Ready to take your organization to the next level?

Join an elite group of 50 Minnesota organizations and become a Service Enterprise! Greater Minnesota organizations are encouraged to join the pilot Virtual Cohort starting in Nov. 2019!

What are the benefits of Service Enterprise?

- Allows organizations to communicate to funders, volunteers and community in a concrete way.
- Build upon successful volunteer engagement strategies to effectively leverage volunteer resources.
- Research based organizational assessment.
- Team based training with other participating organizations.
- Individualized coaching/consulting and the option to become certified as a Nationally Certified Service Enterprise.

80% of Service Enterprise organizations report an increase in both volunteers and skills-based volunteers.

How will the Virtual Cohort differ from the "cutting edge" Service Enterprise training?
It will not differ greatly. Training will be offered in a webinar format. The webinar will be interactive, so that a network of organizations participating will be built. The sessions will be manageable 2 hour segments that your team can attend together (access to high speed internet is needed). A total of 12 hours of webinar time is scheduled with an additional four hours managed by your team for group work. Your team will be assigned a coach who will check in regularly during the weeks of training and will offer consultation services as you work toward certification.

What do Minnesota organizations say about Service Enterprise?

- Service Enterprise increases awareness of the need to proactively and thoughtfully engage volunteers throughout the organization, especially skilled volunteers.
- Service Enterprise helps organizations refine infrastructure and address resource gaps to create a more viable, efficient and effective volunteer program.
- Service Enterprise legitimizes the use of best practices by advanced practitioners, helping to make the case for further investment in volunteer programming.

"Service Enterprise is a game changer. It provides an opportunity to bring team members together to have deep dive conversations. Participants in the Service Enterprise process identify the tools and framework necessary to create a flexible model of volunteer management, which is critical to meeting the unique needs of each department. The Service Enterprise approach provides a sense of urgency for change. It builds ownership of the volunteer program across the entire organization, with common goals to move forward and shared responsibility for success."   *~Guiding Coalition Member, City of Roseville*

CASE STUDY: College of St. Benedict, *What Happens When Volunteers Are No Longer a "Nice to Have" Resource, But Instead a Strategic Investment?*,
www.academicimpressions.com/university-volunteer-management/

Is my organization ready for Service Enterprise?
To gain the most benefit from Service Enterprise an organization should have the following in place:
- Volunteer engagement best practices are in place.
- Staff understand best practices on volunteer management.
- Staff and leadership are committed to move to a higher level of volunteer engagement.
- Three to seven staff can commit to attending all of the Service Enterprise training.

Who will need to be involved?
- A main site lead and manage communications.
- Executive Director, or other leader (for larger organizations) to complete the Service Enterprise Diagnostic (SED) and attend a portion of the training sessions.
- Three to twenty-five staff to complete the SED, and three to seven to attend all training sessions.

What is the timeline?
Orientation webinar, Service Enterprise Diagnostic (SED) completion, and review of SED results meeting takes place Nov. 2019 through Jan. 2020.   Training sessions– each session takes place from 10:00am – 12:00noon.

Session 1: Tues., Nov. 5, 2019
Session 2: Tues., Nov. 19, 2019
Session 3: Tues., Dec. 3, 2019

Session 4: Tues., Dec. 17, 2019
Session 5: Tues., Jan. 7, 2020
Session 6: Tues., Jan. 21, 2020

Coaching/consulting during three months following training, Jan. 2020 – April 2020. Organizations working on certification have up to 12 months to complete the process.

What is the cost?
Thanks to grant funding, the Service Enterprise package valued at $6,000 is available for sliding scale fee of:

$1,000 – annual budget of less than 1 million
$1,250 – annual budget of 1-3 million
$1,500 – annual budget of over 3 million

NOTE: This initiative is available only to organizations that do not currently have Corporation for National and Community Services (CNCS) resources for volunteer capacity building. (For example, a VISTA or other national service member working on volunteer capacity building and reporting volunteer statistics to CNCS).

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

How to apply?
Apply online at https://survey.co1.qualtrics.com/jfe/form/SV_8iHjn9MwNxVZp5P
Applications are due **Friday, October 11, 2019.**

Contact: Polly Roach, MAVA proach@mavanetwork.org
        Katie Walsh, HOTC katie@handsontwincities.org
HOTC website: http://handsontwincities.org/nonprofits/service-enterprise-initiative/
MAVA website: http://www.mavanetwork.org/serviceenterprise

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