



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 & Webinar Series: 60-90-minutes for a single or multiple consecutive week educational offerings
- Digital Events: Multi-session virtual events exceeding 90 minutes over a single or consecutive days
- In-Person & Hybrid Events: Half-day to multi-day educational gatherings
- Networking Events: Standalone social or professional meetups
- 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.

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

