WHAT IS SERVICE ENTERPRISE?

REIMAGINING Services defines it as a nonprofit that fundamentally **leverages volunteers** and their skills to successfully deliver on the social mission of the organization.

WHY IS SERVICE ENTERPRISE CERTIFICATION NECESSARY?

By achieving this standard, nonprofits will be in a position to highlight their volunteer readiness to potential volunteers, funders, businesses and community partners while realizing **greater investment of volunteer talent**, higher programmatic **impact** and greater operational **efficiencies**.

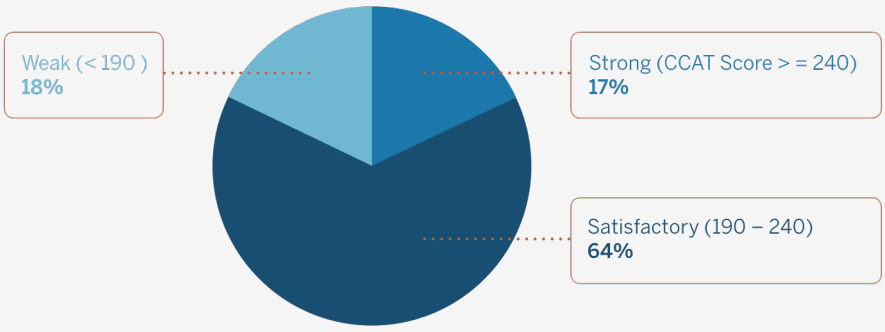
WHAT IS THE CALIFORNIAVOLUNTEERS SERVICE ENTERPRISE INITIATIVE (CVSEI)?

Through a grant from CaliforniaVolunteers, CVSEI is a program that will enable nonprofits to increase the delivery of mission-based services, expand community outreach and achieve core mission objectives by enabling high-performing organizations that fundamentally engage volunteers to achieve their strategic plan and shape their organizational structure. It goes beyond basic volunteer management offering hands-on and collaborative curriculum that will lead to real, systemic realignment of volunteer engagement in order to more effectively address community needs. The program provides **transformative training and support** that culminates in the achievement of a Service Enterprise certification.

THE NEED FOR SERVICE ENTERPRISE IN LOS ANGELES

- Approximately 33% of all volunteers will not volunteer their time in the following year. This is primarily due to inefficient management of the volunteer workforce.
- A TCC Group study on L.A. nonprofits showed that "the majority of organizations in the study were not strong in crucial organizational capacities that predicted sustainability. The study suggests that nonprofits in Los Angeles County can improve their "organizational effectiveness" and "their sustainability" by engaging in capacity-building services.

% of Nonprofits by CCAT Volunteer Management Score Category



Does not total to 100% due to rounding.

Note: The volunteer management measure/scale in the CCAT measures specific volunteer management behaviors. It looks at how well an organization does with respect to recruiting, retaining, providing role clarity and direction, developing, valuing, and rewarding volunteers. A score of 240 means that all organizational leaders taking the CCAT, in aggregate, agree that all of their organization's volunteer management practices and behaviors are effective.

Based on research conducted by the TCC Group and David Eisner, Robert T. Grimm, Jr., Shannon Maynard and Susannah Washburn

THE BENEFITS OF CVSEI FOR THE NON-PROFIT

DURING THE PROCESS

You will receive:

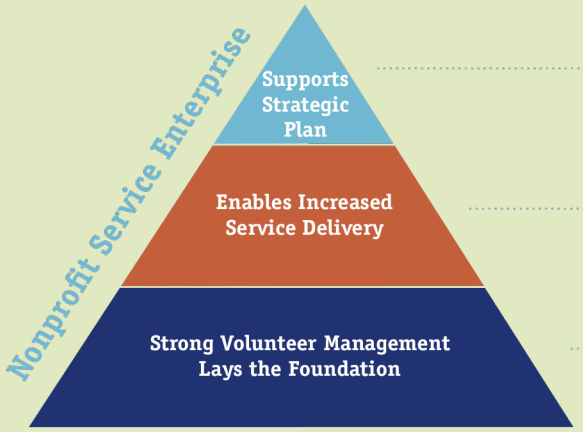
- **Organizational assessment** using standardized diagnostic tool
- **Training** – currently 16 hours delivered in four blocks over extended period of time
- **Consulting support**
- **Certification**

AFTER, AS A SERVICE ENTERPRISE

You will be able to:

- **Increase** your **capacity** to **engage** volunteers
- **Integrate** volunteers in a more **sustainable** way that advances your mission and programs
- Respond to volunteer inquiries more quickly
- Screen volunteers for skills and genuine interest
- **Define** and communicate roles and **expectations**
- Implement **standard training** for all volunteers
- **Match skills** and **interests** of the volunteer with the appropriate opportunities
- Implement effective tracking to **measure value**
- Develop **strong relationships** with partners
- Create the **value** of the volunteer-ensuring they play an **integral role** in the organization that impacts the whole volunteer process
- Better **serve** the community

Based on research conducted by Deloitte



- Volunteers enable these organizations to accomplish their mission and strategic objectives
- Effective use of volunteers allows these nonprofits to provide significantly more services with fewer paid resources
- Strong volunteer management programs focused on recruiting, expectations setting, training, matching volunteers with opportunities, and retention and are critical to becoming an effective Service Enterprise

For questions and interest in the initiative, please contact Becca Bloom, Director of Programs at becca@laworks.com.
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