

# SERVICE ENTERPRISE DOMAINS & CHARACTERISTICS

**IMPACT & OUTCOMES** are how your organization utilizes the tools available to create and sustain relationships, tell your story, listen to contributors, and measure success against the mission and organizational objectives.

**TRACKING & EVALUATION** assesses the degree to which an organization monitors progress toward institutional goals and the performance of volunteers, staff, and partners in reaching these objectives.

**GROWTH & CHANGE** create vibrant, exciting organizations that seek to improve services, cultivate leaders, continuously source new ways of thinking, and create new platforms for action and problem-solving. Staying on the cutting edge of industry practices motivates paid or unpaid personnel.

**COMMUNICATION** takes many forms and operates through a wide and diverse array of channels (both formal and informal), leveraging print, social media, and other media to inform external and internal groups.

**COLLABORATION** is being part of your community, which is vital to the nonprofit and public sectors. Collaborative undertakings with organizations, constituents, and volunteers build relationships and sharpen service organizations' focus.

**SUPERVISION & SUPPORT** ensure that volunteers and community partners consistently receive oversight and support, are given the opportunity to succeed, and feel valued and appreciated.

**TRAINING**, education, skill development, organizational parameters, and knowledge of boundaries are critical to ensure volunteers and staff are equipped to perform their work and work together effectively.

**ESTABLISHING THE FOUNDATION** creates and sustains the appropriate groundwork and necessary organizational foundations to ensure the successful engagement of volunteers and community resources.

**FUNDING & RESOURCE ALLOCATION**, the provision of the financial, human, space, and material tools necessary for the engagement of volunteers, as well as the willingness to seek additional support as needed.

**TECHNOLOGY** is the broad-based utilization of technology to facilitate all aspects of volunteer engagement (record-keeping, service options, and communication).

**LEADERSHIP INVOLVEMENT** is when the executive and board leaders demonstrate through actions a commitment to community involvement and engaging volunteers as a key strategy to achieve the organization's mission.

**PLANNING** for thoughtful, comprehensive preparations for volunteer and community engagement based on established principles and practices of effective management.

**RECRUITMENT & CULTIVATION** engages individuals and groups to serve in an ongoing cultivation process. Recruitment should be targeted to ensure a diverse mix of community members with skills, interests, and abilities to further your mission.

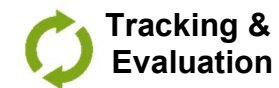
**ONBOARDING** with a smooth pathway to service through careful screening, preparation, and guidance that includes community members and staff involvement.



**BEST PRACTICES IN VOLUNTEER ENGAGEMENT** ensure the effective engagement of volunteers and community partners.

## SERVICE ENTERPRISE CHARACTERISTIC INSPIRATION

Network and connect with others who can share their assets; you will offer to share yours.  
Note who to connect with and what you're sharing so you can follow up next week.



Take advantage of Service Enterprise's Diagnostic & Debrief Service or the full Service Enterprise Program. Either way, you will get a diagnostic report that shares the Service Enterprise standards within each characteristic with suggestions and recommendations for improvement based on your organization's responses.

Join ALIVE (Association of Leaders in Volunteer Engagement) at [volunteeralive.org/membership](http://volunteeralive.org/membership) to gain access to various resources and professional networking to help increase your organization's competency in these characteristics.

## TRANSFORM YOUR ORGANIZATION WITH STRATEGIC VOLUNTEER ENGAGEMENT

### OVERVIEW

Today, you will quickly self-assess your organization's volunteer engagement practices and connect with peers to help you jump-start strategic volunteer engagement. In this collaborative learning session, you will be introduced to the Service Enterprise Characteristics and rate your organization's current practices. Then, in an asset-based networking session, you will seek out individuals willing to share examples, policies, etc., which will help you strengthen your organization's ability in your weak areas and share your strengths.

### GOALS

At the end of this session, you will:

- Recognize strategic volunteer engagement organizational characteristics
- Connect and share resources to better engage community members as volunteers
- Know how to leverage a research-back self-assessment to improve your organization's strategic volunteer engagement

### ALIVE'S SERVICE ENTERPRISE PROGRAM & DIAGNOSTIC

Service Enterprise uses the Index of Volunteer Engagement (IVE) as our diagnostic tool to provide a baseline of your current resource stewardship through active community engagement.

- Focuses on the associated **key drivers and backed by extensive research** conducted at UT Austin by the RGK Center for Philanthropy and Community Engagement's Institute for Organizational Excellence
- Measures the **degree to which an organization strategically engages volunteer time and skills** for mission delivery
- Identifies and **strengthens areas of opportunity** for volunteer culture and capacity building
- Serves as a **learning tool and implementation program** to expand and deepen engagement with the community
- Provides a **custom report** with a thumb-nail sketch of the organization and prioritized suggestions for improvement
- Includes **cohort-based class** with supplemental **training and coaching** to support **strategic volunteer engagement change management** at your organization



### PROGRAM AVAILABLE NATIONALLY

Express interest & connect with a Service Enterprise Training & Implementation Partner.

**Scholarships & grants are often available to offset the cost.**

*"Volunteers may not be the silver bullet to organizational effectiveness, but without a sound strategy to engage the community, you are significantly less likely to achieve your mission and advance your vision."*

RGK Center for Philanthropy & Community Service at UT Austin

### LEARN MORE

By visiting [volunteeralive.org/serviceenterprise](http://volunteeralive.org/serviceenterprise) or

Contact ALIVE's National Service Enterprise Administrator.

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