

How to use the *National Volunteer Strategy* A Quick Guide for Companies

Reimagining Service 2035 is a long-term collective national effort to strengthen social connection and civil society through volunteering over the next decade, and the **National Volunteer Strategy** is the shared roadmap to guide that work. Here's how to start sharing it, using it, and joining in efforts to bolster volunteering across the country.

Getting Started

Whether you're building on current efforts or starting something new, there's a role for you to play in Reimagining Service 2035. Start by reviewing the **National Volunteer Strategy's** 12 Goals and Emerging Opportunities and considering:

- Which goals and opportunities already align with your current work?
- Which goals and opportunities reflect work you want to grow or deepen?
- Which goals and opportunities would you want to invest in to strengthen volunteering?

Example: The National Volunteer Strategy in action



Company ABC wants to strengthen their employee volunteering and social responsibility efforts. They identify **Investment**, **Workplace**, and **Partnership** as their three **priority Goals** from the Strategy:



As they review the **Emerging Opportunities** under each of these Goals, they consider:

- Which opportunities already align with their current work?
- Which opportunities reflect work they want to grow or deepen?
- Which opportunities do they want to invest in to help strengthen volunteering?



The National Volunteer Strategy in action, cont.

They map which **Emerging Opportunities** line up with their current efforts and future priorities, and launch into action:

Opportunities that align with current work:

Strategy Goal: *Partnership: Center Communities in How Solutions Are Built*

Strategy Opportunity: *Promote Adoption of Community-Centered Volunteer Engagement Practices*

Company ABC has built their employee volunteer program around community-centered practices, ensuring nonprofits and community leaders in their markets are included as partners in co-creating employee volunteer initiatives.

Action: They submit the story of their efforts on the Reimagining Service website, contributing to a national story bank of case studies, collective learning, and examples of the Strategy goals in action.

Opportunities to grow or deepen:

Strategy Goal: *Workplace: Align Workplace Volunteering with Community Needs*

Strategy Opportunity: *Expand Volunteer Access for Harder-to-Reach Employees*

Company ABC has taken some steps to support their deskless and remote workers in accessing employee volunteer program activities, but they want to expand opportunities for these employees.

Action: They join the **Points of Light Corporate Service Council** to help shape resources for supporting participation for hard-to-reach employees and join the Reimagining Service interest list to stay informed about other Strategy opportunities.

Opportunities to invest in:

Strategy Goal: *Investment: Fund What It Takes for Volunteering to Succeed*

Strategy Opportunity: *Launch a Volunteer Infrastructure and Innovation Fund*

Company ABC wants to deepen its philanthropic commitments by investing in the capacity of nonprofits in their markets to effectively engage volunteers.

Action: They connect to the Reimagining Service team to brainstorm partnership opportunities and contribute to the Volunteer Infrastructure and Innovation Fund to provide grants to nonprofits.

*The National Volunteer Strategy will adapt and evolve as organizations and leaders across sectors put it into action, share what they're learning, and shape what comes next. As implementation efforts progress, we'll share updates on how actions aligned with the Strategy can contribute to collective learning, measurement, and progress tracking. Use these examples to spark ideas – then join our **interest list**, connect with us to **explore partnerships**, and visit the **Reimagining Service website** for new tools, updates, and more ways to get involved.*