



How Cancer Council replaced manual processes with automations to reach new fundraising heights.

"It's changed the face of how we run 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 – such as fundraising, patient support, cancer prevention and advocacy.

Rosterfy provided a centralised solution to Cancer Council's volunteer management, allowing them to concentrate their efforts on fundraising and recruiting more volunteers.

The Background

Cancer Council Victoria's 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charitable calendar – but national campaigns manager Jacinta Webster says the fundraiser was being hamstrung by outdated processes and draining resources.

After making the decision to implement Rosterfy, Cancer Council was able to do away with manual and time consuming spreadsheets using Rosterfy's automations technology to save time, money and reach new fundraising highs.

Rosterfy enables us to manages the volunteers en-mass in a way that keeps them engaged and keeps them feeling loved. Managing 1,600 to 1,800 people on spreadsheets didn't give our volunteer team any capacity to look at the volunteering experience – it was all focused on the act of rostering,"

Jacinta Webster, Volunteer & Fundraising Manager, Cancer Council

Implementation

In addition to automated scheduling, Cancer Council utilised Rosterfy's specialised training guides, communications, a 24-hour portal and an automated messaging system through Rosterfy to better engage with their volunteers.

“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,”

The results

Since using Rosterfy, Cancer Council has been able to reduce resources from 6 to 4, with Rosterfy allowing staff to focus on events and fundraising rather than the manual scheduling of volunteers.

In addition to a cost savings from an administrator perspective, Cancer Council also saw an increase in volunteer engagement and retention through the introduction of automated communications and training.

