



# The impact of 150 million volunteer hours: More than just time

Lessons learnt from the world's leading volunteer programs



This year, thanks to our incredible customers and their dedicated volunteers, Rosterfy reached an extraordinary milestone:

**150 million volunteering hours through our platform**



Enough volunteers to power  
**2,000 SUPER BOWLS**

*What could you achieve with*

**150 MILLION VOLUNTEER HOURS**



Fill  
**70,000**  
full time roles equates to

**\$4.5 BILLION**  
LABOUR



Prepare  
**2.25 BILLION**  
MEALS

Enough to feed Australia  
3 meals per day for nearly a month!



Plant  
**1.8 BILLION**  
TREES

11.5 x the size of London



Raise  
**\$7.5 BILLION**  
IN FUNDRAISING

# Key to creating a successful volunteer program

Within this presentation we'll share lessons from some of the world's leading volunteer programs.

1. Creating greater visibility for your volunteer program

2. The power of automated onboarding in converting volunteers

3. Ensuring a positive volunteer experience with a single source of truth

4. Get your volunteer management and fundraising teams working together

5. Utilise corporate partners to grow your program

6. Engage through personalisation, training, reward and recognition

7. Drive DEI with data and reporting



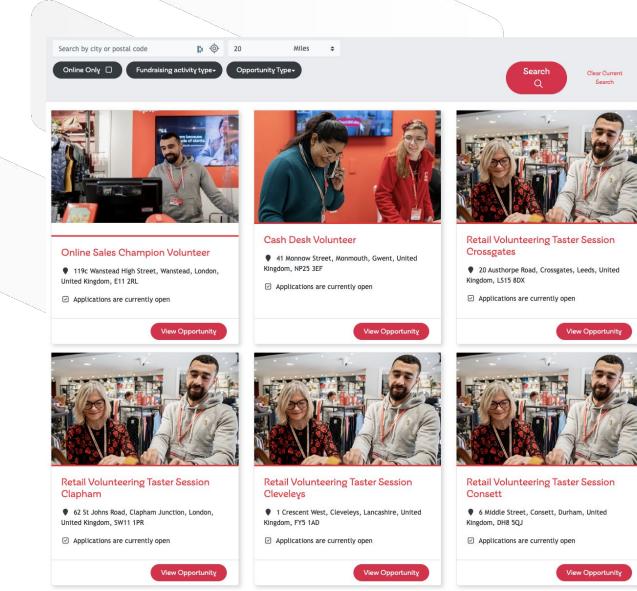
1. Create greater visibility for your volunteer program with a **public opportunities page** and a **mobile app offering**



## CASE STUDY: BRITISH HEART FOUNDATION

British Heart Foundation (BHF) is a charity organisation dedicated to the prevention and treatment of heart and circulatory diseases. With almost 700 charity retail outlets in the UK supported by over 12,000 volunteers every week, their support makes a huge impact to the charity.

**One of the most significant steps, BHF implemented was a [public opportunities page](#) for their volunteers, allowing them to search via location, date and interests before committing to register with the organisation.**



The screenshot shows a grid of six volunteer opportunities for the British Heart Foundation. Each opportunity includes a thumbnail image, the role name, and the location. Buttons for 'View Opportunity' are present in each card.

- Online Sales Champion Volunteer** at 119a Wanstead High Street, Wanstead, London, United Kingdom, E11 2RL. Applications are currently open.
- Cash Desk Volunteer** at 41 Monnow Street, Monmouth, Gwent, United Kingdom, NP25 3EF. Applications are currently open.
- Retail Volunteering Taster Session Crossgates** at 20 Ainstoge Road, Crossgates, Leeds, United Kingdom, LS15 4BX. Applications are currently open.
- Retail Volunteering Taster Session Clapham** at 42 St. John's Road, Clapham Junction, London, United Kingdom, SW11 1PR. Applications are currently open.
- Retail Volunteering Taster Session Cleveleys** at 1 Crescent West, Cleveleys, Lancashire, United Kingdom, FY5 1AD. Applications are currently open.
- Retail Volunteering Taster Session Consett** at 6 Middle Street, Consett, Durham, United Kingdom, DH8 5QJ. Applications are currently open.



**50%**  
Reduction in volunteer onboarding admin



**125%**  
Increase in the number of volunteers on multiple roles



**£200K**  
Cost savings **per annum** since implementing Rosterfy



**21**  
Less onboarding steps thanks to automations



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# Make it simple for your volunteers to **find** your opportunities

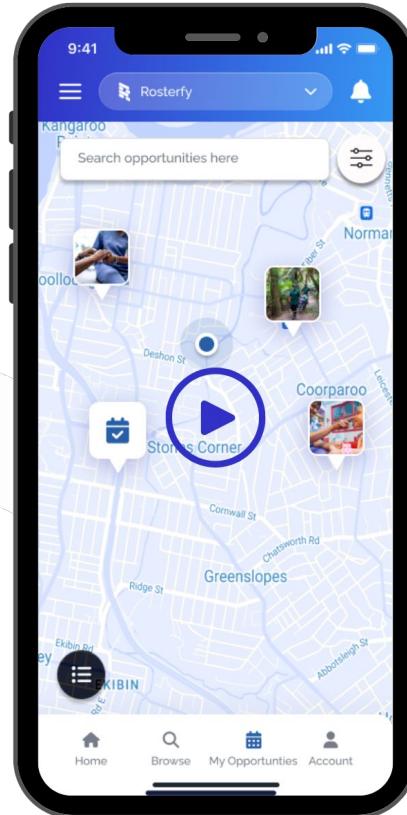
Gone are the days when you can simply rely on desktop solutions.

With volunteers, you need to capitalise on their interest when it's front of mind.

Put your program in the palm of your volunteers hands with the **Rosterfy Volunteer App**, making it simple for volunteers to search for volunteer opportunities anytime, any place, with just the click of a button.



Take a look at the Rosterfy Volunteer App and how it's helping customers to enhance the volunteer experience.



Hit **play** to see how the mobile app works

## 2. Utilise **automations** to streamline onboarding and increase conversions

# Automate volunteer onboarding to increase conversion rates

Create checkpoints including background checks and WWCC validation through our integration partners that automatically progress volunteers based on their activity to ensure each and every one of your volunteers is screened and compliant.

From auto reminders via email, SMS and push notifications through to scheduling interviews and commencing training, automating your volunteer onboarding ensures a streamlined experience for volunteers that delivers on engagement.



Scan to learn more about Rosterfy's impressive automation engine.



If  applies to a  invite  to   
 **+ Add**

Hit **play** to see how Rosterfy's automations can help you automate your onboarding, specific to role and function.



### CASE STUDY: LIFELINE AUSTRALIA

Lifeline is a renowned national charity organisation that provides 24/7 crisis support and suicide prevention services to the Australian community. Lifeline operates a phone helpline and digital service through text and chat.

**Through using Rosterfy they have been able to cut their volunteer application admin in half, saving them hours each week.**

By being able to process applications faster, volunteers are enjoying a positive experience that is helping to ensure that volunteer applications convert to volunteer hours



process applications 3 times faster



50%  
reduction in volunteer application admin



increased scalability  
thanks to automations



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### CASE STUDY: WORLD SCOUTING

World Scouting is the world's largest volunteer-based youth movement. Rosterfy replaced fragmented systems and manual processes with a centralised solution, streamlining coordination, boosting efficiency, and improving the volunteer experience across the board.

Since implementing Rosterfy World Scouting has seen an **800% increase in efficiency** where they now **automate 85% of their end to end onboarding**. They have also streamlined and ensured compliance through secure data hosting, SSO and GDPR compliance.



© World Scout Bureau Inc.



800%

more efficient - streamlining volunteer coordination with one staff member



85%

now automates 85% of their end to end onboarding



+ languages

utilizing English, Spanish and French



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### 3. Create a **single source of truth** for volunteers (and your organisation)



#### CASE STUDY: GOLF AUSTRALIA & PGA OF AUSTRALIA

Having previously run their national events in their silos on **multiple different platforms**, the team needed a solution that not only streamlined operations but enhanced the volunteer experience to support their national events program.

The results? Event shifts were filled within weeks with annual retention increasing thanks to a more engaging and streamlined volunteer experience..



75%

reduction in volunteer admin



82.3%

Annual retention rate across  
5,851 volunteers



x2 EOI

Doubled the amount of expression of interest  
required in two weeks for The Australian Open



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Learn. To Change.

#### CASE STUDY: QA

QA is on a mission to up-skill the technology sector and they rely on the enthusiasm and inspiration provided by their volunteer Ambassadors to do so.

Through Rosterfy, QA created '**The Ambassador Hub**' - a single, centralised location where volunteers can access their profile, view new events and activities, receive communications from the QA team, news, updates and even access their rewards for their efforts.



50%

less time spent on admin



automated

the work of 2 x employees



4,700

applications managed through  
their program



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4. Ensure your **fundraising** and **volunteer management** teams are **working together** to **drive donations**



#### CASE STUDY: WATER AID

WaterAid successfully fosters an engaged volunteer community and tracks the **impact of fundraising activities** at both an individual and programme-wide level, thanks to their use of Rosterfy.

In addition to tracking contributions, WaterAid streamlines deposit collection for volunteer opportunities at various events and festivals, **leveraging the integration between Rosterfy and premier payment processing service, Stripe**.



# £600k

raised each year thanks to volunteers



# 2,000

volunteers engaged every year



# £25k

raised in volunteer deposit donations via Stripe integration



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## 5. Engage with **corporate partners** to grow your program with committed volunteers



## CASE STUDY: THE TCS SYDNEY MARATHON PRESENTED BY ASICS

After becoming the seventh member of the Abbott World Marathon Majors, the TCS Sydney Marathon not only grew in popularity but in scale and size, requiring more volunteers to power this prestigious event.

In addition to removing silos between their events, the TCS Sydney Marathon **established an impressive Community Partner Program** to support the increased demand for more volunteers. Going from zero to 1,700 partners Sydney Marathon have grown their volunteer base by 500% in 3 years.

**TCS SYDNEY MARATHON PRESENTED BY ASICS**

**EVENT PARTNERS**



**TCS** TATA CONSULTANCY SERVICES

Title Partner  
Tata Consultancy Services (TCS)

TCS helps businesses stay ahead in a perpetually changing world through technology, innovation, and digital transformation. We're proud to support runners and businesses alike.



**Destination NSW**

Strategic Partner  
Destination NSW

Destination NSW is the lead agency, champion and voice for the visitor economy within the NSW Government.



**asics**

Presenting Partner  
asics

At asics we believe in the positive power of sport and movement – that it can transform us individually and as a community, that it can uplift our mind and bodies.



**nib**

Health Insurance Partner  
nib

nib provides health and medical insurance to over one million Australians, as well as international exports working and travelling overseas.



**Transurban**

Major Roads Partner  
Transurban

At Transurban, our purpose is to strengthen communities through transport. We're keeping Sydney moving on our roads by getting you where you're going quicker, safer and easier.



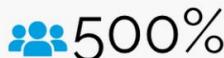
**Capital Markets**

Banking Partner  
Royal Bank of Canada

Explore the personal banking services and products available from RBC Royal Bank to help you manage your finances, buy a home, invest and more.



**50%**  
Reduction in time spent on manual processes



**500%**  
Increase in the number of volunteers in 3 years  
- 500 > 3,000



**100+**  
New Team Leaders Onboarded in one year



**0 > 1,700**  
Grew their community partner program from zero to 1,700



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## 6. Creating **engaging experiences** through personalisation, training, reward and recognition



## CASE STUDY: UNIVERSITY OF SYDNEY UNION

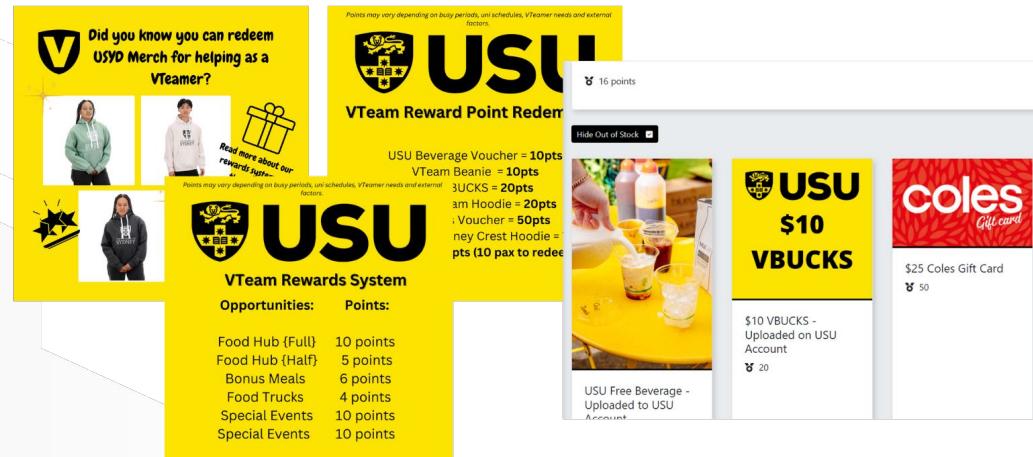
Engagement is key when it comes to connecting with your volunteers.

University of Sydney Union (USU) enlisted the help of Rosterfy to create a robust Reward and Recognition program to not only show their volunteers they care but to also ensure retention of their volunteers who enjoyed a fulfilling experience.

From certificates through to vouchers and merch, USU created an inventory of rewards for student volunteers to select from. They even weighted certain shifts with additional 'bonus' points to help incentivise conversions, which has seen great results.



Hear USU talk about their Reward and Recognition program in our on demand webinar.



The screenshot displays the Rosterfy VTeam Rewards System interface. It features a yellow header with the USU logo and the text 'VTeam Reward Point Redem'. Below this, there are sections for 'Did you know you can redeem USYD Merch for helping as a VTeammer?' and 'VTeam Rewards System'. A table lists reward opportunities and their corresponding points:

Opportunities:	Points:
Food Hub (Full)	10 points
Food Hub (Half)	5 points
Bonus Meals	6 points
Food Trucks	4 points
Special Events	10 points
Special Events	10 points

On the right side, there are examples of rewards available for 16 points, including a USU Beverage Voucher, a VTeam Beanie, VTeam Crest Hoodie, and a VTeam Voucher. Below these are images of a Coles \$10 gift card and a USU \$10 VBUCKS card.



### CASE STUDY: LITERACY PIRATES

After becoming the seventh member of the Abbott World Marathon Majors, the TCS Sydney Marathon grew rapidly, requiring more volunteers to power the event. **Previously, onboarding and training took three hours, but with Rosterfy this has been streamlined to one hour, creating a self-service experience that fits volunteers' schedules.**

In addition to removing silos between events, the TCS Sydney Marathon built a Community Partner Program to meet growing demand. Growing from zero to 1,700 partners, they've increased their volunteer base by 500% in three years.



increase in volunteer conversion rates



in the cost to screen volunteers



online training now takes one hour to complete - previously was 3 hours



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## 7. Drive DEI with data and reporting



### CASE STUDY: LONDON YOUTH GAMES

One of Rosterfy's most valuable features for London Youth Games has been the ability to track and **improve volunteer diversity**. With **real-time reporting**, LYG can **monitor representation, identify gaps**, and **take action** to ensure volunteer opportunities are accessible to all.

Quarterly reports on disability volunteering help secure funding, while annual reviews provide a clear picture of volunteer engagement and retention.



14%

increase in the number of youth leaders with a disability thanks to DEI insights



23%

increase in the number of unique volunteers



48%

increase in the number of corporates participating in the program



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# Keen to learn more?



Book some time in with our team to understand how you can better engage, manage and retain your volunteers to deliver impact within your community.



Thank You