



POINTS OF LIGHT
SERVICE ENTERPRISE

Ready to take your organization to the next level?

Join an elite group of 45+ Minnesota organizations and become a Service Enterprise! Join the next Virtual Service Enterprise Cohort starting in December 2020!

What are the benefits of Service Enterprise?

- Builds on successful volunteer engagement strategies to more effectively leverage volunteer resources.
- Allows organizations to communicate its value to funders, volunteers and community stakeholders in a concrete way.
- Participation in a research-based organizational assessment.
- Team-based training with four to eight other organizations.
- Individualized coaching/consulting and the option to become nationally certified by Points of Light as a Service Enterprise.



How will the Virtual Cohort differ from in-person Service Enterprise services and training?

All services will be offered virtually, from assessment and training to coaching and consultation. Meetings and training sessions take place online through Zoom, maximizing your team's ability to participate, and minimizing time away from other responsibilities. Live training sessions are provided in an interactive, team-based format, building a networked cohort of participating organizations. Training sessions take place in manageable two hour segments your team attends together (access to high speed internet is needed). A total of 14 hours of online training is scheduled, with an additional four or more hours of offline work managed by your team to continue developing organizational goals. Your team will be assigned a Service Enterprise coach who checks in regularly during the training component and offers customized consultation services as you work toward certification following the training sessions.

What do Minnesota organizations say about Service Enterprise?

- Service Enterprise increases awareness of the need to proactively and strategically 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?

Organizations that gain the most benefit from the Service Enterprise process are those in which:

- Best practices of volunteer engagement are in place.
- 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 sessions.

Who will need to be involved?

- A key staff member who will serve as the site leader and manage communications.
- Executive Director, or other leadership team members (for larger organizations), to complete the Service Enterprise Diagnostic (SED) and attend a portion of the training sessions.
- Three to 25 staff to complete the SED, and three to ten to attend the training sessions.

What is the timeline?

The orientation webinar, completion of the Service Enterprise Diagnostic (SED), and team meeting to review the SED results take place December 2020 through January 2021. Training sessions will be held on Thursdays from 10:00 am – noon January through April, 2021:

- January 21st, 2021
- February 4th, 2021
- February 18th, 2021
- March 4th, 2021
- March 18th, 2021
- April 1st, 2021
- April 15th, 2021

Coaching/consulting occurs following training sessions, from May to July 2021. 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:

- \$1000 – annual budget under \$1 million
- \$1250 – annual budget \$1-3 million
- \$1500 – annual budget over \$3 million

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



How to apply?

Look for the application link on the MAVA website or apply online at:

<https://pointsoflight.submittable.com/submit/d8b48529-c05f-44bc-a94e-ddcb207f4519/service-enterprise-organization-application-for-participation>

Applications are due **November 30, 2020**

Want more information?

Contact Polly Roach - proach@mavanetwork.org

Check out the MAVA website: <http://www.mavanetwork.org/serviceenterprise>

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