

### **What is a Service Enterprise?**

A Service Enterprise is an organization that fundamentally leverages volunteers and their skills at all levels of the organization to achieve their social mission.

Research conducted by [TCC Group](#) and [Deloitte](#) found nonprofits that operate as Service Enterprises outperform peer organizations on all measures of organizational capacity. This allows nonprofits that operate as a Service Enterprise to more effectively fulfill their social mission. Service Enterprises are more adaptable, sustainable, and better able to scale. They are also better led and managed.

### **What are the benefits of becoming an accredited Service Enterprise?**

- The Service Enterprise accreditation communicates value to funders, volunteers, and the community by highlighting the organization's success through volunteers.
- The overall process assists the organization in building volunteer engagement and fully leveraging the skills of volunteers. This process will help organizations get to the next level of volunteer engagement and join the nation's top performing volunteer-involving organizations.
- In addition to creating more efficient and effective engagement of volunteers, this process can also create better synergies between departments by nurturing more consistency in operations.
- Over 80% of Service Enterprises report they had an increase in skills-based volunteers and over 60% increase in volunteer hours.
- 91% of Service Enterprises reported they are more effectively engaging skills based volunteers, resulting in improved internal operational and financial systems to enhance organizational sustainability.

### **Is my organization ready for Service Enterprise?**

Organizations that effectively participate in Service Enterprise training and accreditation should:

- Be ready to assess current practices, eager to change and develop advanced volunteer engagement practices.
- Be able to commit 3-10 staff members to complete the Service Enterprise Diagnostic (takes about 30 minutes) and participate in an orientation prior to the training sessions.
- Have a core team of 3-8 staff members to attend the Service Enterprise trainings and subsequent coaching calls.
- Have support from top management to make the changes necessary to become a Service Enterprise.
- Understand this process is more than volunteer engagement training, it is a change management process and requires time and effort to transform organizational culture and practice to embrace strategic volunteer engagement.

**How long does the process typically take?**

- Training and accreditation typically take 12-16 months, though it can be accomplished in as few as 8 months. It is designed to take no longer than 24 months total.

**What is the timeline for the next Service Enterprise cohort?**

- Thursday, August 7, 2025, 11:30am EDT – *(Optional)* Informational Session – [Register Here](#)
- Friday, August 29, 2025 at 5:00pm EDT – Applications Due
- Tuesday, October 7, 2025, 10:00-11:30am EDT – Orientation
- October-November 2026 – Diagnostic Assessment and Diagnostic Debrief
- January-April 2026 – Training Sessions
- May-December 2026 – 1:1 Coaching and Accreditation Site Visit

**Who should be involved and what is the time commitment?**

- To participate in Volunteer Florida's 2025-2026 cohort, you will need to demonstrate support of your Executive Director or position equivalent.
- Participating organizations will also need to form a core team of at least 3 people (and usually no more than 10) from your organization to participate in the orientation, diagnostic debrief, seven training sessions and the coaching sessions. Most of those people should consistently attend the trainings, though others can rotate as needed.
- Depending on size of staff, at least 3 or 5 organizational representatives must complete the Diagnostic. These people should know the organization well, understand how the organization currently engages volunteers, and be able to commit 30 minutes to take the online Diagnostic.
- During the implementation period, your organization will need to select members for a guiding coalition. The guiding coalition is the committee that will support and guide the changes throughout the entire organization. Your guiding coalition will consist of 3-10 people from various areas of the organization. They should be willing to commit to a meeting every few months, depending on where you are in the process.

**What if someone can't attend one of the trainings?**

While consistency is important, we also understand conflicts will arise. Trainings are generally recorded and those who miss are encouraged to watch the recording and follow up with their team. That said, this is a team process and so it is expected that more than one organizational representative attends each training.

**What if we have staff changes during the course of the program?**

This is not uncommon and our Service Enterprise trainer and coach will help you bring any new staff members up to date on the process.

**Can organizations that are all-volunteer run participate?**

Yes. As long as they meet the other criteria outlined above and through the application, organizations that have no paid staff (or just a few paid staff) are welcome to apply. The process has proven very beneficial to volunteer-powered organizations.

**What is the cost of participation in the Service Enterprise program with Volunteer Florida?**  
\$400

Organizations are asked to cover the cost of the Diagnostic, but the rest of this program – valued at between \$10,000 and \$15,000 – is generously covered by Volunteer Florida.

**Are there other accredited Service Enterprises in Florida?**

Yes! This will be the third Service Enterprise cohort sponsored by Volunteer Florida and others were accredited prior to Volunteer Florida becoming a host of Service Enterprise. There are more than a dozen accredited Service Enterprises and you could join these top performers as a leader in the state.

**Where can I learn more about the Service Enterprise program?**

<https://www.volunteerflorida.org/service-enterprise>

**Can I speak with someone about the Service Enterprise program?**

Yes! Reach out and we'll gladly set up call to answer your questions.

[ServiceEnterprise@volunteerflorida.org](mailto:ServiceEnterprise@volunteerflorida.org)