

SERVE Model

The SERVE model is a continuous framework designed to build empathy, character, and practical skills. It helps those engaging in service work move from initial motivation through intentional action and deepen their understanding on their learning.

SERVE MODEL OUTLINE

S - SHAPE PURPOSE

Alignment creates buy-in. When our members understand why something matters, they're more likely to show up and stay engaged. Service means more when members help define the purpose behind it.

E - ENGAGE AUTHENTICALLY

Engagement grows with ownership & diverse experiences. Not every member needs to serve in the same way. Some can plan, some can tell the story, some can volunteer, some can build relationships with community partners, but all of it counts.

R - REFLECT ON THE EXPERIENCE

Reflection turns participation into connection. If service is the activity, reflection is what makes it meaningful. Just asking a few good questions turns "I helped at an event" into "I learned something about myself and the community around me."

V - VALUE THE STORY

Storytelling builds identity and affinity. When your members see their impact, they see their value. Storytelling turns events into memories, and memories into affinity for the organization. By highlighting the people behind the fundraising and service, these projects go farther than just the number of hours served and dollars raised.

E - EXTEND THE IMPACT

Belonging grows when service is consistent and relational. Chapters can extend the impact by turning moments into traditions and relationships into partnerships. Revisit the same nonprofit, bring in alumni, let new members add to the story. Sustained engagement builds culture which will ultimately bring the chapter together.