Service Enterprise

Seriously Effective Volunteer Engagement

April 2017
Share a volunteer innovation story
BRAINSTORM

- Direct Service
- General Tasks
- Admin.
- Leadership
- Operations
WHAT IS A SERVICE ENTERPRISE?

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An organization that fundamentally leverages volunteers and their skills to achieve its social mission.
GALLERY WALK

Planning and Development

Leadership Support

Resource Allocation

Tracking and Evaluation

Volunteer Outreach and Recruitment

Onboarding, Training and Supervision

Technology and Communication

Partnering to Extend Reach
A national, multi-sector coalition dedicated to increasing social impact through effective volunteer engagement.
ADDING TO THE CONVERSATION

- Practice
- Research
- Funding
REIMAGINING SERVICE PRINCIPLES
REIMAGINING SERVICE PRINCIPLE #1

The volunteer ecosystem is more effective when all sectors participate in its evolution.
REIMAGINING SERVICE
PRINCIPLE #2

Make volunteering a core strategic function, not an add-on.
REIMAGINING SERVICE
PRINCIPLE #3
Focus volunteer engagement on true community needs.
REIMAGINING SERVICE PRINCIPLE #4

In order to get a return, you have to invest.
PRINCIPLE #1
Volunteer ecosystem

PRINCIPLE #2
Make it core

PRINCIPLE #3
True community needs

PRINCIPLE #4
You need to invest

REIMAGINING SERVICE PRINCIPLES
SERVICE ENTERPRISE

An organization that fundamentally leverages volunteers as a core strategic function to achieve the social mission of the organization.
Nonprofits that engage volunteers well are **significantly better led and managed.**

Those that engage 50+ volunteers via a strong volunteer engagement model have **increased organizational capacity.**

Such organizations are more able to **scale their operations.**

Nonprofits that engage at least 10 volunteers are as effective as their peers without volunteers, but at **almost half the median budget.**

Yet, **less than 15 percent of organizations** nationwide can be characterized as service enterprises.
REIMAGINING SERVICE RESOURCES

- Principles
- Research
- Service Enterprise Characteristics
- Service Enterprise Quiz
- Links to Other Resources

www.ReimaginingService.org
WHAT IS A SERVICE ENTERPRISE?

An organization that fundamentally leverages volunteers and their skills to achieve its social mission.
INTRO TO SEI VIDEO
National footprint

20 states + Puerto Rico

More than 500 organizations trained and
200 organizations certified
>80% of Service Enterprises report an increase in both volunteers and skills-based volunteers.

>60% report an increase in volunteer hours.
23% increase in volunteers annually

+2,700 hours of donated time from new volunteers, = 1.5 FTEs worth of labor

$63K in valued labor from additional volunteer hours
TCC GROUP: 
KEY FINDINGS

1. Significantly and markedly stronger
TCC GROUP: KEY FINDINGS

2. Significantly better led and managed
3. Significantly more adaptable, sustainable and capable of going to scale
4. Requires strong and well-developed human resources management practices
5. Equally as effective as their peers but at almost half the median budget
SERVICE ENTERPRISE CHARACTERISTICS

- Planning & Development
- Partnering to Extend Reach
- Leadership Support
- Technology & Communications
- Resource Allocation
- Onboarding & Supervision
- Tracking & Evaluation
- Effective Training
- Outreach
- Funding
Create job descriptions for volunteer positions

Interview volunteers before placement to understand their abilities, traits and desires

Introduce staff and volunteers to each other

Engage experienced volunteers to train and mentor new volunteers

Make spaces available for volunteers to secure valuables while at work
ADDITIONAL RESOURCES

- www.pointsoflight.org/service-enterprise-initiative
- www.reimaginingservice.org/nonprofit-service-enterprise-quiz
- bshogren@az.gov
Office of the Arizona Governor Doug Ducey
Governor’s Office of Youth, Faith and Family

- Faith and Community Partnerships
- Human Trafficking
- Juvenile Justice
- Prevent Violence Against Women
- Service and Volunteerism
- Substance Abuse
- Youth Commission
- Arizona Substance Abuse Partnership Locator
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