



# Operating Membership Benefits

## The Value of the National WorkLab Network

### NATIONAL IMPACT

**Shared Impact Reporting:** Use our centralized data reporting to show the impact your organization is having locally and as part of our collective action on a national scale.

**Data Storytelling:** Expand your program into new industries and launch new services using network-wide impact data and success stories from across the country as proof points for investors.

**Employer Referrals:** Join with network members to service large employers in multiple locations.

**WorkLab Innovations Brand & Logo:** Proudly display that you are a part of a national network with a track record of success in stabilizing workforces and strengthening communities.

**Culture of Shared Learning:** Amplify your own success and learn from other organizations' progress and setbacks as we work collectively toward our missions.

**Member Directory:** Find and connect with members across the country, identify like-minded organizations, and connect directly to collaborate with member partners.

**Benchmarking:** We help you measure and track your progress over time and benchmark your performance against similar organizations.

**Annual Network-Only Summit:** Collaborate with your peers face-to-face to drive progress, innovation, and collaboration across the network.

### PROGRAM DEVELOPMENT & ASSESSMENT

**Mentorship:** WorkLab Founding Members with years of experience in the Model provide personalized support to Operating Members.

**Launch Guide:** Find guidance on every component of developing and launching a Sustainable Workforce Model program from hiring navigators to employer contracts.

**Ongoing Coaching:** Gain insights and recommendations into your program operations

from WorkLab staff assessments during regular coaching calls.

**Periodic Program Review:** Identify areas of strength and opportunities for growth in your program and business operations.

**Predictive Index Assessment:** Pre-hire evaluation of candidates' suitability for the Navigator role and a licensed reviewer to walk you through the assessment.

### CURATED TOOLS & RESOURCES

**Members-Only Online Hub:** Collaborate with members in online discussion forums and conveniently access a wealth of resources on our private member website.

**Topic-Specific Discussion Boards:** Post questions to the entire network and receive advice on everything from hiring to employer contracts to data collection and reporting.

**WorkLab Toolkits:** Our collected tips, guides, and best practices help you with every aspect of operations, business development, and program implementation.

**Resource Library:** Find templates for contracts, job descriptions, and other resources submitted by members, developed and curated by WorkLab staff.

**Dedicated Staff Support:** Get prompt answers and assistance on any topic from WorkLab staff.

**Access to Subject Matter Experts:** WorkLab's Strategic Advisory Committee is accessible for members and provides key insights to specific topics like Return on Investment methodology and impact investments.

**Consulting:** Deeper focus on facets of the Model that are unique to your organization

**Network Digest:** Stay up-to-date on network news and developments.

## TRAINING & PROFESSIONAL DEVELOPMENT

**Topic-Specific Webinars:** Learn about best practices and innovations in a range of program topics.

**In-Person Trainings:** Attend in-person trainings to increase network knowledge and experience in vital topics with guest lecturers.

**Curated Training Resources:** Access lists of training resources and professional development programs recommended by experienced network members.

**Navigator Development:** WorkLab supports all Navigators in developing core competencies and provides training individually and in person to maintain quality service delivery across the network.

## FUND DEVELOPMENT SUPPORT

**Grant Application Review:** WorkLab staff and Founding Members are available to review and advise on member grant applications.

**GranBusiness Development Guidance:** Step by step guidance on sales and business development strategies that are proven to build the customer pipeline.

**Joint Grant Applications:** Join our national efforts to fundraise to support the growth of the model in cities across the country.

**Boilerplate Language for Grants:** Simplify your grant-writing projects and use our talking points when approaching funders and community partners.

**Letters of Support:** WorkLab will provide Letters of Support to strengthen Operating Member grant applications.

## DATA COLLECTION AND REPORTING

**Guidance on Database Selection:** Committing to a database is a significant decision. Receive individualized advice on choosing the best system for your needs and budget.

**Database Implementation and Customization:** Receive assistance setting up your data collection and reporting system to align with your organization's goals and the network's collective impact reporting.

**Database Support:** Help with issues inputting and reporting data, customized to your own system and needs.

## MARKETING & COMMUNICATIONS

**White Label Collateral:** Gain access to fully designed white label marketing collateral including employer brochures and sales tools, employee referral pieces, and workplace posters and flyers.

**Marketing Guides and Templates:** Access templates for common communications needs and guides for developing marketing materials and strategies.

**Content Marketing Resources:** WorkLab publishes a weekly blog, network case studies and white papers, and frequent social content, all of which is available for you to share with your network.

**National Exposure:** WorkLab promotes the Sustainable Workforce Model, its Operating Membership and the impact of our network nationally.

## LEADERSHIP

**Working Groups:** Join sub-committees or project groups to contribute your expertise and guide the direction and strategy of the national network.

**Guest Host Webinars:** Collaborate with WorkLab staff to lead network training webinars in your area of expertise or to share the results of a program or initiative.

**Network Promotion:** Share your story and successes through the WorkLab website, hub, newsletters, and summit.

**Champion Member:** Represent WorkLab and the Sustainable Workforce Model in events, conferences, and summits throughout the U.S.