



THE SERVICE ENTERPRISE INITIATIVE*

"...provided a **structure of accountability** to make changes."

"...is **flexible** for a variety of settings."

"...was valuable to have **involved staff** throughout the organization."

"...validates the **work** we are doing."

"...is worth the **time and the investment**."

"...gives us **encouragement** to keep strengthening our program."

"...had a useful focus on **organizational development and change management**."

"...helped us to realize the importance of taking a **strategic planning approach** to volunteer engagement."

BENEFITS OF PARTICIPATION

Volunteer Roles

- Increased awareness of volunteers
- Clarified volunteer roles
- Created new roles for volunteers including leadership roles
- Improved vision of volunteer involvement
- Better integrated volunteer engagement into the organization
- Elevated role of volunteer managers

Resources

- Better understanding and allocation of resources needed for the volunteer program
- Increased resources to support volunteers
- More training for volunteers
- Increased volunteer program capacity
- Enhanced experience for volunteers

Process

- Improved systems
- Systematized processes and generated agreement on processes
- Excitement and pride in program with defined goals and direction
- Better use of volunteer talent
- Volunteers feel more connected to the organization

ORGANIZATIONAL CHANGE

Contributed to the overall health of the organization.

More mission-driven engagement of the volunteers.

Public acknowledgement and stamp of approval.

External relations benefits and value to funders.

More interest in working with volunteers.

Validated the importance of the volunteer department.

Greater buy-in for volunteer involvement from top management on down.



*Based on data collected from 14 organizations certified as service enterprises



For further information contact either: