Rosterfy White Paper

Digital Workforce Transformation

Unlock the true potential of your volunteers and paid staff by embracing technology to streamline your workforce management.

rosterfy

OVERVIEW

The COVID-19 pandemic accelerated digital transformation globally by seven years, according to a study by McKinsey & Co. Companies rushed to find technology that could help manage staff, collaborate and communicate as the pandemic hit. And now, two years on, many have realized that this digital transformation actually allows us to work smarter, not harder.

At the same time, companies that didn't adapt quick enough, risk being left behind. Many of these include nonprofits and charitable organizations that traditionally focus effort and resources on frontline impact, rather than back-office processes.

So why is it important for nonprofits to pay attention to this digital transformation?

A Nonprofit Trends Report from Salesforce found that 85% of nonprofits believe technology is the key to their success, but only 23% have a long term vision of how to use technology within their organization. This represents a big gap between idea and implementation. Technology can also relieve the burden and stress created by outdated technology and manual processes, leading to more engaged staff and lower retention rates.

So we want to deep dive into digital workforce transformation to find out why it matters to managers of both volunteer and paid workforces. We'll cover the what, why and how of a digital workforce transformation, so you understand how it can benefit you.

Contents

What is a digital workforce transformation?

We define digital transformation as the integration of digital technology into all areas of a business, resulting in fundamental changes to how businesses operate and how they deliver value to customers.

And when we talk about the digital workforce, this encompasses all the technologies employees use, from instant messaging to HR applications and core business applications, emails, intranets, portals, and enterprise social media tools.

Whether we're talking about the paid workforce or the volunteer workforce - staff have come to expect many of these technologies from the organization they work for.

Why does this matter to workforce management?

Prior to the pandemic, you'd probably never ordered groceries online, taken part in an online gym class, a virtual quiz or a doctor's appointment by video call. And certainly not all in one day.

As we adapted to doing more and more daily tasks online, things we probably never dreamed of previously, it became obvious that the old way of doing things was not always better.

While staff and volunteers may have initially struggled to adapt, multiple studies have proven that staff are now happy with this digital transformation.
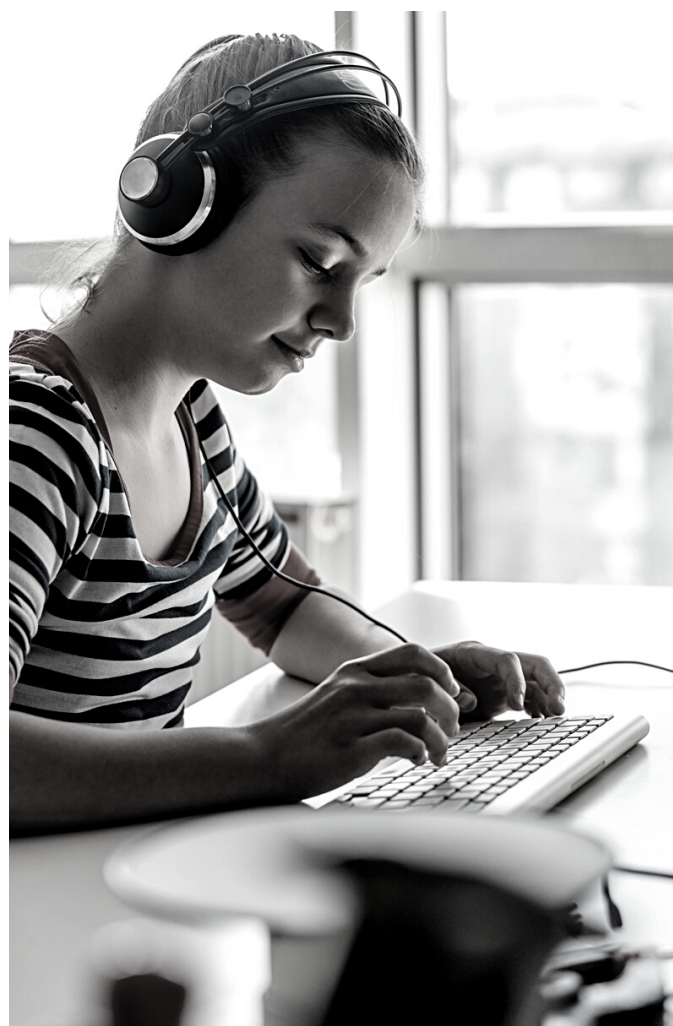
The increase in flexibility, increased virtual opportunities, working smarter and more efficiently are all things workers have come to expect from their company.

In the UK, 72% of the UK workforce believes digital transformation has improved efficiency at their workplace, found a study from KPMG. While a 2021 report from PWC found that 83% of US employers surveyed say the shift to remote work has been successful for their company.

Naturally, the same needs can be seen in the volunteer workforce. Two out of every three volunteers stopped volunteering in 2020, wrote the Conversation. And while companies were able to quickly pivot to keep their employees connected from home, many non profits simply don't have the resources- both financially and professionally- to do the same. In Australia, an estimated 50% of volunteer involving organizations moved volunteer activities online, with 76% of volunteers indicating they'd taken up this option. That represents a massive loss of volunteer contribution- at the exact time it was needed.

"The traditional social sector is a decade behind the business sector in terms of digital transformation," said Shannon Farley, Executive Director of Fast Forward, an accelerator for tech nonprofits. To ensure volunteer involving organizations can maximize their impact and future proof their organizations, embracing technology is key.

So let's take a look at the three major ways digital workforce transformation can benefit organizations by increasing engagement, improving efficiency and ensuring compliance.

Don't know where to start?

Why not speak to one of Rosterfy's Sales Reps to learn more about how you can implement a digital workforce transformation.

1. Increase engagement

Keeping your workforce engaged is easier said than done, especially without regular face-to-face interaction. But it comes down to one simple word: communication.

Whether it be communicating about operational information such as shift changes, or the impact report from the year, increasing workforce communication is easy with the right technology, and it's one of the biggest benefits of digital transformation.

Email/ SMS

Automated emails as staff and volunteers perform certain tasks, such as registering, signing up for a shift, completing training, or completing a shift dramatically reduce the amount of admin time.

Similarly, SMS messages are extremely effective at communicating last-minute changes to shifts, times or locations. SMS open rates are as high as 98%, compared to just 20% of all emails, so the chance of your message getting through is much higher.

This can drastically reduce the amount of time spent calling, chasing up and stressing about filling the roster.

Rosterfy allows you to send SMS' directly from within your Rosterfy account with the ability to schedule SMS to an entire group, confirmed users for an event or directly to an individual.

Team communication

Utilizing a team communication platform such as Slack or MS Teams enables all team members to share information across departments.

Volunteers should have a way to keep in touch with each other, share information and keep up to date with any changes. Setting up an online communication channel that allows everyone to stay in touch can really help with organizing volunteers. It also helps create a sense of camaraderie, social engagement and builds strong bonds between volunteers, away from the organization.
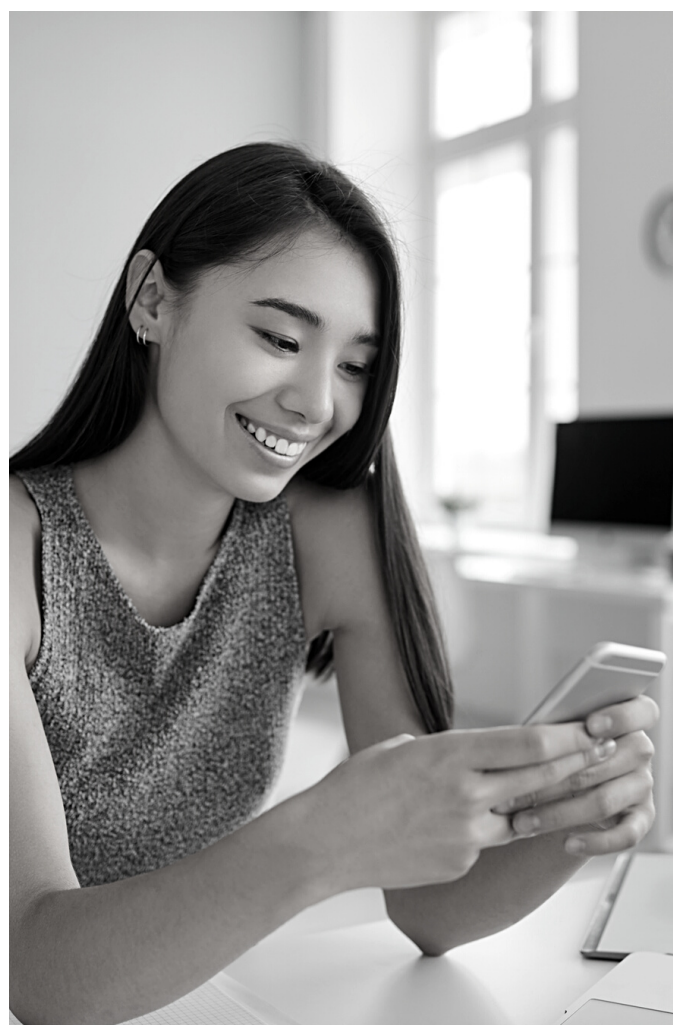
Volunteer/ staff portal

Giving volunteers and staff access to their own individual portals enables them to control their own experience, apply for shifts, complete training in their own time and stay connected at all times. Instead of waiting for someone to pluck their name off a list for a shift, they can actively apply for shifts or roles that really appeal to them- increasing the likelihood they'll stay engaged and committed to you.

Individual portals are also a great way for volunteers to see how many hours they've volunteered, a requirement for some schools, courses or grants, again reducing the amount of time spent on administrative tasks.

Social media

Social media is often an after-thought, but it's actually an extremely powerful tool for workforce managers. Research shows that more than half of the people who engage with a cause on social media will take further action.

Social media is also a great way to recruit volunteers, with 47% of volunteers saying they find opportunities through volunteer websites, apps and social media. Studies show organizations who post volunteer-related content on Facebook daily (30%) were more likely to fill all of their open volunteer opportunities.

So by taking the time to engage with social media, you can really improve your volunteer recruitment efforts.

Reward and recognition

A thank you goes a long way, especially when it comes to volunteer engagement. The majority of volunteers get involved to feel like they're giving back and making a difference. So letting them know how they are helping is a simple way to increase engagement. In fact, one study found that 24% of respondents said that receiving details about their work's impact would most motivate them to volunteer more than once.

For others, they may seek recognition through a physical reward. Regardless of the type of recognition, automating this process through digitization streamlines the process so it becomes standard.

Digital reward and recognition programs not only reduce your workload and reduce human error, they give volunteers the power to choose a reward that suits them.

No time to be posting on social media? No problem.

Social media management is a great role for virtual volunteers to take on. Recruit one or two tech-savvy volunteers to create content, post and respond on social media.

Rosterfy's reward and recognition technology automatically tracks hours volunteered, so volunteers can redeem merchandise, tickets, memorabilia, or uniforms in exchange for hours worked.

And best of all, by taking advantage of automations, this doesn't create any extra work for administrators. Reports can give you an up-to-date inventory list, you can populate names on personalized certificates in one click, and set up emails to remind volunteers to redeem their rewards.

2. Improve efficiency

Managing a workforce is an intense job. Often it may feel like there simply aren't enough hours in the day to accomplish everything, let alone work on improving processes or getting to know your team members.

But the good news is, there are digital tools out there that can not only help you get more done, they can also improve your overall efficiency, so you have more time to spend engaging with your workforce.

Let's take a look at how digital workforce tools can improve efficiency.

Simplifying registration

Recruiting staff and volunteers, especially if you need a team of thousands, can be an incredibly labor-intensive process.

By introducing a digital recruitment and registration process, you can streamline the process, make it simple for staff and volunteers, and save infinite time. Plus, everything is stored safely and securely in the cloud, so everyone in your team has access to it, and no one needs to sort through hundreds of paper forms.

The other major benefit is that it enables the workforce to complete the signup process in their own time.

Digital transformation also has the capability of transforming your workforce. Millennials are not leaders of tomorrow, not the hope of the future — rather they are the leaders of today and the future is now! So tap into this dynamic, creative and youthful community through technology. Millennials are most comfortable engaging with technology as opposed to other means of communication. When recruiting millennial volunteers for your organization, providing the means for them to complete everything online will make them far more likely to sign up and get involved.

CASE STUDY - STARLIGHT CHILDREN'S FOUNDATION

Before switching to Rosterfy, The Starlight Children's Foundation recruited and managed their event volunteers through a combination of phone calls, emails, spreadsheets, and manually entering the data into a database. By investing in Rosterfy's volunteer management software, they've been able to reduce the headcount of paid staff from 3 to just 1.5 full-time equivalent, but increased the number of events and volunteers by around 150%.

"Rosterfy has allowed me to manage the recruitment and volunteer journey with its super-efficient and easy to use functions. Without Rosterfy, I would not be able to supply and engage with the high volume of volunteers I have the pleasure of working with now," said Christine Geha, volunteer advisor at Starlight Children's Foundation.

View the full case study

Combine workforce management and fundraising

Volunteers and fundraisers often go hand in hand, yet most charities and nonprofits manage them separately, doubling the workload. With 50% of volunteers more likely to donate to charities they volunteer with, there is a huge opportunity to bring volunteers and fundraisers together. Combining workforce management and fundraising can improve efficiency and boost fundraising dollars by making it easier to empower volunteers to try out fundraising – and vice versa.

For example, Ben Waber volunteered with suicide prevention charity Samaritans for 13 years, and is now fundraising for them through running the Boston Marathon – having already raised more than $2,600 US on GivenGain.

Empowering volunteers to fundraise is not just a massive opportunity for charities, it is now easier than ever. Take for example Rosterfy's integration with giving platform GivenGain. Users can add GivenGain functionality directly to their volunteers' Rosterfy portals, so volunteers receive a prompt when logging in to start a fundraising project.

Volunteers can then start receiving donations in just two clicks, and check in on their fundraising progress through Rosterfy at any time.

Volunteers are your best advocates with a deep connection to your charity's mission, so providing the option for them to create their own fundraising project can strengthen their relationship with your cause and boost engagement. At the same time, you can easily raise even more money without any additional workload, ultimately increasing impact.

Learn more about how you can better manage your volunteers and fundraisers simultaneously with Rosterfy and GivenGain's integration, _here_.

Reporting

If you're investing time, effort and money into a workforce management program, it makes sense that you want to know what ROI you're getting. While you may have anecdotal evidence, accessing reports to get into the nitty gritty can help you understand what's working, what needs improvement, and which areas to focus on.

Reports can also help you understand more about your workforce. Learning about who your volunteers are as individuals is key to understanding and engaging volunteers. The more information you have at hand, the easier it is to assign tasks that suit each person's skills, personal preferences and physical abilities.

As Rosterfy co-founder Shannan Gove says, "Until you understand that data, who they are, where they are, what their motivations are, you aren't treating volunteers as individuals, just a number needed to fill a requirement. It's important to understand who these people are a little more to get closely aligned to what motivates them."

Payroll

When managing a paid workforce, payroll can be a complicated process. So by incorporating it into your workforce management, you can reduce double handling of data and reduce human errors.

Rosterfy's product offering includes payroll for paid staff where staff are paid under award wages. Payroll enables you to create and manage the pay rates for the people taking part in Events and Shifts. The Payroll module allows you to create different rules to match your pay structure, making it as simple or as complex as you require.

Once a staff member checks in and checks out to a shift, the system will automatically calculate hours worked.

This will help ensure staff get the right amount and on-time, every time.

Rosterfy allows you to create and download custom reports to unlock your volunteer and staff management programs full potential including status of shifts, training updates and check in rates through to user demographics and documentation.
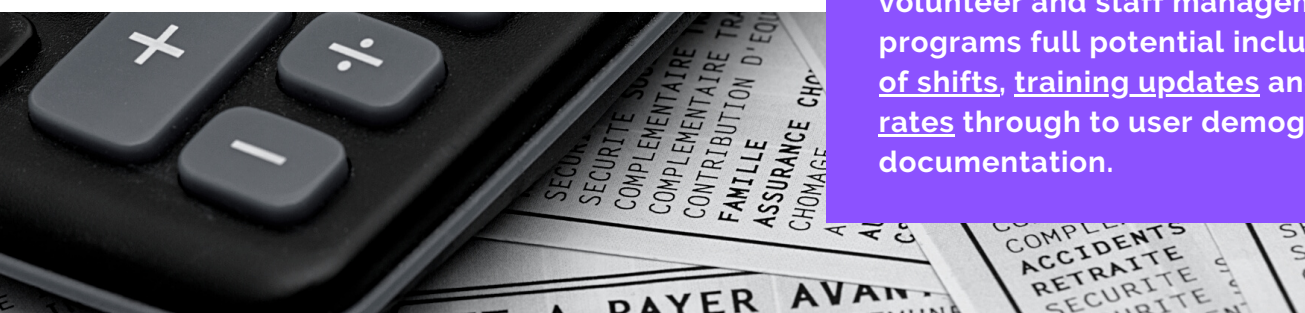
3. Ensure compliance

With ever-changing data laws, security concerns and our reliance on tech, it comes as no surprise that compliance is one of the major challenges surrounding digital transformation.

So when implementing a new piece of technology, it's important to understand just how your data is collected, stored and used. If handled correctly, it's the best way to ensure your company is compliant.

Digital technologies can even be used to ensure your workforce is compliant when it comes to waivers, training and accreditation.

Data protection and security

When you're capturing sensitive personal information including social security numbers, bank details and contact information you need to make sure you're taking care of your workforce's personal data. Unfortunately publicly available forms such as Google sheets simply aren't safe from hackers, and paper based systems means slower process, more admin time, risks of inefficiency and incomplete or missing paperwork.

So by choosing a digital workforce solution that prioritizes the safe and secure collection and storage of data, you're establishing a high standard of compliance.

A compliant workforce

With the range of different certifications, safety checks, workplace OHS training, licenses and reference checks that are needed for different roles, this is one job that can be easily digitized.

During the onboarding process, simply indicate which certifications are needed, and ask your workforce to scan and upload their certificates into their portals. Not only does it mean that you can have everything ticked off ahead of the time, it also eliminates the need for anyone to be bringing certificates with them on site, and then risk forgetting them along the way!

Rosterfy prioritizes keeping our customers' data, and that of their users protected at all times.

To view more about how this is achieved, read the information here.
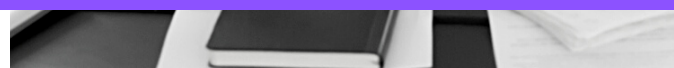
Training

Setting up online training modules for topics such as OH&S, workplace safety, chemicals handling, or venue inductions means that staff can complete them in their own time, ahead of time. You will be able to see who has, and hasn't completed their training, and then send out automated email reminders.

You may also choose to set up training modules to introduce your organization's mission, so staff and volunteers get to know you more and can become ambassadors for your organization.

Remember, the more confident a volunteer feels in their role, the longer they are likely to stay on, reducing the need to repeat the recruitment process as often.

Rosterfy allows you to create and download <u>custom reports</u> to unlock your volunteer and staff management programs full potential including <u>status of shifts</u>, <u>training updates</u> and <u>check in rates</u> through to user demographics and documentation.

Conclusion

Managing a workforce is a big job, and when mismanaged it can lead to a disengaged workforce, low retention rates, overworked staff, non-compliant programs and goals not being met.

Adopting digital technologies can not only help solve all of these problems, it can ensure your organization is future-proofed.

In today's fast-paced digital environment, operating efficiently is not just a good idea, but a necessity for success and sustainability. Organizations can no longer afford to waste time and effort on manual workarounds, or they risk being left behind and alienating staff.

A digital workforce solution is a simple way to streamline every aspect of workforce management in one place. You can improve engagement with your staff, increase efficiency, so you can deliver an even bigger impact, and ensure your data and workforce is compliant.

About Rosterfy

Rosterfy exists to connect communities to events and causes they are passionate about through our volunteer and paid workforce engagement solution. We reduce the amount of time volunteer managers spend in spreadsheets and manual processes, as well as increasing the retention, engagement and attendance rates of our client's volunteer database. Our scalable technology streamlines the previously manual process of volunteer and paid staff management for organizations of all shapes and sizes, from the Super Bowl & London Marathon to tin rattlers for local charity events.

Get in touch with us to book a demo to see why Rosterfy is the ultimate volunteer management platform that can help your digital transformation.

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