What is the Service Enterprise Initiative?

The Service Enterprise Initiative (SEI) is a leading capacity building certification program for nonprofits, led by Points of Light and administered in Massachusetts by the Massachusetts Service Alliance. SEI helps organizations achieve a greater "return on investment" (ROI) for volunteer engagement and ultimately their missions.

To date, 58 agencies in Massachusetts have completed the SEI training, including:

- 826 Boston
- Boston Cares
- Boys & Girls Clubs of Fitchburg & Leominster
- City Sprouts (Boston)
- Emmaus, Inc. (Haverhill)
- Loaves & Fishes Pantry (Devens)
- Lower Cape Outreach Council (Orleans)
- New Bedford Whaling Museum
- Southcoast Health (New Bedford)

Mass Service Alliance is currently seeking organizations to join SEI training cohorts in Boston and the MetroWest regions as well as other locations across the state.
“The SEI process was rigorous in the best way possible. It really made us stop, think, and commit to examining our current volunteer practices, mindfully developing better pathways and then, as a team, implementing them step by step. Our coach and staff from MSA were wonderfully supportive and helped us stay focused and organized.”

- Jennifer Costa, Program Manager
Mass Audubon Southcoast Sanctuaries
Dartmouth, MA

**What are the benefits?**

Organizations that participate in the SEI training receive:

- A thorough and research-based **assessment** of existing organizational volunteer engagement practices

- Up to 16 hours of team-based change management **training** to help you re-imagine ways to better engage volunteers

- Individualized **coaching** to address unique organizational opportunities and challenges

- A national **certification** symbolizing the organization's commitment to volunteer engagement

- For every $1 invested in volunteers, Service Enterprise organizations in Massachusetts receive an average of **$6.34 in returned services**

- Other benefits to certified organizations include:
In Massachusetts, for every $1 invested in volunteers, Service Enterprise organizations receive an average of $6.34 in returned services.

**What is the cost?**

While the Service Enterprise Initiative is valued at an estimated $3,500 per organization, the actual cost is $280. This fee offsets the cost of your volunteer engagement practices assessment.

**How can I sign up?**

To learn more about becoming a Service Enterprise, visit our [website](https://mass-service.org), or contact Lisl Hacker, Director of Training and Technical Assistance, at lhacker@mass-service.org or 617-542-2544 x205.

*Space is limited, and interested organizations should contact Lisl Hacker as soon as possible to sign up!*