



From **volunteer program** to one of the most impressive **community engagement programs** worldwide.

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 value in volunteer time since its inception 10 years ago.

## The Background

Traditionally after The Super Bowl concludes, the Host Committee dismantles and the tens of thousands of volunteers that were recruited cease to be utilized. The Miami Dolphins decided to do things differently.

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 10 years, The Miami Dolphins Special Teams have become a resource that local not for profits utilize to secure volunteers to assist with their operations. From a volunteer perspective, the program also provides a platform to connect them with volunteer opportunities within their community, which might otherwise have been difficult to find.

Some impressive stats on the size and impact of The Special Teams program over the past 10 year include:

- **89,210 volunteers**
- **334,583 hours volunteered**
- **75 million minutes volunteered**
- **24,691 unique volunteers**



“As we evolve, reliance on digital communications to allow us to engage with our volunteers in the ways in which they want to be communicated is so important - Rosterfy has enabled us to do this.”

**Leslie Nixon, Senior Director of Community Affairs,  
Miami Dolphins Special Teams**

## Implementation

Understanding that they needed a digital solution to manage their volunteers, The Miami Dolphins commenced their working relationship with Rosterfy during The Super Bowl in 2018 to ensure the best possible experience for their volunteers.

With a robust volunteer management program in place, Special Teams not only provides the Miami Dolphins with an impressive database of volunteers but also services the community more broadly.

Most recently during the COVID-19 pandemic, the Miami Dolphins Special Teams volunteer program was an incredible resource to the community whereby screen and trained volunteers we're able to be placed in the community with meal preparation for those made food insecure as a result of the pandemic.

## Reward & Recognition

To further encourage engagement, The Miami Dolphins utilized Rosterfy's Reward and Recognition functionality to gamify and reward volunteers.

Every hour spent volunteering sees volunteers earn points, which is tracked and updated automatically through Rosterfy's volunteer portals. At the end of the year, these points can be redeemed for memorabilia, apparel, concert tickets and game tickets.

This in turn, has helped to further recruit new volunteers, while retaining their existing database of volunteers.

**So what can we learn from the Miami Dolphins? A lot. The importance of a strong volunteer program that can be adapted into a lasting legacy within your community not promotes a healthy brand and reputation but more importantly, allows the Miami Dolphins to become bigger than the game itself.**