

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

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 National Impact Network wants to strengthen how volunteer engagement shows up in its operations and regional efforts. They identify **Capacity**, **Technology**, and **Policy** 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: *Policy: Advocate for Policy that Amplifies Volunteering*

Strategy Opportunity: *Collaborate on a Dynamic Policy Agenda for Volunteerism*

The National Impact Network has a great track record of successfully advocating for volunteerism-related policies in several states and wants to help others learn from those experiences.

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: *Capacity: Strengthen Organizations and Their People to Engage Volunteers Effectively*

Strategy Opportunity: *Reinforce Volunteer Engagement as a Strategic Function*

The National Impact Network values volunteer engagement as a core part of its mission and it wants to better integrate volunteer engagement leaders into organizational planning, strategy, and decision-making.

Action: They join the Reimagining Service interest list to access upcoming case studies, tools, and resources to help inform their plans to improve their internal cross-functional processes.

Opportunities to invest in:

Strategy Goal: *Technology: Advance Technology to Support Modern Volunteering*

Strategy Opportunity: *Convene a Working Group on Emerging Technology and AI*

The National Impact Network wants to explore how emerging technologies and AI can strengthen its volunteer engagement while ensuring these tools are used thoughtfully and ethically.

Action: They partner with the Reimagining Service team to develop a shared proposal for philanthropic support, testing and documenting approaches to responsible AI adoption that can benefit the broader volunteer engagement field.

*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.*