

Service Enterprise

A organization change-management program strengthening capacity for fundamental & strategic use of volunteers & their skills to address community needs.

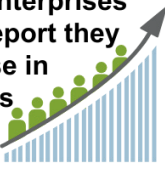
National Accreditation in Strategic Volunteer Engagement

Be an organization that strategically leverages volunteers for operational efficiency & more significant social impact. Service Enterprises are among the country's top 11% of nonprofits in organizational performance & volunteer engagement. Operating as Service Enterprise makes organizations as effective as their peers but at almost half the median budget. They are also significantly more adaptable, sustainable, & scalable.

Organization Benefits

- Participate in a research-based program to transform your organization into the top 11%
- Take a diagnostic focused on current practices resulting in tailored recommendations
- Attend 16 hours of cohort-based change-management & volunteer engagement strategy training
- Access individualized coaching & a peer community to support your transformation
- Calculate your return on volunteer investment & evaluate your efficacy
- Increase capacity & human capital to power your organization
- Achieve national accreditation in strategic volunteer engagement with access to volunteer engagement networks, resources & communities

OVER 80% of Service Enterprises report they had an increase in total volunteers & skills-based volunteers



OVER 60% increase in volunteer hours.



"Community members want to be part of an Accredited Volunteer Program"

"Service Enterprise was instrumental in keeping our grassroots organization afloat!"

Program Participants Say

"It enabled us to reorganize & build new volunteer infrastructure & to be more effective & efficient"

"Service Enterprise has opened my eyes to the potential of volunteers, & my colleague's ability to engage with volunteers."

It gave structure to our volunteer efforts & helped us involve staff in placing & valuing volunteers.

Research Shows

Nonprofits that deploy at least 50 volunteers annually & have a strong volunteer management model outperform their peers on all organizational capacities.

- Significantly & markedly stronger in all capacities
- Better led & managed
- More adaptable, sustainable, & capable of scaling
- Strong & well-developed HR practices
- Equally as effective as peers at 1/2 the budget

Learn more by following **#ServiceEnterprise** or at volunteeralive.org/ServiceEnterprise



SERVICE ENTERPRISE DOMAINS & CHARACTERISTICS

Based on the research findings of Service Enterprises there are twelve unique characteristics that have been grouped into 3 domains. To become Service Enterprise accredited organizations provide evidence that they have achieved and maintain at least nine of the twelve characteristics. Recent research has found that six characteristics are essential to organizational success: Leadership Involvement, Planning, Supervision & Support, Training, Growth & Change, & Tracking & Evaluation.

IMPACT & OUTCOMES are how your organization utilizes the tools available to create & sustain relationships, tell your story, listen to contributors, & measure success against the mission & organizational objectives.

TRACKING & EVALUATION assesses the degree to which an organization monitors progress toward institutional goals & the performance of volunteers, staff, & partners in reaching these objectives.

GROWTH & CHANGE creates vibrant, exciting organizations that seek to improve services, cultivate leaders, continuously source new ways of thinking, & create new platforms for action & problem-solving. Staying on the cutting edge of industry practices motivates paid or unpaid personnel.

COMMUNICATION takes many forms & operates through a wide & diverse array of channels (both formal & informal), leveraging print, social media, & other media to inform external & internal groups.

COLLABORATION is being part of your community, which is vital to the nonprofit & public sectors. Collaborative undertakings with organizations, constituents, & volunteers build relationships & sharpen service organizations' focus.

SUPERVISION & SUPPORT ensure that volunteers & community partners consistently receive oversight & support, are given the opportunity to succeed, & feel valued & appreciated.

TRAINING, education, skill development, organizational parameters, & knowledge of boundaries are critical to ensure volunteers & staff are equipped to perform their work & work together effectively.

ESTABLISHING THE FOUNDATION creates & sustains the appropriate groundwork & necessary organizational foundations to ensure the successful engagement of volunteers & community resources.

FUNDING & RESOURCE ALLOCATION, the provision of the financial, human, space, & material tools necessary for the engagement of volunteers, as well as the willingness to seek additional support as needed.

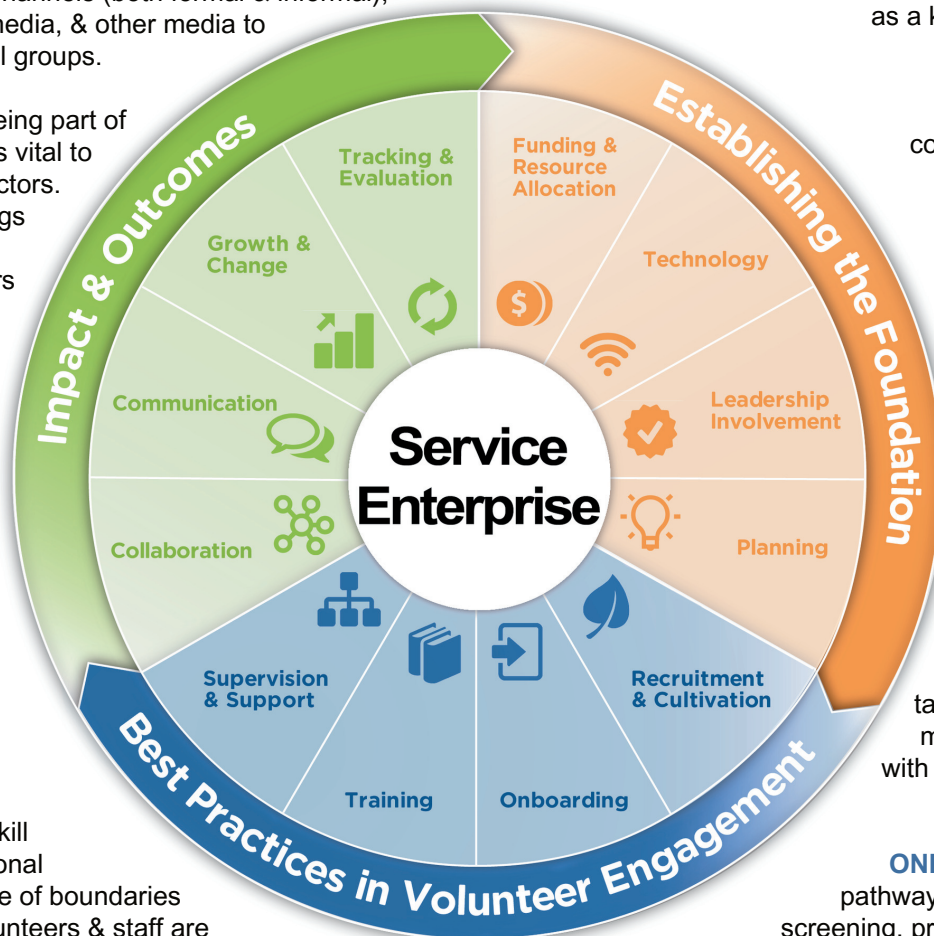
TECHNOLOGY is the broad-based utilization of technology to facilitate all aspects of volunteer engagement (record-keeping, service options, & communication).

LEADERSHIP INVOLVEMENT is when the executive & board leaders demonstrate through actions a commitment to community involvement & engaging volunteers as a key strategy to achieve the organization's mission.

PLANNING for thoughtful, comprehensive preparations for volunteer & community engagement based on established principles & practices of effective management.

RECRUITMENT & CULTIVATION engages individuals & groups to serve in an ongoing cultivation process. Recruitment should be targeted to ensure a diverse mix of community members with skills, interests, & abilities to further your mission.

ONBOARDING with a smooth pathway to service through careful screening, preparation, & guidance that includes community members & staff involvement.



BEST PRACTICES IN VOLUNTEER ENGAGEMENT ensure the effective engagement of volunteers & community partners.

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