

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.
- 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.

"In the last fiscal year, our programs engaged over 3,200 volunteers that donated over 71,000 hours of service equivalent to \$1,775,342 of labor time beyond what is currently available in our agency budget." - Catholic Charities CYO

"Many volunteers met and learned about the experiences of other volunteers, that they would not normally see during their volunteering, widening their understanding our our organization and our services." - Collabria Care

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:



Join a community of more than **350** Service Enterprises across the country!

To learn how you can access Service Enterprise in your community, contact: Yukari at yshichishima@cvnl.org or **415.448.0304**

To learn more visit cvnl.org/volunteerism/sei-service-enterprise-initiative