

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

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 Volunteer Center wants to contribute to broader national efforts by increasing volunteering in its region. They identify **Capacity**, **Culture**, and **Experience** 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: *Capacity: Strengthen Organizations and Their People to Engage Volunteers Effectively*

Strategy Opportunity: *Broaden Access to Volunteer Engagement Training*

The Volunteer Center already provides volunteer engagement training to hundreds of nonprofits, keeping opportunities affordable for small organizations through sponsored scholarships.

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: *Culture: Change How We Talk About and Value Volunteering*

Strategy Opportunity: *Elevate Recognition for Volunteer Service and Leadership*

The Volunteer Center wants to expand their existing volunteer recognition events to spotlight the broader ecosystem of leaders and organizations helping volunteering thrive, including civic leaders and city officials.

Action: They join the Reimagining Service interest list to get updates on opportunities to connect their local recognition efforts to other regions and the broader national movement.

Opportunities to invest in:

Strategy Goal: *Experience: Design Volunteering that Meets People Where They Are and Drives Impact*

Strategy Opportunity: *Connect Informal and Formal Volunteering Pathways*

The Volunteer Center wants to explore more ways to support residents who are volunteering informally and to build trust-based connections to nonprofit resources, flexible opportunities, and deeper engagement.

Action: They connect to the Reimagining Service team to identify other volunteer action centers who may be testing similar approaches to explore collaboration and learning opportunities.

*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.*