



# COVID Volunteer Handbook

Engaging and retaining your  
volunteers through COVID and  
beyond.

Reduced headcounts, virtual volunteering and  
harnessing technology to empower your volunteers.



**ROSTERFY Handbook**

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## EDITORIAL, CO FOUNDER, SHANNAN GOVE

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Managing internal reductions in headcounts is never a conversation that any of us want to have. A difficult business decision, it also has larger repercussions for the staff that remain in place who are left to juggle multiple roles simultaneously.

Combine this with an increased demand for volunteers to assist with the recovery efforts and this has become a real challenge that many volunteer driven organizations around the world are now facing. So, how do you engage your volunteers with less staff in place? To put it simply, technology.

There's no denying that technology is the way of the future. Coronavirus has made even the least tech savvy of us embrace technology with lockdowns and teams working from home forced to become innovative and learn quickly to ensure that society continues to function amid the chaos.

Like many of our partners, friends and clients, Rosterfy too has met its fair share of challenges over the past six months. For us, this pandemic has highlighted (and strengthened) our resolve to connect communities to events and causes they're passionate about. While this might not be possible in the physical capacity currently, the time to harness the power of digital technologies to engage and retain our volunteers has never been more important. This extends to the new idea of virtual volunteering, providing communities with a platform to give back and aid with the recovery.

One of the hardest hit industries remains charities and the events sector, who overnight lost their traditional means of revenue and fundraising. With a global recession imminent and coronavirus still a worldwide threat, the importance of saving costs has never been more relevant.

In this handbook, the team at Rosterfy have aimed to highlight some key learnings from our valued clients and networks to help you streamline efficiencies and replace manual processes with digital technologies.

Topics we will cover include:

- **Recruiting your team.** A closer look at recruiting now for the future, virtual volunteering and utilizing your volunteers as fundraisers.
- **Engaging and empowering your volunteers.** From reward and recognition programs, communication and embracing digital technologies to better understand and connect with your team.
- **Training and Inductions.** The importance of properly training and inducting your volunteers especially in a landscape of social and operational restrictions.
- **Attendance Tracking.** Embracing technology to fulfil the requirements of data collection and reporting.
- **Return on Investment.** Our clients share their stories about how they have used technology to streamline efficiencies.

With so much negativity out there, it's time to focus on the positive and concentrate our efforts on what's within our control. Alongside some of our valued clients and friends of Rosterfy, we hope that this handbook will provide you and your team with some practical strategies to deliver and ensure that your event and/or cause remains a success.

If you have any questions, about volunteer engagement and how Rosterfy might be able to help you get the most out of your volunteer management program, please don't hesitate to get in touch.

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# The Landscape

Volunteerism is often considered the backbone of all societies, providing a platform for people of all ages and backgrounds to give back to communities and/or causes that they are passionate about.

Interestingly, the [2018 State of the World's Volunteerism Report](#) commissioned by UN Volunteers found that the **vast majority of volunteer work, 70%, does not involve any organization but happens informally between people in their communities.** As social beings, volunteering is a prime example of humanity at its best, fulfilling the desire that many of us have to create and engage with meaningful experiences.

**Pre coronavirus, global estimates place the number of volunteers worldwide at 970 million equating to around \$1.348 trillion or 2.4% of the entire global economy.** So what happens when a worldwide pandemic forces everyone to stay at home?

Unfortunately as a result of COVID-19 we have seen first hand numerous clients forced to postpone or cancel their events in order to play their part in keeping their communities safe.

This has resulted in numerous not for profits including the likes of Oxfam, The British Heart Foundation and Cancer Council UK, just to

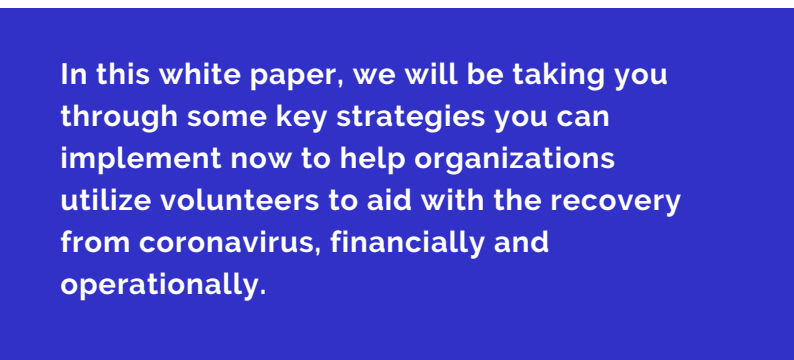
name a few, making the difficult decision to reduce their internal headcount by as much as half. **At a time when life saving services are experiencing their highest demand this places extreme pressures on staff who remain in place, who are now responsible for juggling multiple roles simultaneously.** So how do organizations maintain output whilst juggling a decrease in workforce and an increased service demand? Volunteers.

If there has been one positive of coronavirus it has highlighted the goodness of humanity with volunteers embracing digital technologies to enable them to give back in their own unique way. From making masks to adopting a 'health care worker' to running exercise classes, the goodness of humanity has never been more prevalent and champions the saying that 'where there's a will, there's a way'.

With reduced headcounts, increased demand for not for profit services and communities working, socialising and living from home it's evident that times have changed. If organizations want to survive this pandemic, volunteers and an acceptance of digital technologies as the 'new norm' for communicating, fundraising and operating is no longer something that should just be considered - it needs to become a part of your plan.

1. Rafael Diez Medina, Chief Statistician and Director, ILO Department of Statistics, **'Volunteers Count. Their work deserves to be counted.'**

**In this white paper, we will be taking you through some key strategies you can implement now to help organizations utilize volunteers to aid with the recovery from coronavirus, financially and operationally.**



# A Safe return to volunteering - Survey results

In a recent survey conducted by the team at Rosterfy, we surveyed 121 active volunteers from around the world to better understand their sentiments around returning to volunteering once restrictions are eased.

**The good news? Volunteers are keen to get back in action.** Like every other operation however, certain measures will likely need to be introduced to ensure that your volunteers feel comfortable returning to volunteering in the physical environment.

## How long before volunteers feel comfortable volunteering?

# 89.2%

of volunteers would feel comfortable volunteering at events of **100 or more** in the **next 6-12 months**

# 77.7%

of volunteers would feel comfortable volunteering at events of **1000 or more** in the **next 6-12 months**

## What needs to change?

Aside from the more obvious personal protective gear essentials for volunteers including hand sanitiser, gloves and masks the survey highlighted the desire to reduce high density social interactions where possible.

For volunteers, this includes the ability to check in remotely and to receive their volunteer gear via the post in advance.

# 81.8%

of respondents said they would be more likely to volunteer if remote check in were an option

# 63.8%

of respondents said they would be more likely to volunteer if their volunteer kit were sent to them in advance

**To facilitate these changes, volunteer managers will need to place a higher value on digital technologies to ensure that they're not creating more work for themselves harnessing technology to automate processes to streamline efficiencies.**



# 1. Recruiting your team

## Virtual volunteering

Like many of the things we once took for granted, the COVID-19 pandemic has dramatically altered the landscape of volunteering, both in terms of volunteer opportunities and volunteer availability. With reduced headcounts, an increased demand for not for profit services and individuals crying out for ways in which they can help, volunteering arguably has never been more important.

The **OECD Better Life Index** points to what is unofficially called the 'helper's high' – the release of feel-good brain chemicals like oxytocin that help to make you feel happy. Volunteering is one way in which individuals can 'give back' and provides a great way to better engage with communities, events and causes that we're passionate about. Just because physical volunteering opportunities are temporarily on hold, doesn't mean that volunteering is off the cards.

**So what is virtual volunteering? As the name suggests, virtual volunteering is the act of donating your time remotely (or virtually) often using technology to do so. Too often, volunteering is perceived simply as just a physical presence at an event. This just isn't the case.**

From online fundraising, mentoring, food preparation and advisory positions, volunteerism can be much more than just event day volunteers. The current landscape provides the perfect opportunity to re-shape our thinking around the roles in which our volunteers can play to ensure that they are engaged, utilized and retained for many years to come.

## Case Study: Mother's Day Classic Foundation

One of the first to take their event virtual in Australia, Mother's Day Classic Foundation (MDCF) made the bold decision to make their flagship fundraising event, The Mothers Day Classic virtual after the government introduced a ban on mass gatherings - a first in their 23 year history.

Months of hard work in the making, The Mother's Day Classic typically consists of 100 physical events around Australia on Mother's Day with up to 100,000 participants nationally. With a mission to unite the community and celebrate the lives of those who have been touched by breast cancer, cancellation was never an option.

For the MDCF their volunteer network is as broad as it is diverse so while event day volunteers play a huge part in the operation of the physical event, volunteers also come in the form of the board, committee and working groups who volunteer their skills, knowledge and networks to support the greater cause.

**The Mother's Day Classic typically consists of 100 physical events around Australia on Mother's Day with up to 100,000 participants nationally.**





As organizations are forced to make reductions in headcounts, this provides a great example of how your broader volunteer database can be utilized beyond volunteering in the physical capacity to fulfil roles across communication, PR, digital and legal just to name a few.

During a webinar with Rosterfy, MDCF communicated how overwhelmed they were by the sheer volume of responses they received after putting out a call for volunteer assistance to help get their virtual event up and running within ten days.

**“Never underestimate the power of your volunteers and the networks that they can bring to the table as well as how they can be leveraged.”**

Sarah Clements, General Manager, Mother's Day Classic Foundation.

So how did MDCF engage with their volunteers? To put it quite simply, technology.

For MDCF, technology and a solid volunteer management system played a critical role in allowing the team to engage with their existing volunteers, whilst providing a platform to recruit additional volunteers to support their cause.

## Top 5 Tips - Virtual Volunteering | Mother's Day Classic Foundation

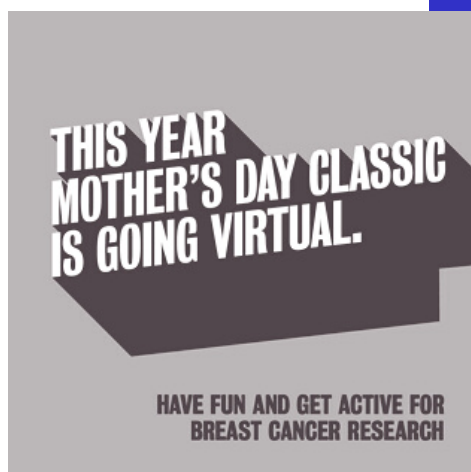
- Define your vision - both immediate and long term
- Don't underestimate the power of volunteers
- Engage authentically
- Be clear and simple in your ask
- Communicate, communicate, communicate

### Rosterfy & Mother's Day Classic Foundation Webinar | Going Virtual

Catch the full recording of Rosterfy's webinar with MDCF CEO, Zara Lawless and General Manager, Sarah Clements as they share insights into how they took their event virtual and the important ways in which they used their volunteers to do so.



[Click to view webinar](#)



## Volunteers as fundraisers

Fundraising can be difficult even in the best of circumstances. Throw in a global pandemic, a recession and the inability to host live fundraisers and raising awareness and funds for a cause becomes near impossible.

As we've touched on earlier, not for profits services are experiencing greater demand than ever before. With traditional means for fundraising unavailable, volunteers can be utilized as an extension of your team to help spread the word and raise money for your cause.

### GivenGain Integration

One of the main motivations of volunteers is to give back to a cause that they're passionate about. Rosterfy recently teamed up with GivenGain, a global online fundraising platform, to centralize volunteer management and fundraising via one digital solution.

While volunteers choose to donate their time for different reasons, many do so to give back to a cause that is close to their hearts. Through digital technologies like GivenGain and Rosterfy, volunteers for an event can now go one step further and in addition to volunteering their time, they can also help raise money by creating their own fundraising projects.

Enabling your volunteers to also become your fundraisers provides an innovative approach to volunteer management and fundraising.

## Recruit now for the future

Ensuring that you have a solid volunteer management strategy places you and your team in the best position to react, execute and deliver your program to its full potential.

While there may not be any physical opportunities for your current volunteers, this 'down time' provides a great opportunity to engage with your current volunteers whilst recruiting some additional volunteers for the future.

## Cleanse your data

Although it's embarrassing to admit, when asked the question of how many volunteers are your database more often than not volunteer managers find it difficult to provide an accurate answer. Why? Because our volunteer data is often outdated with no way of identifying an engaged or disengaged volunteer.

Use this time to engage with your volunteers. Emails and SMS are both great options but a phone call goes a long way to better understand the motivations of your volunteers and whether or not they are still an active and engaged volunteer. On the flip side, this provides a really nice touch point and will make your volunteers feel special and appreciated.

## Give it back

Volunteers are the lifeblood of the community and give so much of their time freely without asking for much in return. More often than not organizations ask themselves, what do we need from our volunteers? **Now is the perfect time to re-shape our thinking and consider, what can we do for our volunteers?**

**While volunteering in the physical capacity isn't an option, we can continue to give back to our volunteers by making them feel appreciated and valued. Now more than ever, individuals need their friends, colleagues and families to rally behind them. This should extend to your volunteer community.**

While information about your event and/or cause including updates regarding events and fundraising is great, try thinking outside the box when it comes to communications.

How about some tips on best isolation activities, recipes or a cutest pet competition?

Another great way to remain relevant and keep your volunteers engaged is to utilize social media. Set up groups for your volunteers providing a platform for them to communicate with one another and ensure that they are still receiving that human connection deeply rooted in volunteerism.

## Start a recruitment drive

There's never been a time where so many individuals (young and old) are looking for things to do and ways in which to get involved. Use this as an opportunity to reconnect with your community and build on your existing database of volunteers so that you're armed with the resources you need to ensure that your event is ready to go when the time permits.

**Consider different demographics when it comes to your recruitment. Too often, the youth are disregarded as lazy and unresponsive but that is both unfair and untrue.**

Our youth are passionate, tech savvy and also have the time and desire to gain relevant experience and give back in meaningful ways.

With unemployment rates set to reach new highs, students will be looking for opportunities to utilize their skills, build up their resume and fill their time.

Younger volunteers can also provide innovative and new ways of thinking and most importantly they understand technology, which is a huge asset to your organization now more than ever when we're living in a digital world.



## 2. Engage & Empower Volunteers

Unfortunately many organizations take their volunteers for granted. Yes, they appreciate them and the time they generously donate but what do they do to show their appreciation? Much like any healthy relationship, your relationship with your volunteers should be a two way street.

Engaging with your volunteers not only ensures that your volunteers feel valued but also goes a long way in ensuring a longstanding relationship for many years to come.

**Your volunteers are your biggest advocates so make sure they sing your praises.**

### Understanding the motivations of your volunteers

Taking the time to better understand the motivations of your volunteers goes a long way for creating a robust volunteer management program.

#### Motivations can include:

- Giving back to a community and/or cause they are passionate about
- Keen to be a part of an event that excites them
- Looking to meet new people and socialise
- Looking to learn a new skill
- Wanting to build up their experience for their resume
- Build their networks within a certain field or organisation

While the best way to understand these motivations is to get on the phone and to talk to your volunteers, you could consider running a survey to help you build more solid profiles for your volunteers.

This then enables you to provide unique experiences that appeal to your volunteers and enhance their experience with your organization thus increasing their likelihood of repeat volunteering.

### Reward & recognition programs

One way you can engage and recognize your loyal volunteers is through the introduction of a reward and recognition program. In its simplest form this can be a volunteer certificate or collectable novelty volunteer badges right through to providing merchandise, access to special events and once in a lifetime experiences.

#### Volunteer Portals

Volunteer portals are a great way for you to engage with your volunteers, providing a central location for notifications, emails, pictures, videos and more!



# Case Study Part 1: The Miami Dolphins Special Teams - Reward & Recognition

**The Miami Dolphins have pioneered the way for professional teams when it comes to community engagement through their 'Special Teams' program, which has provided \$8,533,875 USD value in volunteer time since its inception 10 years ago.**

As part of their impressive volunteer engagement strategy, the Miami Dolphins Special Teams have a unique reward and recognition program facilitated through Rosterfy, designed to 'give back' to their volunteers. During Rosterfy's webinar with the Miami Dolphins, Callie Newbanks, Volunteer Coordinator for the Special Teams explained how this works.

**"We [Special Teams] have an incentive program where every hour spent volunteering sees you earn 10 incentive volunteer points, which is tracked and updated automatically through Rosterfy's volunteer portal. At the end of the year we do an appreciation party, where points can be turned in for memorabilia, apparel, concert tickets and game tickets."**

It is this reward and recognition program that helped the Miami Dolphins Special Teams to win the NFL's Huddle for 100 earlier this year, contributing 75 million minutes to the overall total.

Designed to get 1 million volunteers to volunteer 100 minutes of their time by The Super Bowl,

The Miami Dolphins utilized their Special Teams program to work with their community partners, not for profits, existing volunteers and their entire fan base to take home the coveted prize.

## Communication

Communication remains the best way to engage your volunteers.

Technology has allowed us to provide new methods for communication with emails, SMS, portal notifications and social media all fantastic mediums to share content, provide updates and ensure that your volunteers feel included as part of your team.

As we have mentioned, diversity in your volunteers is essential which is important to bear in mind when it comes to communication.

### **Rosterfy & The Miami Dolphins Webinar | Creating a community program that is a force for change**

Catch the full recording of Rosterfy's webinar with Leslie Nixon and Callie Newbanks from the Miami Dolphins Special Teams as they share insights into how they used Rosterfy engage with and give back to the South Florida community.



**[Click to view webinar](#)**

Different demographics absorb content via different mediums so where possible utilize more than one method of communication to ensure maximum cut through.

A great way to streamline communications is through a volunteer management digital solution.

Set up triggered communications when actions are completed (this requires automations) to ensure volunteers are fed the information that they need to keep progressing through their journey.

### **Unsure what to send? We've put together some thought starters for engaging communications.**

- Happy birthday and anniversary emails to celebrate your volunteers
- Company updates including upcoming events, fundraising targets and feel good stories
- Champion your volunteers with a volunteer of the month spotlight
- Run competitions
- Congratulatory emails once key milestones are achieved

## **Digital technologies**

Technology is an intrinsic part of everyday life and for many organizations it has helped to bridge the gap between those looking to volunteer and organizations looking for volunteers.

From googling volunteering opportunities, to researching a company online right through to signing up to register your interest and checking in onsite, technology is changing the ways in which we need to consider and operate our end to end volunteer management.

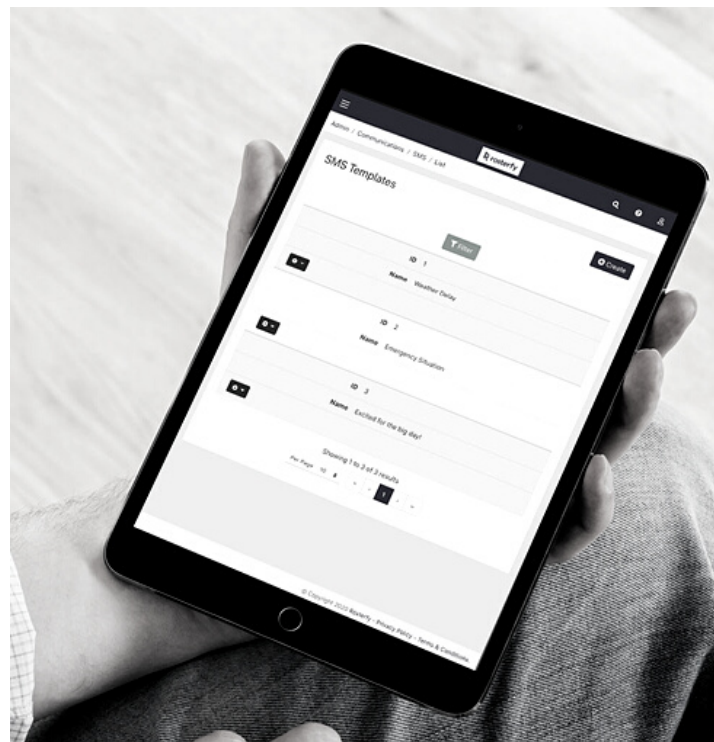


## **Make it simple**

Arguably one of technology's greatest assets has been its ability to make previous manual and outdated processes streamlined and simple.

Through a centralized volunteer management system, ensure that you collect all of the volunteer information that you need from the beginning so that you don't have to ask your volunteers to fill in multiple forms which can ultimately deter further involvement.

Digital technologies allows you to easily highlight shifts available with shifts either hidden or displayed as unavailable once your quotas are fulfilled. This can be extended to show specific shifts to those who have certain skills so that you're getting the right volunteers for the right roles (i.e first aid trained volunteers can apply for the medical tent shift).



## Become adaptive

The very nature of volunteering is often reactive (consider the volunteer response to an emergency, natural disaster etc). Being reactive however, isn't really an option if you don't have the foundations in place to do so.

With a volunteer management system in place you can create new opportunities for your volunteers within a matter of minutes, promote these opportunities to your volunteers via the click of a button, communicate the necessary briefing details and remotely check in and out your volunteers from multiple locations simultaneously.

## Case Study Part 2: The Miami Dolphins Special Teams - Reacting to COVID-19

After hosting The Super Bowl in 2010, the Miami Dolphins repurposed their volunteer program into a robust community engagement program that has created a lasting legacy within the South Florida community now known as the Special Teams program.

**Over the past ten years the Special Teams Program has provided over 89,000 volunteers with over 300,000 hours volunteered.**

With a robust volunteer management system in place and thousands of volunteers at their disposal, the Special Teams have become an incredible resource to their community when they need them most. This extends to their response to coronavirus.

With Miami Dolphins owner, Stephen M Ross realizing that food insecurity, already an issue in the South Florida community, was about to get a whole lot worse with thousands now out of work he generously donated 3 million dollars to feed those who are food insecure.

**Through the Miami Dolphins' existing Special Team program and Rosterfy the Dolphins were able to provide over 1000 meals out of their facility within a matter of days.**

The benefits of this have been twofold, with the ability to now feed those within the community but also providing jobs for Miami Dolphins staff who were out of work with game days no longer happening so they have also been helping to re-stimulate the economy!



### Rosterfy Free Trial

Keen to try Rosterfy in action? Why not start a 30 day free trial with Rosterfy.

**[Get started today!](#)**

# 3. Training & inductions

Training is a great way to empower your volunteers.

**In Volunteering Australia's [Guide to Training Volunteers](#), they state that training not only strengthens volunteer competency but also motivates volunteers by helping them to achieve and maintain satisfaction in their roles.**

A confident and empowered volunteer who is well trained will be more likely to continue to volunteer than one who is not confident and feels stressed because they lack competence in the role.

## Inducting new volunteers

First impressions count so make sure you present yourself as professional. Make inductions a part of your on-boarding process, putting in place screening measures to ensure that your organization and your volunteer community remain safe.

Pre record a message from your CEO welcoming your volunteers to your team. This will help them feel valued but will also help to build excitement for the opportunities ahead.

## Training new volunteers

Given the current state of the world, for the foreseeable future there will need to be some new measures implemented to keep our volunteers, participants, operators and communities safe. One way to do this is through the introduction of COVID safe training.

Training allows you to educate volunteers on the appropriate personal protective gear for both volunteers, staff and participants, social distancing regulations and also provides an opportunity to equip your volunteers with the appropriate responses to frequently asked questions. Not only will this benefit your organization with volunteers who are skilled and educated but it will also ensure that your volunteers have a more enjoyable experience with the knowledge that they need to perform at their best.

## Remote check in

Technology is the way of the future, so use it to your advantage. Utilize a volunteer management digital solution to alleviate the need for time spent wasted in long lines in close proximity with others.

**As highlighted in the results of Rosterfy's 'A Safe Return to Volunteering' survey 81.8% of respondents said they would be more likely to volunteer if remote check in were an option.**

Not only does remote check in help to keep your volunteers, participants and staff safe and protected, it also helps to make the onboarding processes more streamlined and simple.

### Rosterfy Resource Centre

Did you know that all of our clients have access to the Rosterfy Resource Centre featuring videos, articles and support on how to get the most out of your Rosterfy account.

**[Take a look today!](#)**



## Personal protective gear

Masks, hand sanitizer and gloves don't look like things we will be doing away with any time soon.

With volunteers donating their time the least you can do is to ensure that they feel and more importantly, remain safe.

A great way to do this is to send your volunteers a little getting started pack via post containing their volunteer uniform alongside a mask, drink bottle, hand sanitiser and gloves for their upcoming shift.

### DMC Sport - Volunteer Packs

Friends of Rosterfy, DMC Sport have the ability to integrate with Rosterfy meaning that you can now manage all of your end to end volunteer requirements to ensure that you remain covid safe.

From online attendance tracking and reporting through to custom apparel and safe hygiene kits, keep your volunteers as safe as possible without adding to your team's workload.

To learn more, click [here](#).

## Case Study: Spark Event Group - Covid Safety Officer Inductions

Spark Event Group, provide motivated casual staff and volunteers to major events around Australia. Like many of our clients, covid-19 put a halt to their operations back in March with many of their clients forced to postpone or cancel their events.

With thousands of casual staff and volunteers without a job and with time to spare, **Spark Event Group decided to create and implement 'Covid Safety Officer Inductions' executed through Rosterfy's** inductions feature; available for all staff and volunteers interested in participating.

The online training course covered specific guidelines outlined by the government across all Australian states and territories including information about social distancing, personal hygiene and protective gear. Hundreds of Spark's casual staff completed the induction (which required a 100% pass rate).

The reality is that to get events back up running additional safety measures and permit requirements will need to be fulfilled.

Up-skilling your staff is a great way to further prove that your organization and/or event is ensuring that the staff on the ground are equipped and informed with the knowledge and skills that they need to operate safely in accordance with government regulations



# 4. Attendance Tracking

In order to keep our communities safe, organizations and events will need to introduce systems to manage attendance tracking, information gathering and reporting to ensure that they are compliant with government regulations. **The best way to do this is through technology.**

With data needing to be stored and accessible for months to come, introducing a digital solution to help track players, volunteers, patrons, administrators and officials needs to be a priority. Technology is the only way to do so without having to dramatically increase the workload for your team without the need for manual and laborious data entry.

## Remote check in/ out & reporting

Having a system in place that facilitates remote and online check in and out not only helps to streamline efficiencies but is essential when executing safe social distancing and ensuring that volunteers, participants and administrators operate within government guidelines.

**When attention to detail is so critical, digital solutions are the easiest way to facilitate not only event check in but more specifically, check in relating to a certain role and/or a specific location.**

With the ability to store data online, pulling reports by name, shift and/or location is made very simple all via the click of a button.

## Case Study: Hockey Australia

Rosterfy have been working with sporting clubs at grassroots through to elite level to ensure a safe return to sport for all involved is achieved and maintained.

One of the first to jump onboard Rosterfy's new Attendance Tracking offering, Hockey Australia have been utilising Rosterfy for the past few months to track attendance for the Hockeyroos and Kookaburras to great success.

Through Rosterfy's simple digital solution, clubs can check in and check out their players, coaches, volunteers and staff and post training, they can easily download reports to help contact tracing for Covid-19.

### Attendance Tracking: The Kookaburras and The Hockeyroos

Catch an inside look at The Hockeyroos and Kookaburras utilising Rosterfy's Attendance Tracking solution to safely coordinate their recording and reporting of players, officials, administrators and volunteers.



[View Hockey Australia case study.](#)

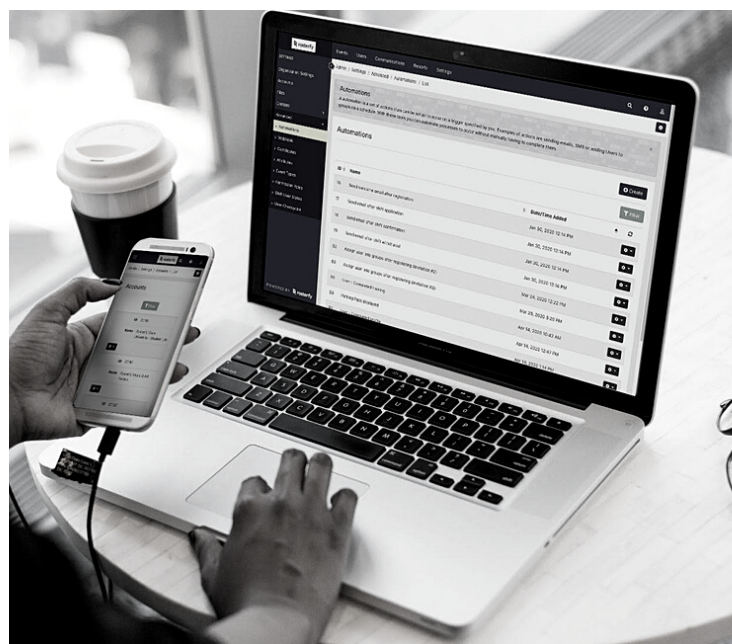


[View Rosterfy's Attendance Tracker Explainer](#)

"As part of our return to training protocols following the Covid-19 lockdown, Hockey Australia used Rosterfy to track and register our athletes and coaches attendance for each training session.

The system was easily set up and simple to use, streamlining the tracking of arrival and finishing times for every Kookaburras and Hockeyroos training session. We incorporated a series of wellness questionnaires including a temperature check for each participant on arrival and the Rosterfy system made the collection of this data efficient for both athletes and administrators." Dee Jennings, Manager of Performance and Planning at Hockey Australia.

To see the Hockeyroos and Kookaburras in action using Rosterfy's Attendance Tracker, see below (or [click here](#)) to view a video of the system being utilised.



## Rosterfy's Attendance Tracking Solution

In response to Covid-19, Rostery is offering our 'live' time and Attendance tracker to help local clubs, community groups and professional teams stay compliant.

Allowing you to check in/out remotely, record data and pull reports simply, [download a copy of our one pager to learn more.](#)

# 5. Return on Investment

Investing in technology has arguably never been more important. With stripped budgets, reduced headcounts and a renewed importance on volunteerism, technology needs to be a part of every workforce management plan.

Justifying expenditure to implement a digital solution to volunteer and paid workforce management can be challenging but with the ability to streamline efficiencies by automating and replacing manual processes the return on investment (ROI) of technology continues to highlight how critical this consideration needs to be.

With less people to do more work, empowering your staff (and volunteers) through technology lets your team concentrate on important strategic planning whilst allowing technology to look after the manual processes, which are integral to your program's success.

## Assigning value to your volunteers

**Based on May 2017 to May 2018 [Australian Bureau of Statistics \(ABS\)](#) figures, volunteers are now worth \$41.72 AUD per hour. The importance of recruiting, engaging and retaining your volunteers is the difference between a good and bad volunteer management program.**

With a streamlined, simple and easy to use digital solution you empower your volunteers to find opportunities to give back to your organization. If they have a positive experience with your organization they are not only more likely to return for subsequent volunteer shifts but they become your biggest advocates, recruiting friends, family and community members to join your team.

Rosterfy have worked with numerous clients around the world, to help them save time and money with our end to end scalable workforce management solution.

## ROI Case Study: Starlight Children's Foundation

While large scale sporting events may attract wider attention in our industry, not for profits rely just as much on volunteers to help raise vital funds for their cause. Starlight Children's Foundation brightens the lives of seriously ill children, adolescents and their families by replacing pain, fear and stress with fun, joy and laughter.

Since its establishment in 1988, Starlight has expanded to become the broadest reaching children's charity in Australia and are the Most Trusted Children's Charity in Australia (AMR Charity Reputation Index 2016). Last year Starlight created 426,000 Starlight experiences for children and their families and granted 525 life-changing Starlight Wishes.

### Dollar Value of Volunteers

Volunteer net worth is valued at **\$41.72 AUD per hour** highlighting the importance of **nurturing** and **retaining** your volunteers.



Since implementing Rosterfy back in 2016, Starlight Children's Foundation have been able to reduce the headcount in their team by 50%, despite significantly increasing the number of events and volunteers by 150%.

Understanding the importance of their volunteers and the warmth and value they bring to their organization, Rosterfy has enabled the Starlight Children's Foundation with a platform that enables them to better engage with their volunteers on a more personal level.

"I feel that one of the most crucial Rosterfy functions is being able to send out mass emails. We have so many different types of events with a number of different roles for different periods of time on offer. For each volunteer I need to send out confirmation emails, volunteer briefs, thank you certificates and these need to be personalised for a positive experience so having a system that can easily do this makes life a lot easier." Christine, National Volunteer Manager, Starlight Children's Foundation.

As Starlight receive no government funding, ensuring fundraising opportunities are maximised and operational cost are minimised remains top of mind.

Using Rosterfy has reduced the stress and manpower required to recruit and manage event volunteers, by creating a one-stop shop for creating rosters, recruiting and briefing events volunteers nationally.



## Starlight Children's Foundation Testimonial

Hear from Christine, Starlight's National Volunteer Advisor about her thoughts on Rosterfy and how it has changed the way they manage their volunteers.



[Click to view video testimonial](#)

## ROI Case Study: Cancer Council Victoria - Daffodil Day

**For charities and not-for-profit organisations, resource management is everything. Time, effort and money that goes into administrative costs and tasks are all resources that are being diverted from a charity's core goal – including raising vital funds for cancer research, patient support, cancer prevention and advocacy.**

Cancer Council Victoria's (CCV) flagship fundraiser, Daffodil Day, involves a gargantuan effort featuring 1,800 volunteers across 250 sites. The event is a fixture in Australia's charitable calendar – but National Campaigns Manager Jacinta Webster says the fundraiser was being hamstrung by outdated processes and draining resources.

"Essentially the problem we ran into with Daffodil Day is how complex it is to roster an event of that scale – we've got to coordinate and roster 1,800 volunteers on a single day.

When I first started [in 2016] it was managed via a manual spreadsheet, which was a complete nightmare," she says.

Looking for a solution that would enable them to train, communicate and allow 24-hour automated messaging, CCV implemented Rosterfy to ensure that they had the right resources in place to focus on the bigger picture.

Charities are often on a never-ending quest in finding efficiencies. Staff work harder for a good cause and volunteers double down on how much time they put in because they can make a real difference.

By concentrating on the volunteer experience (rather than acquisition of new volunteers) alongside improved training and engagement through Rosterfy, CCV has seen more volunteers return year-on-year who have consequently recruited their family and friends to also join them.

**“We can retain our volunteer database year-on-year because we’ve improved the technology, their experiences and their training – it’s made our lives so much easier.”**

Jacinta Webster, National Campaigns Manager, Cancer Council Victoria

**“Rosterfy frees us up to not be focused on the grind of the roster. With that process automated we can now focus on the experience of the volunteer, and we know there’s a **direct correlation between volunteer experience and fundraising effectiveness.****

**If our volunteers feel engaged and well-supported then they’ll come back and they’ll help us raise more funds.”**

Jacinta Webster, National Campaigns Manager, Cancer Council Victoria

**Since using Rosterfy, CCV’s volunteer management headcount has reduced from six to four and has enabled the team to focus resources on our events and fundraising.**



# Conclusion

We hope that this handbook has provided some guidance, support and insights into how technology and volunteers can be harnessed to help your organization to deliver a successful volunteer management program.

Although challenging, the current landscape provides an excellent opportunity to refresh our thinking and consider new and innovative ways of operating.

Reduced headcounts mean we need to operate more efficiently. Volunteers have so much to offer beyond the traditional 'event day volunteer'. Take the time to engage with and get to know your volunteers and you open you and your organization up to a great community of skilled volunteers that can help virtually to deliver your end to end event and/or cause. In our opinion, the best way to do this is through technology.

Technology allows us to streamline efficiencies, communicate more effectively and to replace manual processes with automations, ultimately saving time and money. When budgets are tight and the resources are thin, technology is one way we can all make our lives a little easier.

If you'd like to learn more about how Rosterfy can help you streamline your volunteer management and engagement, please don't hesitate to connect. **We are currently offering a 30 day free trial of our product to help you get started and streamline your end to end volunteer management.**

Look after yourselves, and your volunteers.

Best,  
Shannan Gove

Co Founder & Head of Sales  
Rosterfy



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