



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



Plant

1.8 BILLION TREES

11.5 x the size of London

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!



Raise

\$7.5 BILLION IN FUNDRAISING

 **rosterfy**

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



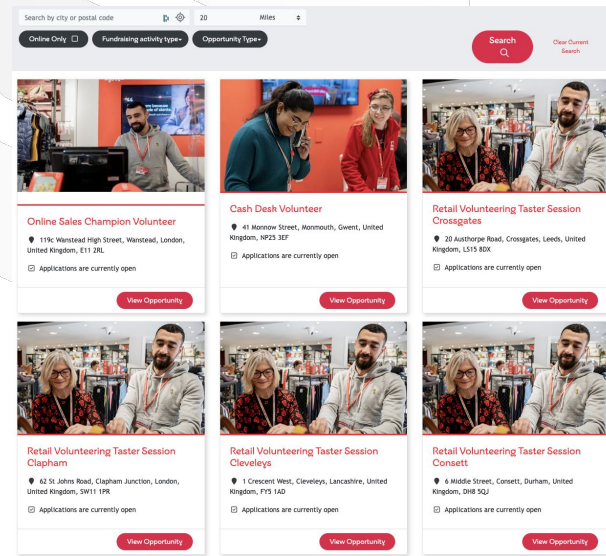
1. Create greater visibility for your volunteer program with a **public opportunities page** and a **mobile app offering**



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.



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



SCAN to learn more

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

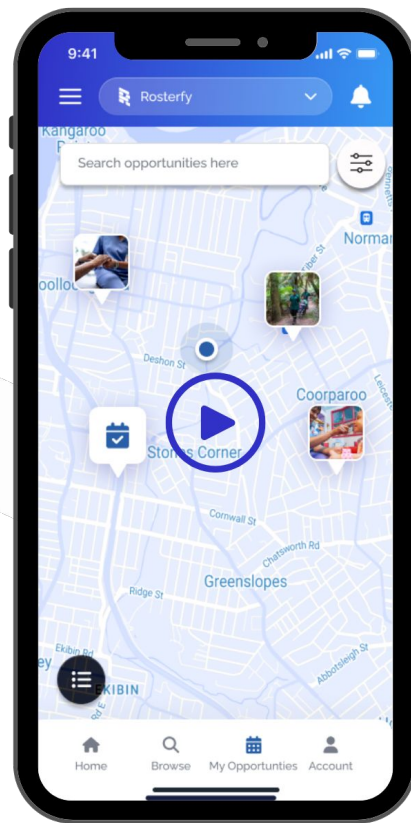
Gone are the days when you can simply rely on desktop solutions.

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 automations 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



3X

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..



CASE STUDY

Golf Australia and PGA of Australia administrators share their thoughts on Rosterfy



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



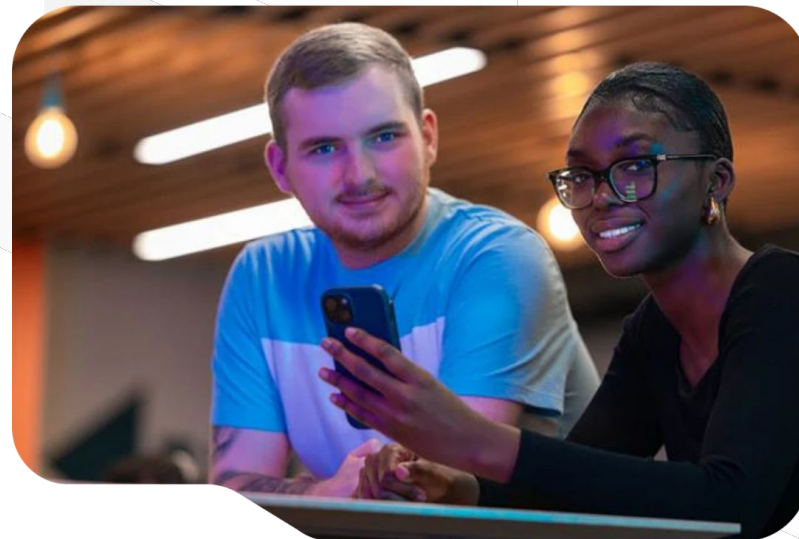
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CASE STUDY: QA

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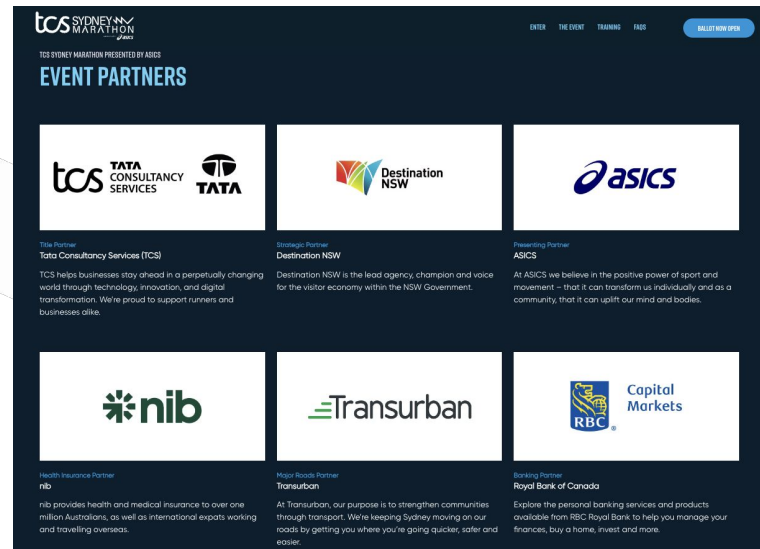
5. Engage with **corporate partners** to grow your program with committed volunteers



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.



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

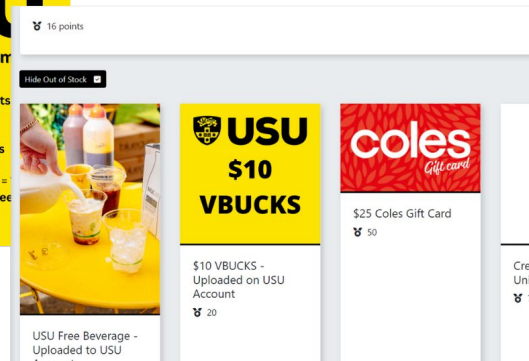
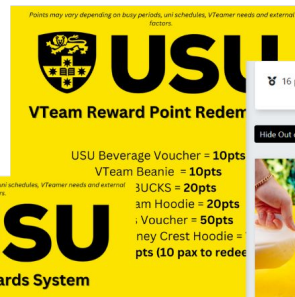
Engagement is key when it comes to connecting with your volunteers.

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.



LITERACY PIRATES

Literacy, Confidence & Perseverance.

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.



30%

increase in volunteer
conversion rates



reduction

in the cost to screen volunteers



3 to 1

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