

Service Enterprise Roundtable

*MAVA Conference 2018
Volunteer Engagement
Leadership: Next Steps and
Beyond*

June, 2018



Introductions

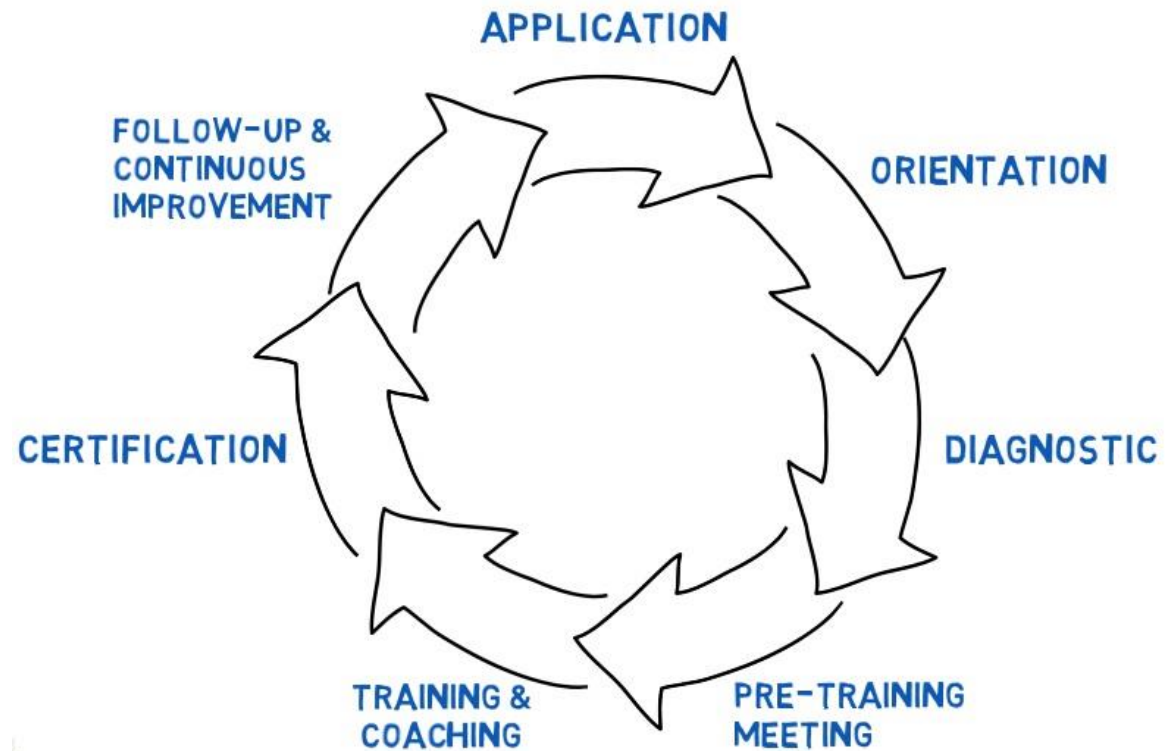
Share:

- Name, Title, Organization and Location
- Service Enterprise Status or Interest

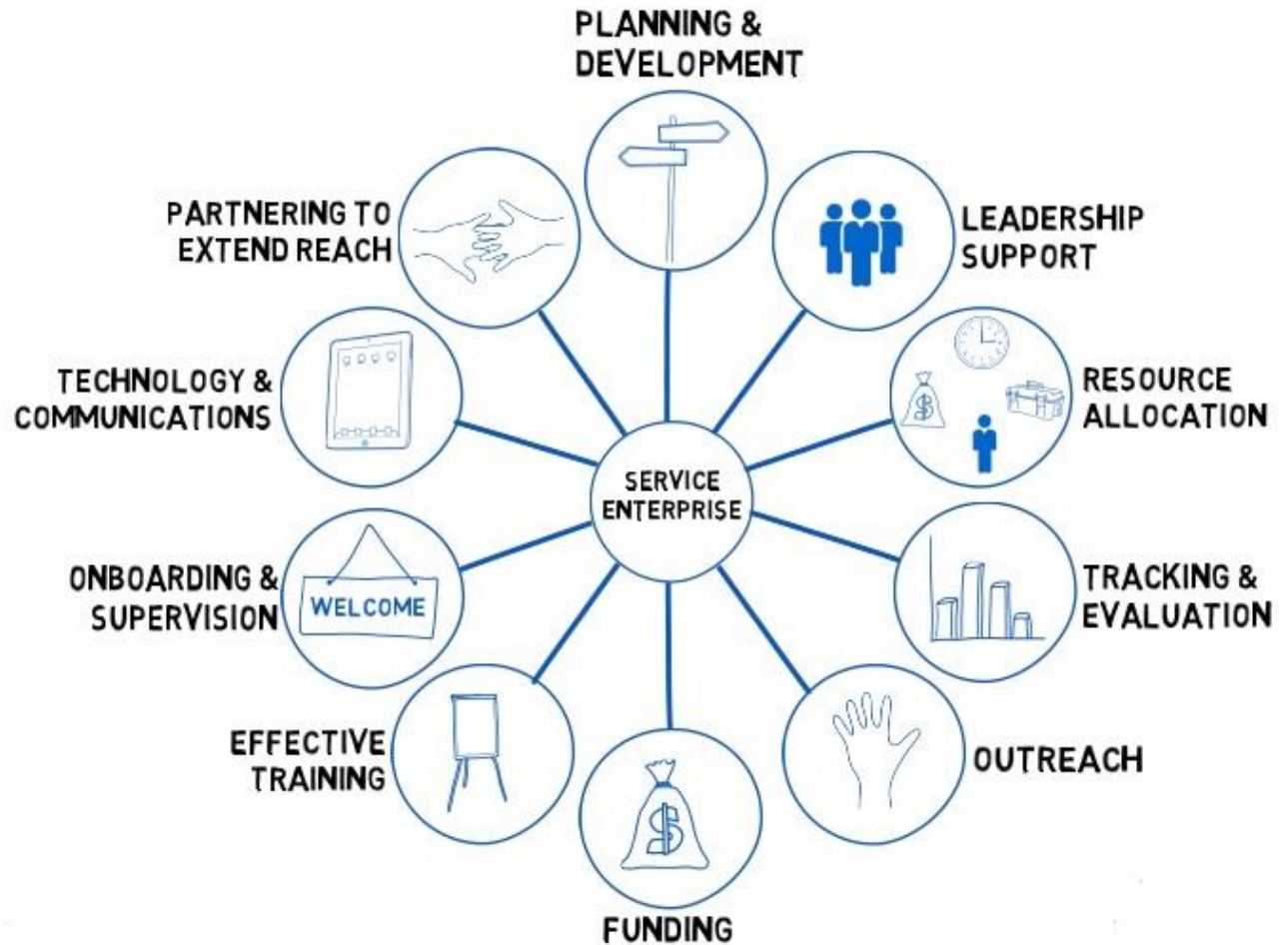


Service Enterprise Overview

The Program Model



Service Enterprise Overview



The Ten Characteristics

The Value to Volunteer Engagement Leaders

Making the Case for Sustained Investment and Involvement

“This work is absolutely mission focused. It lives above turf issues and is bigger than any one department, individual or process on campus...We keep learning. We learn from each other, from the industry of volunteer management, and from the results of our collective work.” - *“What Happens When Volunteers Are No Longer a ‘Nice to Have’ Resource, But Instead a Strategic Investment?”*- Valerie Jones, College of St. Benedict, Academic Impressions, May 2018

“This process is so effective by giving us a tool for measurement, showing that we are making improvements and it gives us a chance to engage staff and leadership. It allows us to reflect on the work that we are doing, as well as keep the program relevant to our mission. - Jean Nierenhausen, Minnesota Historical Society, 2018

“...helped us realize the importance of taking a strategic planning approach to volunteer engagement.” - Service Enterprise Initiative Outcomes Report, MAVA & HOTC, 2016

2018 Impact Statement

SERVICE ENTERPRISE INITIATIVE

Seriously effective volunteer engagement

over **80%** of **ServiceEnterprises** report they had an increase in both volunteers and **skills-based volunteers**

& over **60%** increase in **volunteer hours**



Service Enterprise
POINTS
OF LIGHT



An Average SE Certified Organization Received:

- A **23%** increase in volunteers annually
- **\$63K** in valued labor from the additional volunteer hours

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



Minnesota's Certified Organizations

MN's 46 Certified Organizations:

CAER Food Shelf

Camp Victory

Catholic Charities – St. Cloud

CentraCare Health System

Channel One Regional Food Bank

City of Roseville

College of St. Benedict

Community Action Partnership of Ramsey
& Washington Counties

CornerHouse

CROSS Services

DARTS

Family Pathways

Gilda's Club – Twin Cities

HandsOn Twin Cities

Hastings Family Service

Jeremiah Program

Jewish Family & Children's Service of
Minnesota

Interfaith Outreach & Community Partners*

Little Brothers Friends of the Elderly

Lutheran Social Services of Minnesota

Lyngblomsten

Make-A-Wish Minnesota

Maple Grove Hospital *

MAVA

Minnesota Children's Museum *

Minnesota Historical Society *

NAMI Southeast Minnesota

National Marrow Donor Program: Be the
Match

Neighborhood House

Neighbors, Inc. *

Olmsted Medical Center

Our Saviour's Community Services

Park Nicollet Health Services

Prepare + Prosper

RESOURCE, Inc.

Rochester Public Library

Ronald McDonald House Charities, Upper
Midwest

Ruff Start Rescue

Second Harvest Heartland

Senior Community Services

St. Cloud Area School District 742

United Way of Central Minnesota

WACOSA

White Bear Area Emergency Food Shelf

Winona Volunteer Services

YMCA Twin Cities



Small Group Discussion

Discussion Questions:

- ☐ How do you promote or sell Service Enterprise in your organization?
- ☐ What could be source(s) of resistance to Service Enterprise?
- ☐ How can you overcome any objections to participation?

Report out:

What strategies would be helpful to overcome resistance and sell the Service Enterprise process?

Small Group Discussion

Small Group Discussion

Discussion Questions:

- ☐ For current Service Enterprise organizations:
 - Common challenges
 - Helpful resources
- ☐ For those interested in becoming a Service Enterprise:
 - Next steps in the process
 - How to move forward

Report out:

Any insights? Ahas?

For the SE organization staff,
“If I had to start the process over,
I would...”

Small Group Discussion

**Thank You for
Strengthening
Your Communities!**

Questions?

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