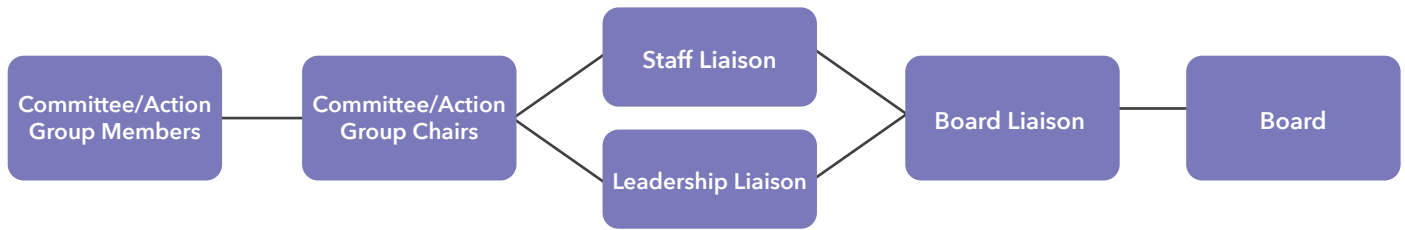


Your Role as a PPAI Volunteer

Thank you for raising your hand to serve the promotional products industry through PPAI - the largest and longest-serving nonprofit association representing more than 15,000 member companies. Your contribution strengthens our community, drives innovation, and helps ensure that promotional products remain a powerful and lasting marketing channel.



Volunteer Group Structure & Governance

- 12-18 members per committee with diverse representation between Supplies, Distributors, and Business Services.
- 50/50 gender balance and intentional diversity.
- Annual charters and goals are reviewed and approved by the Board.

Committee/Action Group Charters

The charter is one of the most important items to complete with your committee or action group. It will be finalized in the first meeting of the year. The Charters are Board-facing and are an opportunity to review and edit the Mission and Goals.

- Review the mission and goals of the volunteer group to ensure alignment with strategic priorities.
- Charters will be reviewed by the Board in the Spring.

Each volunteer group has:

Volunteer Members

- Attend meetings and actively participate
- Prepare for meetings by reviewing materials
- Champion PPAI's mission and initiatives

Volunteer Chair

- Lead meetings and set agendas
- Drive progress on Charter goals
- Mentor volunteers and ensure engagement

Staff Liaison

- Serve as operational point of contact
- Ensure compliance with bylaws and charters
- Facilitate meetings and provide resources

Executive Liaison

- Represent Executive leadership
- Support governance and fiduciary oversight
- Escalate strategic issues to CEO/Board Chair

Board Liaison

- Act as strategic advisor
- Maintain alignment with board priorities
- Communicate updates to the board

Volunteer Expectations

- Term: 3 years (renewable once); Chair term: 1-year term (extendable up to 3 years)
- Time Commitment: Most committees/workgroups require ~1 hour per month
- Attendance: No more than two absences
- Legal Compliance: Antitrust guidelines, fiduciary duties

Key Contacts

- Operational Questions - PPAI Staff Liaison
- Meeting/Committee Details - Volunteer Chair
- Media Inquiries - PPAI CEO or Board Chair

Quick Tips

- Be present, prepared, and engaged
- Frame concerns in terms of strategic impact
- Use LMS for training on governance and compliance

"Your impact can be extraordinary - and your efforts will ripple through our industry for years to come."

- Danny Rosin, 2026 PPAI Board Chair