REIMAGINING SERVICE 2035
POWERED BY POINTS OF LIGHT

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

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 City wants to help residents engage more in meaningful service. They identify ***Local***, ***Culture***, and ***Investment*** 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: ***Local: Invest in Place-Based and Rural Volunteering***
Strategy Opportunity: ***Strengthen Volunteer Infrastructure Organizations as Essential Civic Hubs***
The City considers its local volunteer center an essential hub and strategic partner, coordinating community service and engagement efforts together across city departments and partner organizations.
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 City recognizes volunteer service in some programming, but wants to broaden recognition to celebrate the organizations, volunteer leaders, neighborhoods, and partnerships that make sustained service possible.
Action: They join the Reimagining Service interest list to learn about upcoming case studies, tools, and resources that can help them expand recognition of volunteer service and leadership.

Opportunities to invest in:

Strategy Goal: ***Investment: Fund What It Takes for Volunteering to Succeed***
Strategy Opportunity: ***Establish Volunteer Infrastructure as a Public Good***
The City wants to launch a shared investment model that brings together city funding, philanthropy, businesses, and other partners to provide sustained support for the community's volunteer infrastructure.
Action: They connect to the Reimagining Service team to explore opportunities to share learnings from their efforts, contribute expertise, and participate in future local government leader conversations about the model.

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.*