POINTS OF LIGHT
SERVICE ENTERPRISE

VOLUNTEER CENTER
of South Jersey

A Sustainable Nonprofit Capacity Building Investment

The most valuable resource an individual can give to a cause they care about is their time. If an individual volunteers and their time is not spent well, then they are less likely to volunteer again or give to that cause.

- 58% of the nonprofit workforce is made up of volunteers
- 4 out of 5 charitable organizations report that their mission is dependent upon volunteers
- 1 out of 3 volunteers will not return next year
- 92% of nonprofits report not having enough pro bono resources

Most capacity building funding targets operational needs - like technology improvements - that a nonprofit will struggle to sustain. Service Enterprise is a change-management approach that equips nonprofits to fully leverage the power of people. Service Enterprises incorporate the resources of their community's people power into every aspect of their business.

Certified Service Enterprises increase the return on volunteer investment to meet their missions and build a community of stakeholders that can provide sustained investment of time, talent and resources. Service Enterprises have access to more resources and direct resources where they're needed most; determining where best to use their financial resources and where best to use the valuable skills and time of their community members. If you want to improve every aspect of a nonprofit's capacity, invest in them becoming a certified Service Enterprise.

Service Enterprises experience a 23 percent increase in volunteers annually, representing **$63,000** in valued labor.

92% of Service Enterprises said their organization was better equipped to engage volunteers to meet their mission

80% of Service Enterprises report an increase in both volunteers and skills-based volunteers

Funder support helps expand our footprint of more than 500 Service Enterprises across the country. To learn how you can increase the capacity of nonprofits in your community through Service Enterprise, contact us at 856-415-9084 .

OVERVIEW OF THE PROGRAM

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Organizations typically spend 12-18 months in this professionally-supported change management process, participating in training and coaching while they adjust processes and procedures within their organization. Service Enterprise Certification is valid for three years, signalling to external stakeholders that these nonprofit organizations are significantly more adaptable, sustainable and resourced than their peers.

Research by Deloitte LLP, TCC Group, Points of Light, Algorhythm and the RGK Center for Philanthropy shows that the following are characteristics of a Service Enterprise:

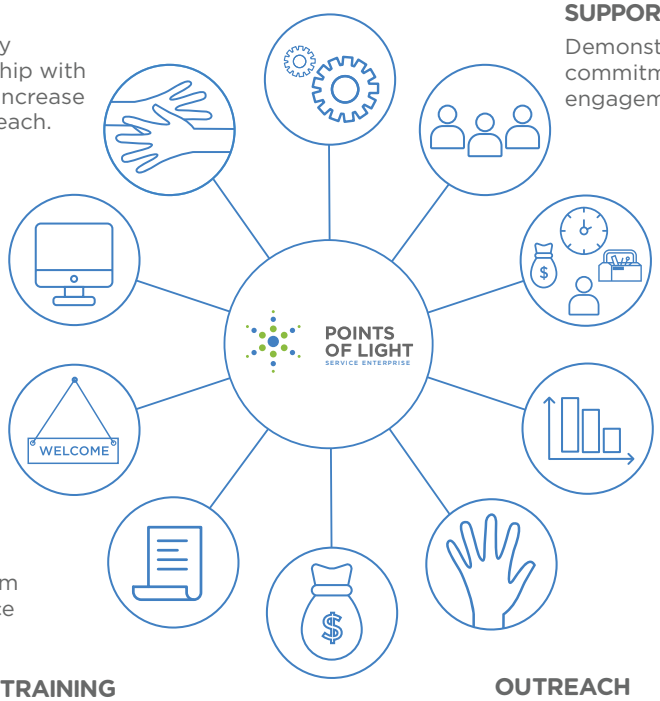
PLANNING & DEVELOPMENT
Develop a strategy and infrastructure for mission-driven volunteer engagement.

PARTNERING TO EXTEND REACH
Cultivate a mutually beneficial relationship with the community to increase engagement and reach.

LEADERSHIP SUPPORT
Demonstrate executive commitment to volunteer engagement.

TECHNOLOGY & COMMUNICATIONS
Implement supportive technology, invite dialogue with volunteers, and articulate volunteer contributions and impact.

RESOURCE ALLOCATION
Allocate sufficient resources (time, money, people, tools) to volunteer engagement.



ONBOARDING & SUPERIVISION
Match volunteers to appropriate positions, clarify their roles and orient and support them throughout their service tenure.

TRACKING & EVALUATION
Track the outputs and outcomes of volunteer contributions and monitor the quality of the volunteer experience.

EFFECTIVE TRAINING
Train volunteers and staff on their respective roles and equip them to work with each other.

FUNDING
Raise funds to support volunteer engagement.

OUTREACH
Conduct outreach and volunteer recruitment to sustain ongoing volunteer engagement.

"Through the Service Enterprise certification process, Change for Kids learned the art and science of volunteerism. We now have the practices, systems, and staff in place to effectively meet the demand of hundreds of volunteers who wish to serve thousands of public elementary school students in our city."

Katrina S. Huffman, Executive Director, Change for Kids

"When I think of the Service Enterprise Initiative I think of two words: investment and focus... Service Enterprise asked the right questions and we have experienced significant impact in moving our organization forward."

Matthew Grundy, CEO of Habitat for Humanity in Fresno

Service Enterprise is an opportunity to support nonprofits with similar social missions, helping to expand the capacity, growth and impact of multiple organizations focused on a single issue or area of interest.

To learn how you can bring more Service Enterprises to your community,
contact Michele at mepifani@sjvolunteers.org or visit www.sjvolunteers.org/the-service-enterprise-initiative.