

We inspire and equip participants to achieve anything they can imagine in life through STEAM-based challenges that are designed to build confidence and develop extraordinary creativity, critical thinking, communication, and teamwork skills.

CASE STUDY DI California



Overview

The Destination Imagination (DI) is run through local affiliated licensees in countries, states and provinces around the world. Each Affiliate sets up the business model that suits their economy, culture and education system.

Destination Imagination California (DI California) has a rich history of fostering creativity and teamwork among students since its inception as a public charity in 1988. Over time, the organization has evolved, becoming a 501c3 entity a decade later. With a strong emphasis on volunteerism, DI California relies on dedicated individuals to deliver high-

Prior to the restructuring, DI California operated across seven regions, each with its own set of challenges. Some regions struggled due to their small size, while others preferred to remain small despite opportunities for growth. Recognizing the need for uniformity and quality across all regions, DI California undertook the

Goals

- Streamline the volunteer network
- Standardize program quality
- Increase team participation

Sustainability

The first month of a Team Manager's journey is key. To be sustainable, we set them up for success by providing clear role descriptions, positive training, and opportunities to ask questions and be part of the community right from the beginning.

OUR SUCCESS IS ROOTED IN SELF-LESS LEADERSHIP, VALUING VOLUNTEERS, AND CHALLENGING THE STATUS QUO. WE LISTEN, LEARN, AND EVOLVE TOGETHER.

quality programs. In 2021, a restructuring from seven to four regions took place. This change aimed to enhance efficiency, effectiveness, and program quality, while also shifting fundraising strategies and bolstering volunteer engagement.

repositioning of volunteers and realignment of resources. While this process led to the departure of some volunteers, it also welcomed new members into the organization, revitalizing its volunteer base and bringing fresh perspectives.

Informal meet-ups in a cafe allowed for Q&A and community-building with other volunteers.





Result

2004	Change from an Operational Board to a Strategic Board using Change Management
2021	Reduce to 4 regions Regrowth after pandemic 108 teams
2022	159 teams
2023	219 teams

Conclusion

Destination Imagination California's journey underscores the importance of adaptability, volunteer engagement, and program quality in achieving organizational success. A culture of empowerment and collaboration contributes to its sustainability.

Strengthening Volunteer Engagement

The Affiliate Director is a servant to the organization and to its members; all stakeholders are valued and the status quo can be challenged.

DI California places a strong emphasis on empowering volunteers and fostering a sense of community and belonging. Through initiatives such as meet-ups at local cafes, volunteers have the opportunity to connect with affiliate leadership, share experiences, ask questions, and receive support. This approach not only strengthens volunteer confidence and engagement but also facilitates the exchange of ideas and feedback between volunteers and leadership.

At the heart of DI California's operations is a commitment to program quality and collaboration. The affiliate director serves as a mentor and facilitator, supporting volunteers in their roles and ensuring that their voices are heard. This two-way dialogue fosters a culture of openness and innovation, where volunteers feel valued and empowered to contribute to the

organization's success. With clear job descriptions, manuals, and dedicated board members overseeing various functions, volunteers can focus on delivering high-quality programs without being burdened by micromanagement.

DI California's success is measured not only by program quality but also by the sense of community and engagement among volunteers. The organization remains committed to adapting to changing circumstances, nurturing volunteer engagement, and delivering programs that inspire creativity and teamwork among students.

The Lesson

In the face of adversity, we need to challenge the status quo. A strong strategy and clarity for all involved make adapting and changing a collaborative process.