



**Reduced internal headcount by 50% using Rosterfy's automations functionality.**

**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.**

## The Background

Starlight Children's Day Foundation is an Australian non for profit, who rely on their volunteers and fundraisers to support life changing experiences for children and families affected by cancer. With no government funding, operational efficiencies drove their decision to pursue a more comprehensive volunteer management solution.

Prior to using Rosterfy, Starlight Children's recruited and managed their event volunteers through a combination of phone calls, emails, spreadsheets, and manual data entry. As their program continued to grow, this proved time-consuming, stressful and required a great deal of manpower to oversee not allowing any time for relationship building and engagement with their volunteers.

## Implementation

As the number of events expanded, National Volunteer Manager Kerry Shields knew there had to be a better way to manage their volunteers and decided that Starlight needed to invest in an automated solution.

After trying to create their own internal volunteer management solution but limited by budget and resources, Starlight Children's Day Foundation landed on Rosterfy as their solution.

**Since implementing Rosterfy, Starlight have managed to reduce the headcount of their volunteer management team from 3 to just 1.5 full time employees and increased the number of events and volunteers they recruit by around 150%.**



It's helped us with efficiency and consistency in how we recruit, communicate, roster and manage volunteers at our events across the country. We know the system works, it's reliable and it's flexible enough to cater for a small event or complex national fundraising campaigns like Starlight Day.

**Keri Shields, National Volunteer Manager, Starlight Children's Day Foundation**

## Success to date

Since implementing Rosterfy in 2016, Starlight Children's Day Foundation has had over 10,000 volunteer registrations through the portal.

With over 100 events annually and over 10,000 hours volunteered, the ability to use automations has streamlined processes across recruitment and scheduling but most noticeably it has changed the way that they engage and retain their volunteers through the communications functionality.

With multiple emails required to be sent throughout the volunteer experience, Starlight can now send personalized, timely and relevant emails all through Rosterfy's automations functionality.

**If you'd like to learn more about how Rosterfy can help you scale with your workforce requirements, get in touch today!**