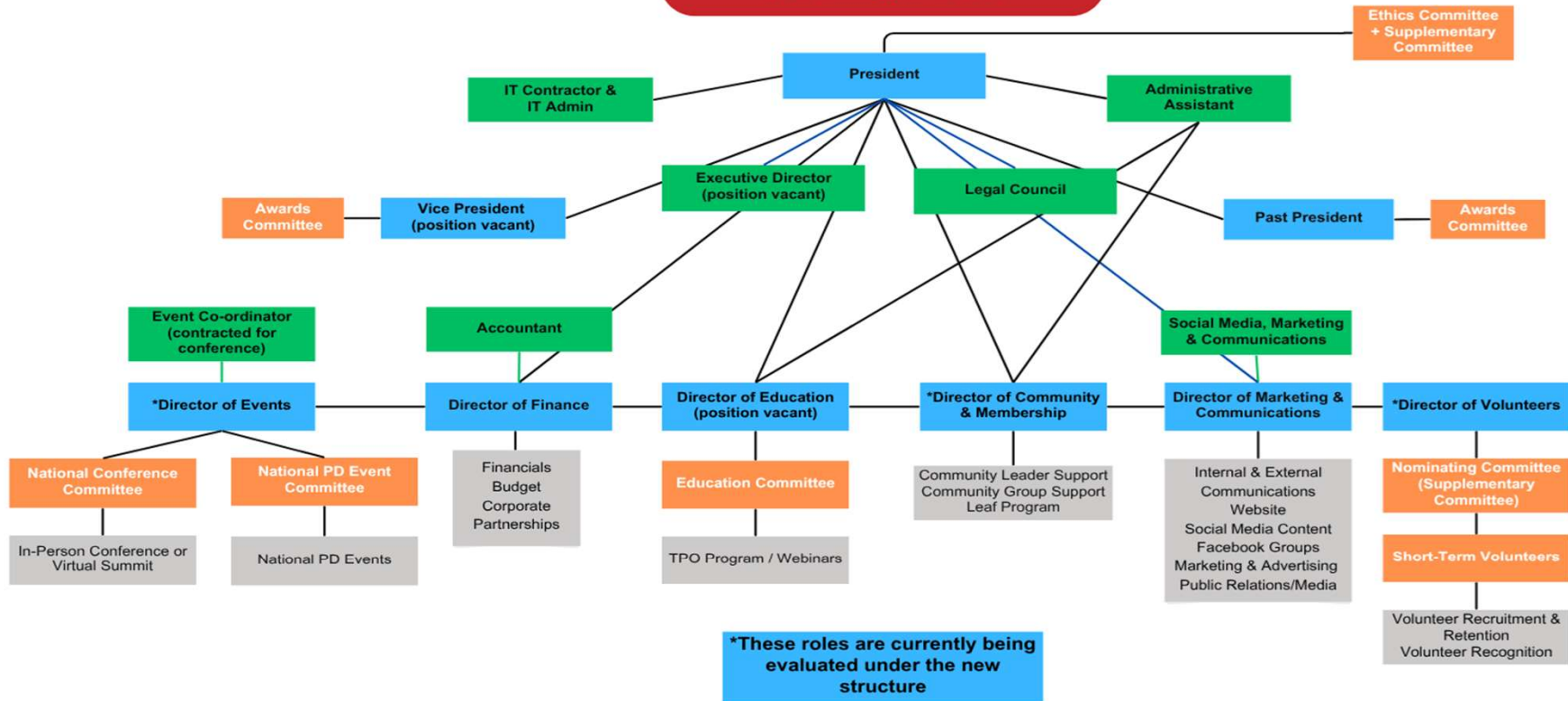
### **Self-Managed Model**

We're excited to announce that POC is now fully operating under a self-managed model. We've hired key roles in admin, IT, & social media/marketing/communications—and we're working to streamline operations to better serve you our valued members.

# WHAT'S NEW AT POC



## POC Organizational Chart Self-Managed Model



**\*These roles are currently being evaluated under the new structure**

Executive & Director Board Roles

Paid Support Roles

Committees

Area of Responsibility



### **Strategic Priorities**

The board's top strategic priorities for 2025–2026 include technology, revenue growth, community support, professional development, and marketing and communications.

Your feedback in our last member survey helped shape these goals.

# WHAT'S NEW AT POC





## 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.







### **Upcoming Event!**

Join organizers from across the country on  
October 23rd, 2025 for a full day of  
inspiration, learning, and connection.

This years conference has been designed to  
meet you where you are — whether you're  
just starting out, ready to scale, or planning  
for succession.

# WHAT'S NEW AT POC

# 2025 POC CONFERENCE



**THE BUSINESS OF  
ORGANIZING:**  
STRATEGIES FOR SUCCESS AT EVERY STAGE



**Jessica Janzen**

**Keynote Speaker**  
**Mindset Coach | Author of Bring the Joy**

**October 23<sup>rd</sup>, 2025**

For more info visit our website:

[www.organizersincanada.com](http://www.organizersincanada.com)



### **Community Groups**

We're proud to support 21 community groups across POC. Whether you're in a major city or a smaller town, there's a community ready to welcome you. We encourage all members to participate in or lead a group — because together, we're stronger.

# WHAT'S NEW AT POC





MARKETING



MARKETING

COMMUNITY GROUP



PROFESSIONAL ORGANIZERS IN CANADA

ORGANISATEURS PROFESSIONNELS AU CANADA

GRUPE DE COMMUNAUTÉ





COWORKING AND ACCOUNTABILITY



COWORKING AND ACCOUNTABILITY

COMMUNITY GROUP



PROFESSIONAL ORGANIZERS IN CANADA

ORGANISATEURS PROFESSIONNELS AU CANADA

GRUPE DE COMMUNAUTÉ





EDMONTON COMMUNITY



EDMONTON COMMUNITY

COMMUNITY GROUP



PROFESSIONAL ORGANIZERS IN CANADA

ORGANISATEURS PROFESSIONNELS AU CANADA

GRUPE DE COMMUNAUTÉ





MONTREAL WEST ISLAND



MONTREAL WEST ISLAND

COMMUNITY GROUP



PROFESSIONAL ORGANIZERS IN CANADA

ORGANISATEURS PROFESSIONNELS AU CANADA

GRUPE DE COMMUNAUTÉ





MASTERMIND



MASTERMIND

COMMUNITY GROUP



PROFESSIONAL ORGANIZERS IN CANADA

ORGANISATEURS PROFESSIONNELS AU CANADA

GRUPE DE COMMUNAUTÉ





BRUCE-GREY-SIMCOE COMMUNITY



BRUCE-GREY-SIMCOE COMMUNITY

COMMUNITY GROUP



PROFESSIONAL ORGANIZERS IN CANADA

ORGANISATEURS PROFESSIONNELS AU CANADA

GRUPE DE COMMUNAUTÉ



# HOW TO GET INVOLVED

POC is built on the passion, talent, and dedication of our volunteers. From local community group leaders, regional professional development volunteers to national board members, volunteers are the heart of our organization.

By volunteering, you not only strengthen the POC community — you also grow your own leadership skills, expand your network, and make a lasting impact on the organizing profession in Canada.

## The POC Volunteer Pathway Where do I start?



### I signed up!

Congratulations! You've signed up as a new POC member and want to get more involved.

Reach out to your local Chapter Executive for volunteer opportunities on the executive or with planning events such as Professional Development and Giving Back Days.

You will get to know other POC members and be exposed to fun and interesting learning and networking opportunities.



**CHAPTER VOLUNTEER OPPORTUNITIES**



### Give a little, get a lot

Join our pool of short-term volunteers who want to give of their time and talents for small, "one-off" type projects or tasks.

There's no long term commitment and you will have the opportunity to get involved with a variety of tasks from the National Committees and the Board of Directors.



**SHORT-TERM VOLUNTEER OPPORTUNITIES**



### National Committees

Make an impact across the country by joining one of POC's national committees:

Education, Ethics, Nominating, Awards, Conference Committees.



**NATIONAL COMMITTEE OPPORTUNITIES**



### Board of Directors

POC has an active Board of Directors that drives the overall vision and success of our association.

Must be a member in good standing for a minimum of 1 year before you are eligible to volunteer.



**BOARD OF DIRECTOR OPPORTUNITIES**



### Benefits of Volunteering

Volunteering at POC is a very rewarding experience.

Network with peers. Make new friends. Give back to your community. Learn about various aspects of professional organizing. Earn points towards your Silver and Gold leaf status.



*Make a difference, increase your visibility, get connected, and boost your credibility by volunteering with Professional Organizers in Canada!*

Find out more at:  
[WWW.ORGANIZERSINCANADA.COM](http://WWW.ORGANIZERSINCANADA.COM)

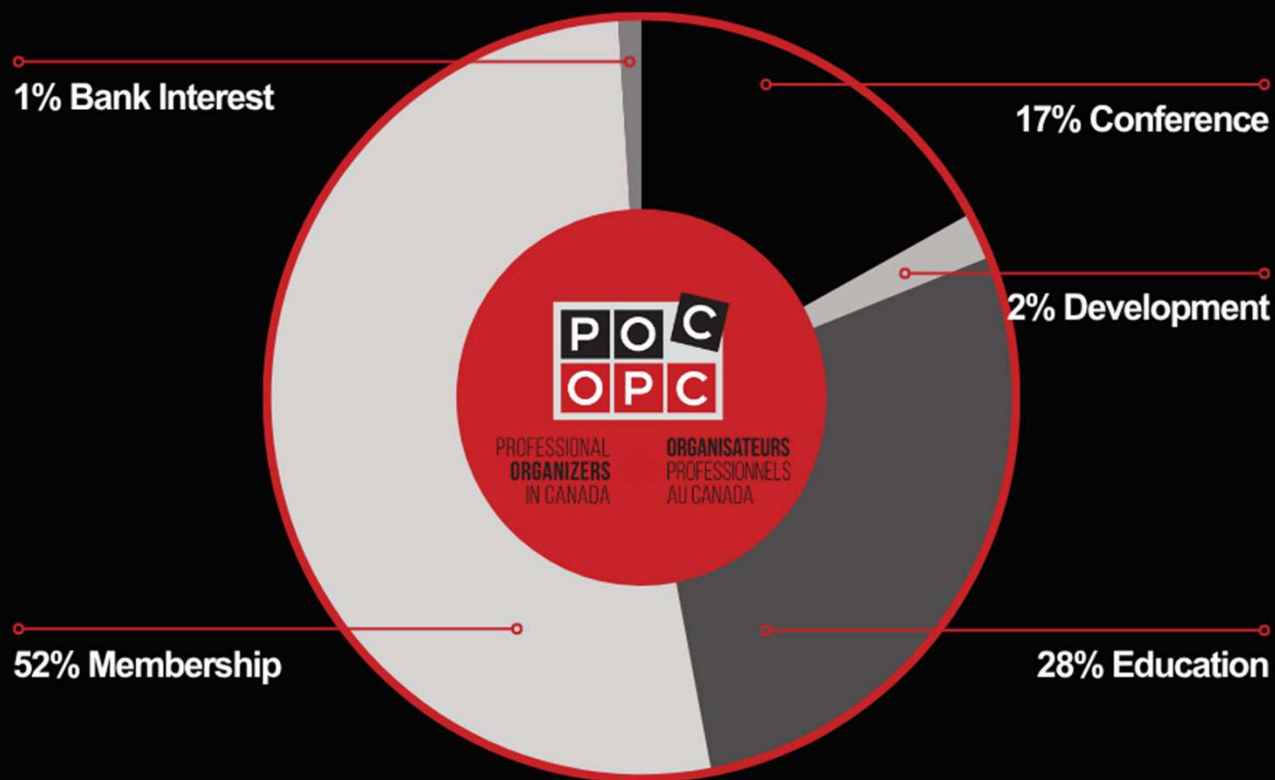
# WHAT YOUR MEMBERSHIP SUPPORTS

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 conference and paid speakers for 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, specialities, and business building skills.
- 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 and the profession across Canada.
- Insurance, bookkeeping, accounting and legal counsel.
- Leadership & board support (Executive Director), administrative and communications support.

# 2025/2026 Draft Revenue Budget

Total Budget \$148,733





# HOW YOUR MEMBERSHIP FEE IS USED

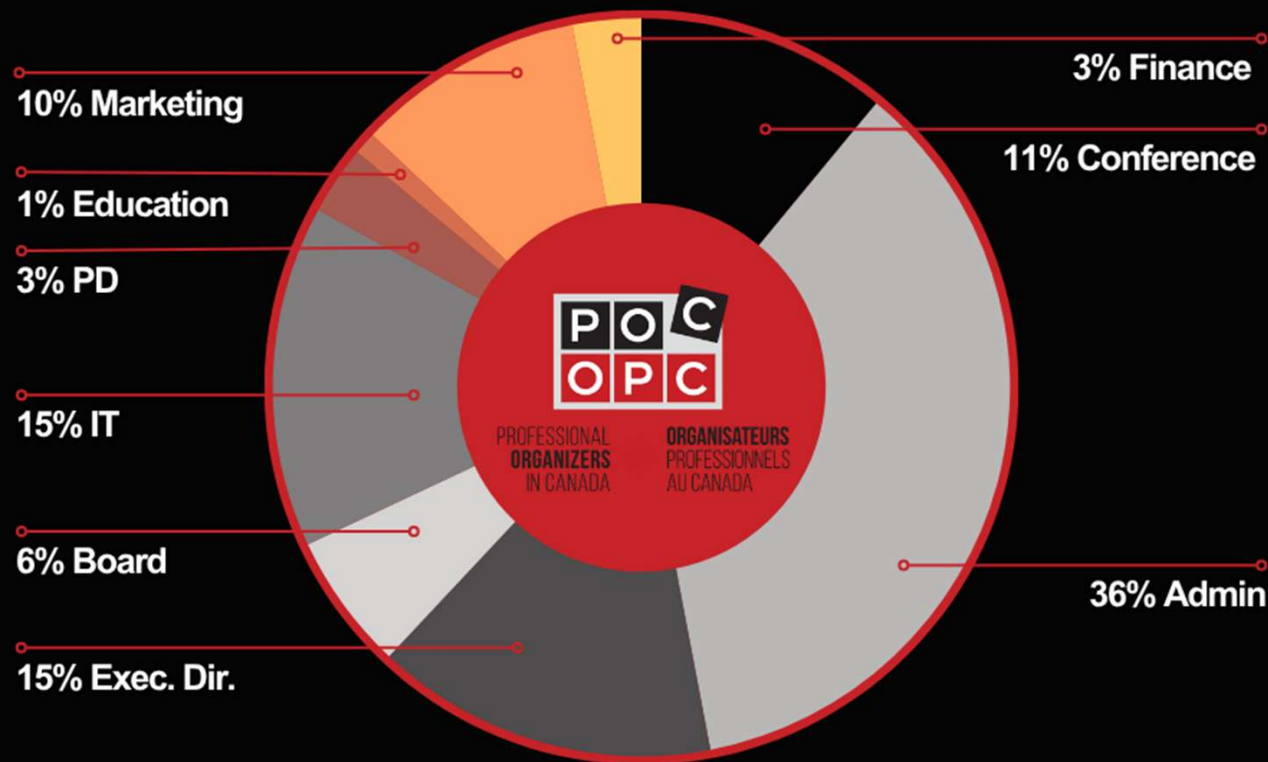
Your annual membership fee (based on the \$270 grandfathered rate) contributes to the broader operation of POC as a national, member-led, not-for-profit association. Our total draft budgeted expenses for 2025/2026 are \$239,222, based on a membership of 376 (existing and new members). That breaks down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

- \$636.29 per member in total annual expenses.
- \$395.57 per member is covered by revenue from member fees, education courses, and corporate sponsorships and 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 membership fee per person to run each year. The board has identified increased revenue growth as a strategic priority through membership drives and increased education revenue.

# 2025/2026 Draft Expense Budget

Total Budget \$239,222



# LIVE Q&A

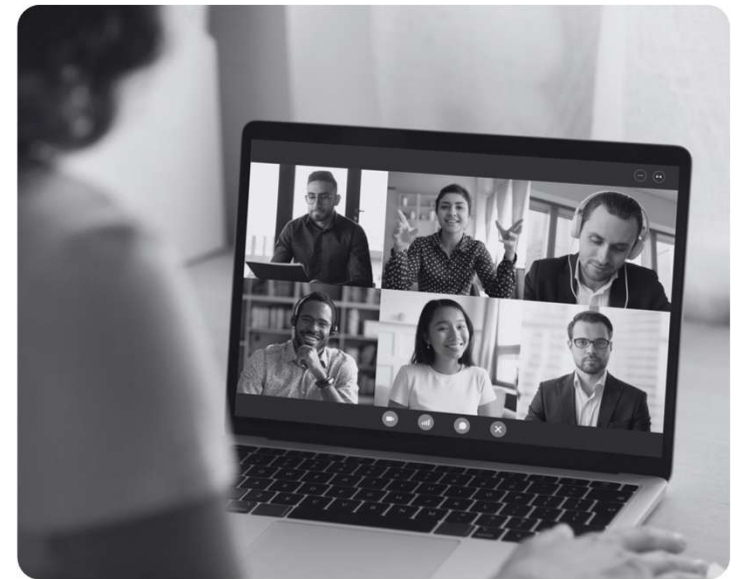
To ensure a productive and respectful conversation, we ask all participants to please:

- Be concise and on-topic when asking questions
- Use respectful language
- Avoid personal grievances or naming individuals
- Listen actively and allow space for others to participate
- Use the chat or “raise hand” feature to signal a question
- Understand that some questions may require follow-up after the meeting



# CLOSING

- **RECAP TAKEAWAYS**
- **ENCOURAGE ENGAGEMENT**
- **RECORDING OF TOWNHALL AND  
QUESTIONS WITH ANSWERS  
POSTED ON WEBSITE**





PROFESSIONAL  
**ORGANIZERS**  
IN CANADA



**ORGANISATEURS**  
PROFESSIONNELS  
AU CANADA

# THANK YOU