



COURAGE
CENTER

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Courage Center

Mission: Courage Center empowers people with disabilities to realize their full potential in every aspect of life

Vision: We are guided by the vision that one day, all people will live, work, learn and play in a community based on abilities, not disabilities



Aligning Volunteers with the Organization's mission and vision

"The Strategic Conversation"

- What would NOT happen, or need to be scaled back if we didn't have volunteers

- What COULD happen, or be expanded , if we had more volunteers?



Align Organizational Strategies Related to Volunteers with the “Changing “ Times

Strategic Planning Questions and Conversations

- **Internal:**

- Strengths?
- Weaknesses?

- **External:**

- Opportunities?
- Threats?



Tips:

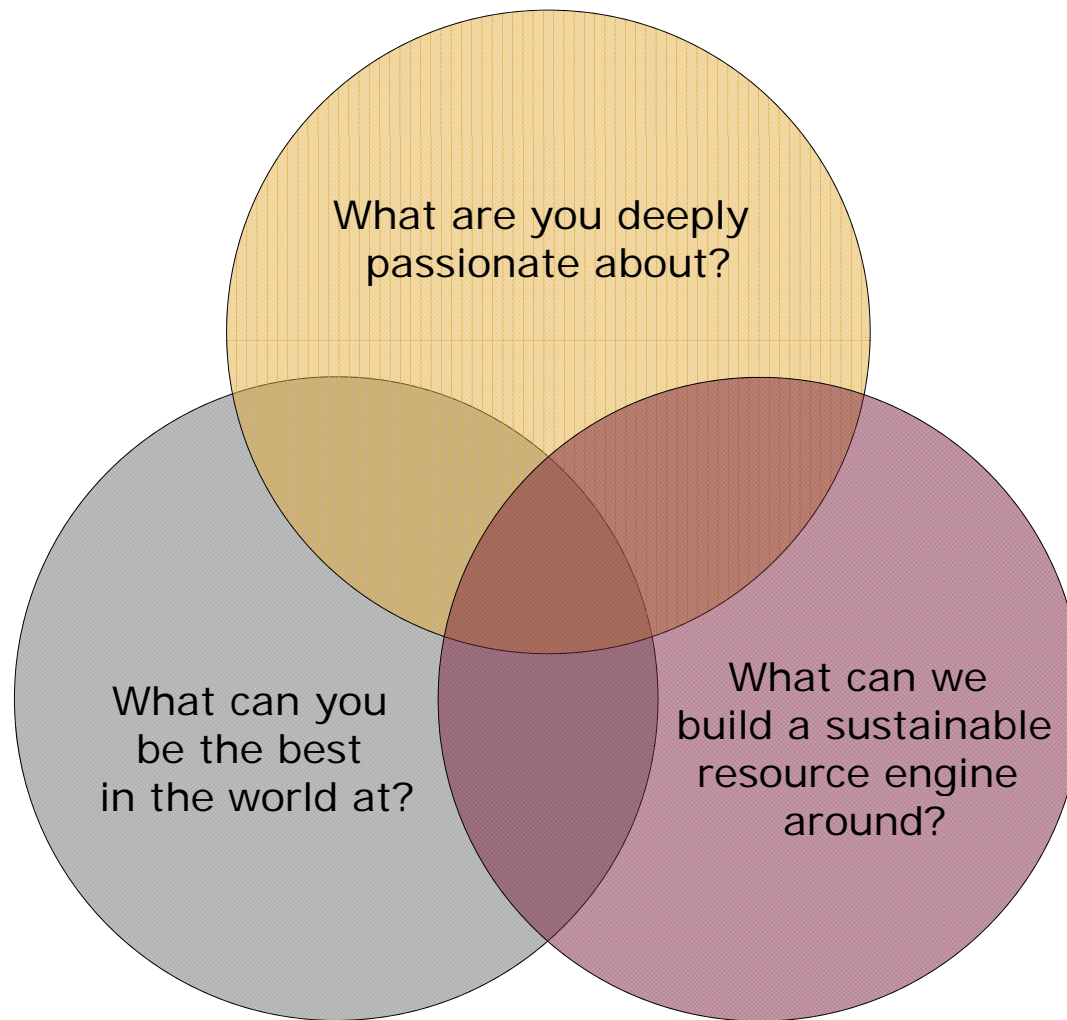
- **Involve ALL Stakeholders**
- **Educate Management using facts and metrics to talk about the Volunteer “value proposition”**
- **Look for natural synergies in the organization**



The Value Proposition: “Good to Great!”

- The Hedgehog: A simple, crystalline concept that flows from deep understanding about the intersection of three circles





Human Resources/ Volunteer Services Hedgehog Concept

