SERVICE ENTERPRISE INITIATIVE

A national change-management approach, helping organizations gain a greater return on volunteer investment to meet their missions.

Become a Service Enterprise! Your organization will receive:

- Access to a **research-based program** to transform your organization into one of the top 11 percent of nonprofits in volunteer management and organizational performance, according to research by the TCC Group.

- A **diagnostic evaluation** of your current volunteer engagement practices and tailored recommendations for improvement.

- **18 hours** of **training focused on change-management** and volunteer engagement strategies and best practices.

- **Individualized coaching** and the support of a community of peers to guide you through your Service Enterprise transformation.

- A **nationally recognized certification**, with access to volunteer engagement networks, resources and communities.

- Increased capacity to power your organization. According to Points of Light, **Service Enterprises experience a 23 percent** increase in volunteers annually, representing **$63,000** in valued labor.

92% percent of Service Enterprises said their organization was better equipped to engage volunteers to meet their mission

80% percent of Service Enterprises report an increase in both volunteers and skills-based volunteers

According to research by Reimagining Service, every **$1** invested in effective volunteer engagement can lead to a **$3** to **$6** return on that investment.

"We couldn't be happier with getting certified as a Service Enterprise. Over the last year, our leadership and staff has learned...that our return on volunteer investment was of $4 for every $1!"

- Jennifer Fotherby, Executive Director, Connolly Ranch

"I always thought we were pretty savvy about volunteerism, but through the training and process of certifying for Service Enterprise, I see we had so much farther to go. There are so many opportunities to invite skilled professionals in to help achieve our mission throughout every facet of our work. This is a game-changer for us and ultimately other organizations in our service area!"

- Abby Laine Sienkiewicz, Executive Director, Center for Nonprofit Excellence

Research by Deloitte LLP, TCC Group, Points of Light, Algorhythm and the RGK Center for Philanthropy shows that the following are characteristics of Service Enterprises:

PLANNING & DEVELOPMENT
Develop a strategy and infrastructure for mission-driven volunteer engagement.

PARTNERING TO EXTEND REACH
Cultivate a mutually beneficial relationship with the community to increase engagement and reach.

LEADERSHIP SUPPORT
Demonstrate executive commitment to volunteer engagement.

TECHNOLOGY & COMMUNICATIONS
Implement supportive technology, invite dialogue with volunteers, and articulate volunteer contributions and impact.

RESOURCE ALLOCATION
Allocate sufficient resources (time, money, people, tools) to volunteer engagement.

Service Enterprise
POINTS OF LIGHT

ONBOARDING & SUPERIVISION
Match volunteers to appropriate positions, clarify their roles and orient and support them throughout their service tenure.

TRACKING & EVALUATION
Track the outputs and outcomes of volunteer contributions and monitor the quality of the volunteer experience.

EFFECTIVE TRAINING
Train volunteers and staff on their respective roles and equip them to work with each other.

FUNDING
Raise funds to support volunteer engagement.

OUTREACH
Conduct outreach and volunteer recruitment to sustain ongoing volunteer engagement.

Join a community of more than 600 Service Enterprises across the country!

To learn how you can access Service Enterprise in your community, contact: [local Hub contact info or web address].

Learn more at KANSERVE.ORG and www.pointsoflight.org/service-enterprise-initiative