

# How to use the *National Volunteer Strategy* A Quick Guide for **Institutional Funders**

**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



The Impact Foundation wants to support both its grantees and the field in improving critical volunteering infrastructure. They identify **Investment**, **Evaluation**, and **Local** 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:** *Investment: Fund What It Takes for Volunteering to Succeed*

**Strategy Opportunity:** *Recognize Volunteer Engagement in Funding Decisions*

For the past few years, the Impact Foundation has encouraged grant applicants to include how volunteers contribute to program delivery and long-term impacts in their applications.

**Action:** They share their story through 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:** *Local: Invest in Place-Based and Rural Volunteering*

**Strategy Opportunity:** *Map Volunteer Infrastructure Assets and Gaps Across Regions*

The Impact Foundation already invests in several communities across its region, but it wants to partner with local leaders and organizations to build volunteer infrastructure where it is needed most.

**Action:** They join the Reimagining Service interest list to stay informed about emerging place-based volunteerism strategies, local action coalitions, and opportunities to learn from communities across the country.

### Opportunities to invest in:

**Strategy Goal:** *Evaluation: Measure and Show the Difference Volunteering Makes*

**Strategy Opportunity:** *Collaborate Through a Volunteerism Research Network and Hub*

The Impact Foundation wants to expand the volunteerism evidence base by supporting research that helps funders, nonprofits, and policymakers better understand how volunteering drives community outcomes.

**Action:** They connect to the Reimagining Service team to explore opportunities to partner to support volunteerism research and shared learning that can benefit the broader volunteer ecosystem.

*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.*