



How the Atlanta Super Bowl LIII managed **30,000 applications** and **scheduled 10,000 volunteers** using Rosterfy.

With more than **10,000** volunteer roles to be fulfilled across **200** locations, the Atlanta Super Bowl Host Committee enlisted Rosterfy as their official volunteer management software to recruit and engage their volunteer army for the Super Bowl LIII.

The Background

Despite just having come off the back of the 2018 College Football Playoff National Championship in Atlanta, the Host Committee decided that they needed a superior system to manage their volunteer workforce for the Super Bowl and quickly settled on Rosterfy.



"Rosterfy really set themselves apart in terms of their track record in [the 2017 and 2018 Super Bowls in] Houston and Minnesota and also the partnership we were able to build with them over the months of vetting to learn more about their capabilities."

Lee Hendrickson, Atlanta Super Bowl Host Committee Vice President of Community Engagement and Volunteer Programs

With more than 5,000 applications within the first 24 hours and over 30,000 volunteer applications total, Rosterfy was utilized to provide an end to end solution to recruitment, screening, training, communications, onsite management and reporting,

Implementation

With over 30,000 applications, Rosterfy was used to help automate the process for screening with the system being used to help coordinate and execute thousands of screening interviews.

Once volunteers were selected, features including auto-scheduling, communications and training modules were utilized to upskill and engage with their volunteer workforce throughout a six month period.

With so many volunteers on the system, ensuring data protection and security was a key priority alongside the ability to keep the general public safe through the facilitation of background checks.

In addition to assisting administrators communicate with the volunteers, Rosterfy also helped the committee get to know the people who are representing them through the careful collection of data and opportunities for engagement.

"The data that's available [through Rosterfy] is a huge advantage for us. It's important to us that we try and get to know the volunteer population and how our volunteers are reflecting the broader Atlanta population."

The final 10,000 volunteers selected reflect and represent Atlanta's diversity - spanning four generations and speaking 22 languages.

"In our experience, [Rosterfy] has been an incredible fit. The partnership, the flexibility, the level of attention-to-detail... It's graphically appealing and easy to navigate. We have volunteers who run the full gamete of ages 18 and up - and to be able to connect with that entire audience is really important to us and something that Rosterfy has been able to provide."