

### What is a Service Enterprise?

A Service Enterprise is an organization that uses volunteers and their skills at all levels of the organization to help achieve their mission. By leveraging the skills of volunteers, nonprofits can increase their ability to provide services and programs. Nationally, 500 organizations have achieved certification in 21 states. Colorado has certified 11, soon to be 12 organizations as of 2021.

### What are the benefits of becoming a certified Service Enterprise?

- The process assists organizations in identifying key steps to build volunteer engagement and fully utilize the skills of volunteers
- Service Enterprise certification communicates value to funders, volunteers, and the community by highlighting the organization's success through volunteers
- According to research, Service Enterprises are more adaptable, sustainable, and better able to scale. They are also better led and managed.

### What changes have organizations that have participated in Service Enterprise Initiative noticed?

- On average, organizations saw a 23% increase in the number of volunteers annually
- 80% of organizations increased both volunteers and skills-based volunteers annually
- 60% of organizations increased the number of volunteer hours
- 91% of organizations reported they are more effectively engaging skills-based volunteers, resulting in improved internal operational and financial systems that enhance the organization's sustainability
- Service Enterprise increases awareness of the need to proactively and thoughtfully integrate volunteers throughout the organization, especially skilled volunteers
- Service Enterprise legitimizes the use of best practices, helping to make the case for further investment in volunteer programming

### What is the timeline for the next Service Enterprise cohort?

Contact Amanda McKee for the Readiness Survey, and application [amckee@sparkthechangecolorado.org](mailto:amckee@sparkthechangecolorado.org)

Complete an application

- Orientation: 2 hours
- Complete Service Enterprise Diagnostic (SED). This will take approximately 30 minutes per participant.
- Pre-Training meeting. This is a 1-2 hour meeting with your **team leads** to interpret the SED results
- Training Sessions:
  - Technology Check: 30 minutes
  - Session A- *Laying the Foundation*: 2 hours
  - Session B- *Establishing the Vision*: 2 hours
  - Session C- *Shifting the Paradigm*: 2 hours
  - Session D- *Evaluating Impact*: 2 hours
  - Session E- *Putting Theory into Practice*: 2 hours
  - Session F- *Developing New Opportunities*: 2 hours
  - Session G- *Accelerating Change*: 2 hours
- After the training sessions, there is an implementation period (typically 12 months) before the organization applies for certification. During this period, the organization begins implementing strategies in their action plan and will receive 5 hours of coaching from Spark the Change Colorado

### What is the cost?

The Service Enterprise Initiative is valued at \$3,800. The cost of this program is \$3,800. Through the Volunteer Generation Fund, we are able to offer \$1,800 scholarships. Payment plans are also available.

## Who will need to be involved?

- The organization must have the support of the ED who is also willing to take the SED.
- One lead contact for your organization who will serve as the SED Administrator and manage communication with the team from your organization
- A minimum of 3-5 staff who will take the SED. Participants are staff members or volunteers who know the organization well, understand how the organization currently manages volunteers, and be able to commit 30 minutes to take the SED
- A minimum of 3, up to 10 or 12 members from your organization who can attend all four training sessions
- Team members include the volunteer management team, members from the leadership team including the CEO, and any other staff that would be most helpful in implementing this strategy throughout the organization, including staff from development, programming, board members and volunteers.

## What is the time commitment?

In an 18-month time frame, Service Enterprise takes about:

Orientation – 2 hours

SED – 30 min per staff person

Pre-training meeting – 1-2 hours for team leads

Training – 14.5 hours

Coaching – up to 5 hours

Implementation Period leading to Certification – On Average – 2 hours a week (depending on size of team and projects needed)

## What is the Service Enterprise Diagnostic

The Service Enterprise Diagnostic is a research-based assessment tool used to determine an organization's readiness for certification. The SED assesses the following Service Enterprise Characteristics of each organization:

- Planning and Development
- Leadership Support
- Resource Allocation
- Funding
- Tracking & Evaluation
- Onboarding & Supervision
- Technology & Communications
- Outreach
- Effective Training
- Partnering to Extend Reach

## Is my organization ready for Service Enterprise?

To gain the most from Service Enterprise, an organization should:

- Be ready to assess current practices and be eager to develop advanced volunteer engagement practices
- Commit 3-5 staff members to complete the Service Enterprise Diagnostic (SED)
- Commit 3-12 staff members to attend all four Service Enterprise trainings (see timeline above)
- Have support from leadership to participate in Service Enterprise which includes the SED, trainings, completing an action plan that tracks the progress and changes the organization makes, and participate in an online survey to share your progress and challenges on volunteer engagement as well as provide feedback on your experience in becoming a Service Enterprise
- Understand that the Service Enterprise process *isn't a volunteer engagement or recruitment training*, but a change process that requires time and effort in order to implement strategies

Research conducted by the TCC Group and Deloitte found nonprofits that operate as Service Enterprises outperform peer organizations on all measures of organizational capacity, allowing them to more effectively fulfill their mission while potentially operating at half the annual budget.