

# The ServiceSpace Journey

Laddership Retreat  
Phoenix, AZ

June 2012

# The Journey Unfolds



# From charityfocus.org to servicespace

## Name Change

- Lots of name suggestions and votes submitted
- Logo design process and messaging
- Legal name change process

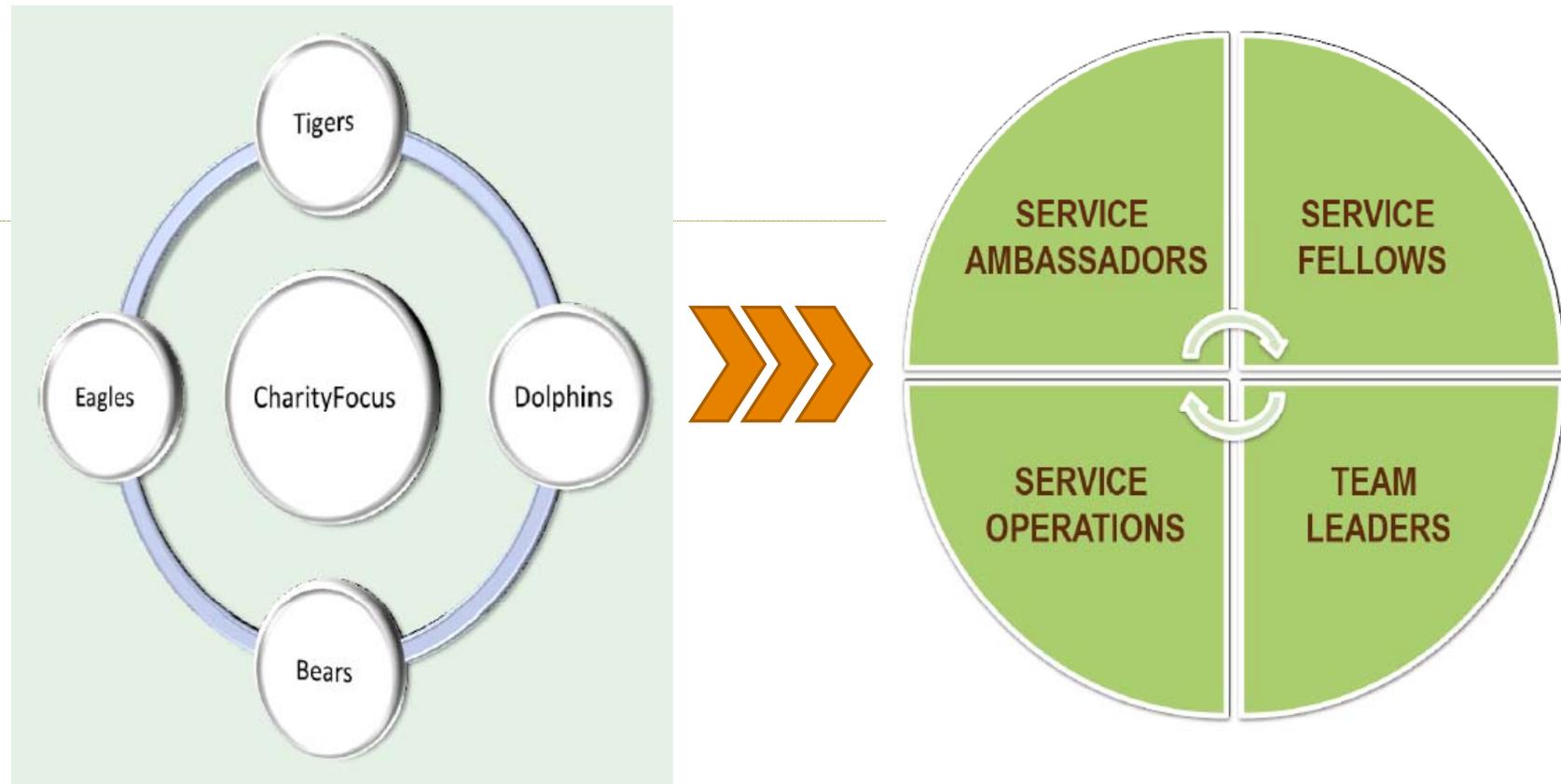
## Website Migration

- Design and tech teams created the new site
- Back-end migration of all data from My. CF
- Redesigning processes (eg. Volunteer flow and orientation process, etc) and new feature development

## Launch Process

- Phase 1: Beta launch to Tigers and Press/Talks
- Phase 2: Redirect old CF site to new site
- Phase 3 (coming soon): Final launch to all 300k+ members of the ServiceSpace ecosystem

# From Animal Teams to New Structure



# Annual Volunteer Survey

## Why?

- Why do an annual volunteer survey?

## Who?

- Who completed the questionnaire and how are we following up?

## How?

- How did the survey support migration to the new structure?

## What?

- What we learned from the process?

# Inspiring tidbits from questionnaire:

What are you learning from this experience?

- ❑ "Service Space played a vital role in helping me to understand the integral role of generosity in creating a more compassionate world. I've learned what true giving means and how it looks and feels. I've also learned how important a group of noble friends is to my growth and happiness." -- JH
- ❑ "The learnings are many-layered. On the one hand it surfaces the rich complexity, challenges and blessings of what it means to unconditionally support other people in their journeys, and on the other it continually deepens awareness of one's own conditions of mind and heart and how that affects and influences "externals". " – PM
- ❑ "I find myself creating or responding to opportunities from a heart centered place of service. I am learning to listen, and I am constantly checking my motivation, is this for the greater good or is this serving me? [...] It fills me with joy to see how much I am healing, and to contribute from a selfless place of love and generosity." – AV
- ❑ "I am learning true meaning of generosity and how to make service as a way of life and not just a project. After reading stories and reflections of other servant leaders I get strength and inspiration to continue to make whatever small contribution I can to this extended family." – MA

### Inspiring tidbits from questionnaire:

What inspired you about your involvement with SSp?

- "I like being part of a community that connects inner and outer change, and courageously shares these transformations in a multitude of ways (e.g. blog, articles, video, audio, etc.). Being part of ServiceSpace makes me feel connected to people from all over the world who experience the same fundamental joys and difficulties that I encounter." – MP
- "I'm just inspired by the simplicity of the concept, and the dedication and heart that makes it happen. The authenticity of the space makes other aspects of my life more human--it helps me be kinder to others, look for opportunities to serve, focus on small things, and fuels me to just be more giving and have a sense of priorities that extend beyond my boundaries of my individual life." – AL
- "Through Karma Kitchen, Wednesdays, Smile Cards and the other projects, I've learned that the shortest distance to joy and smiles is service to others. As we often say, I find that the person giddy and jumping for joy inside is ME! Every exchange, every moment creates an opportunity to explore this further, to understand my actions and reactions, to imagine the ripples that will never be known." -- MF

# Same, Same, But Different: *What's new at ServiceSpace?*

Same Founder, New Hairstyle ☐



Same, Same, But Different

# Same Organization, New Look

The screenshot shows the old website layout. At the top, it says "charityfocus.org" and "HELPING OTHERS HELP OTHERS". The date is "Sunday, June 3, 2012". On the left is a vertical navigation menu with links like "About us", "Services", "FAQ", "Partners", "Contribute", "Nonprofit", "Contact Us", and "Home". The main content area features a "CharityFocus is a volunteer-run nonprofit entity..." paragraph, a "Second Newsletter!" announcement, and a "Partners is arriving!" notice. A search bar is at the bottom left. The footer includes "charityfocus.org" and "CharityFocus, Inc."

The screenshot shows the new website layout. The header includes "charityfocus.org" and "Helping Others Help Others" with sub-links for "SERVICES", "VOLUNTEER", and "ABOUT US". The main content area is divided into sections: "The Latest News" with links to "Chronicle story", "Latest Newsletter", "Meet us!", and "INTERNATIONAL"; "NPO Spotlight" featuring "PEA-CSB" as a resource for parents of blind kids; and "Some useful shortcuts..." with links for "How can I join?", "Can I get help?", "Our Partners", "Search the Site", and "Volunteer Area". A central graphic shows "nonprofits" and "volunteers" interacting with "www and technology". The footer has "HOME", "OUR PROJECTS", "INSPIRATION", "JOIN THE MOVEMENT", and "TEAM BLOG".

This screenshot shows the right side of the new website. It features a "Login" form with fields for "Email:" and "Password:", a "Remember me" checkbox, and "Sign In" and "Forgot? / New?" buttons. Below is a "Quote-a-Day" section with a quote about human power and a "Get Inspired" section featuring a "Foundation for Children with Down Syndrome". A "Be The Change Ripple Effect" graphic shows hands in water with the text "inspiration" and "others get inspired".

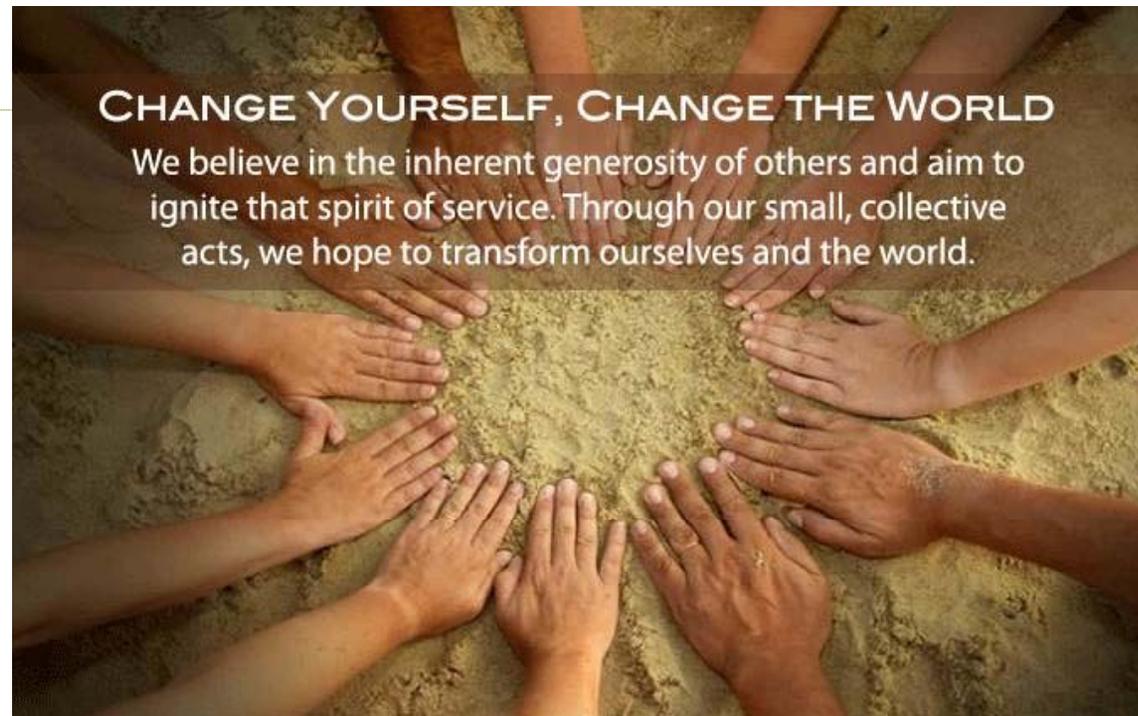
This screenshot shows the bottom left of the new website. It features a "Who Are We?" section with a photo of volunteers and a "Get involved now" button. Below are three columns: "Inspiration" with a "Get inspired" button, "Volunteers" with a "Join us" button, and "Nonprofits" with a "Search for Resources" button. The footer includes "home | about us | blog | contact us".

The screenshot shows the "servicespace" website, formerly CharityFocus. The header includes "servicespace" and "formerly CharityFocus". The main content area features a large image of hands in a circle with the text "CHANGE YOURSELF, CHANGE THE WORLD" and "We believe in the inherent generosity of others and aim to ignite that spirit of service...". Below the image are three sections: "ABOUT US" (Learn more about ServiceSpace), "INSPIRATION" (Read powerful news stories and volunteer stories), and "TAKE ACTION" (Get involved as much or as little as you'd like, and join others). A "Member Log-in" section is also visible.

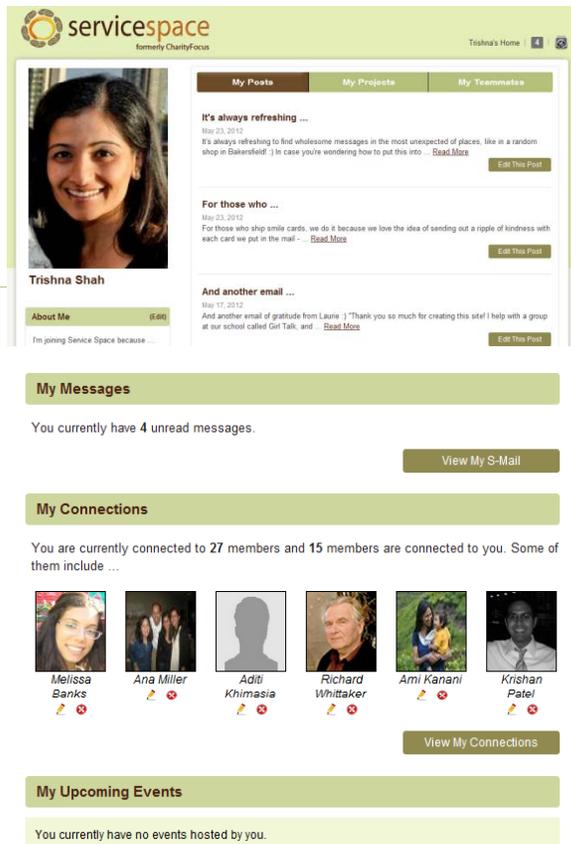
Same, Same, But Different

# Same Values/Principles, New Name

*"What's in a name? That which we call a rose  
By any other name would smell as sweet." – Shakespeare*



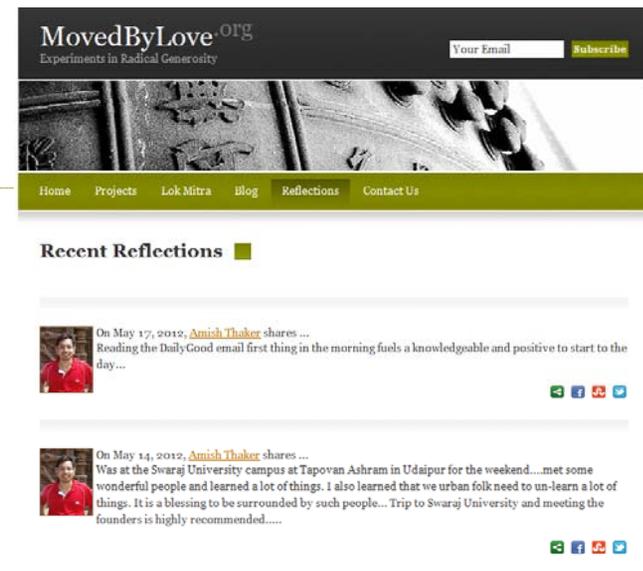
# Same Ecosystem, New Functionality



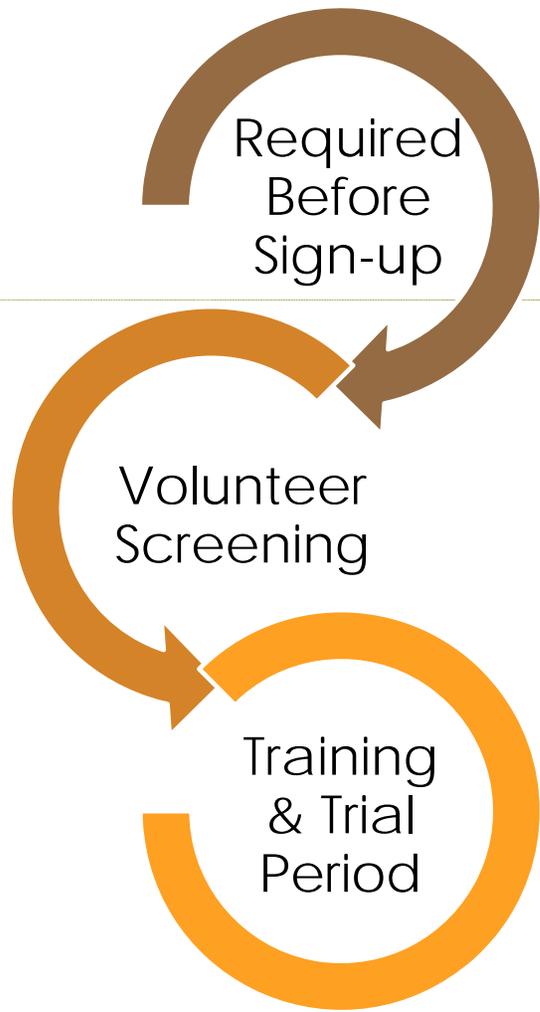
- Member profiles
- Communication: S-mail, notifications, connections
- Teams: Feeds, custom tools, team management, etc
- Global Sharing: Stream (with links/photos), Small acts, Forest Calls
- Local engagement: Event management tool

# Same Projects, New Possibilities

- All project teams across the ecosystem “under one roof” with support from a central Volunteer Coordinator Team
- Single stream to share inspiration from all portals and possible to share customized reflections on each project’s portal (eg. MBL)
- Technical plumbing in place for personalized log-in on each portal



# Same Volunteer Opps, New Flow



- Complete volunteer profile
- Watch 40 minute video orientation
- Express interest in a role
- Interact with Volunteer Coordinator Team
- Screening with TL and preliminary homework assignment
- Training, then trial period begins
- TL check-in after trial to evaluate

# Reflecting on... 5 Months of ServiceSpace





## Ripples in the ecosystem...

- Weekly intern calls blossomed into Forest Calls
- Lots of people writing in to ask how they can implement SSp/gift economy values in their work
- Different sites/blogs interested in sharing our content with their audiences
- Wisdom Cards: Meghna's inspiring art transformed into e-cards/post cards, going viral on social media
- Lots of gift offerings: royalties from books, voice recordings of our content, gifting projects people have started ([givemedicines.org](http://givemedicines.org))

# How are people using the site?

## Members

4,700+ members registered, 938 profiles created, 5000+ logins (Since Jan 9<sup>th</sup>)

## Volunteers

103 profiles, 32 orientations completed, 21 vol opps currently

## Community Engagement

- Sharing posts on the stream
- Adding smiles
- Posting comments
- Signing up for vol opportunities
- Sharing small acts of kindness
- Creating and participating events
- Public talks/interviews/articles

## What inspires new members to join?

- "I have been involved in non profits all my life as an Executive Director, and now as a Consultant. I feel that ServiceSpace asks us to look at how we serve differently. I know that everything that I have read and seen sings YES to my soul. " - Cathy
- "It's music to my ears, love for my heart, and smile for my face." - Ilonka
- "I want to practice putting the gift economy into action. No doubt there will be "things" that come up for me and the sooner I can look at them, the closer I get to fully understanding and unpacking what it means to be in community." - Adrienne
- "This is the direction I try to take my life in, and it's nice to connect with others who value it." - Terry

Looking ahead...

# Co-creating the Next Chapter



## Vision for the next few months ☐

- ☐ Launching to 300k+ members in the ecosystem
  - ☐ Creating a Community Weavers team to welcome & engage new members
  - ☐ Fine-tuning functionality and adding features
- ☐ Book: Communicating our values to enable like-hearted folks to implement a gift economy model
- ☐ Continuing bi-monthly Team Leader calls to enable cross-sharing of learnings and inspiration

## Exploring new possibilities...

- Personalization of project portals  
(my.KarmaTube, my.DailyGood, etc)
- Virtual ↔ Local ↔ Virtual
- Project incubation
  - Many-to-many connections brings about small experiments
  - SSp offers tools and distribution capabilities
  - SSp can help to amplify small projects that are creating value to spread the ripples wider (eg. Cubs)

And finally...

Thanks to all of you for this  
opportunity to serve! ☐

