



## Volunteer Manager

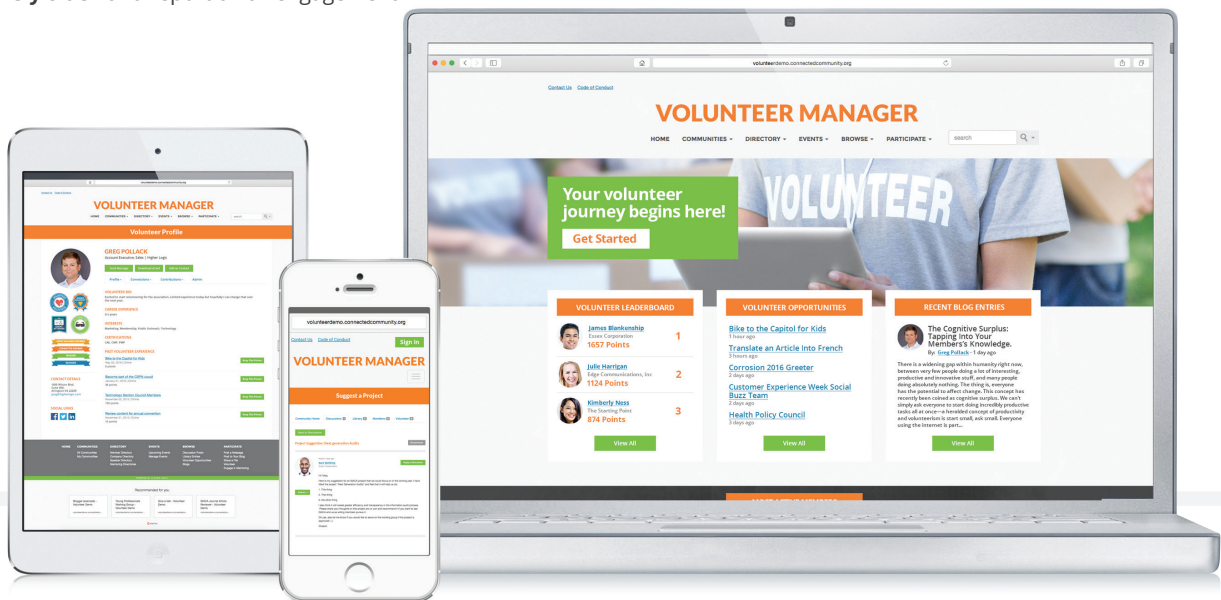
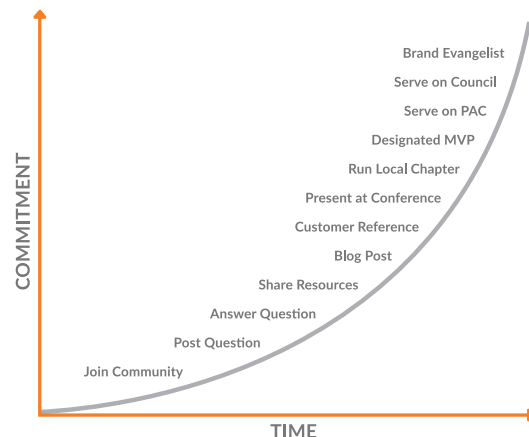
Take volunteer management, member engagement and tracking to the next level

Volunteers are important to any organization's success. Research shows that the ideal volunteer journey starts with small tasks and virtual participation, working all the way up to committees and leadership positions — what we call the **Volunteer Commitment Journey**. Bringing together members for a variety of useful, educational, insightful and fun volunteer opportunities requires unique strategies and techniques that leverage individual contributions.

With Higher Logic's **Volunteer Manager** we make it easy to find, track and reward volunteer engagement. The brand new system helps organizations personalize every member's volunteer journey, accelerating their levels of engagement.

The intuitive and easy-to-use platform gives organizations the tools to:

- **Encourage** volunteer participation
- **Streamline** the volunteer management process
- **Effectively track** and report on all engagement



"Using Volunteer Manager for our Volunteer Town Square portal has been an asset for us from the start. It's incredibly well thought out software that fits in well with the large, active volunteer community we manage for a variety of ASAE events and projects."

~ Wanda Little-Coffey  
 Senior Director, Volunteer Relations  
 ASAE

## VOLUNTEER MANAGER

### Core Capabilities:

- **Automate volunteer management** – We made it easy to create and fill volunteer opportunities that fit every volunteer's skills, interests, and location. Replace manual solicitation, selection and tracking of volunteers to save staff time and yield better results.
- **Personalize volunteer profiles** – Give your members easy access to their profiles, where they can fill out their information with skills, experience and volunteer interests. Use email and notification options to actively push volunteer opportunities that fit your members.
- **Reward and recognize** – Encourage participation with gamification tactics like virtual badges, ribbons, and a volunteer leaderboard. The system also helps you track and reward volunteers using traditional practices like thank you letters and physical gifts.
- **Track engagement** – Measure all volunteer efforts at the organization, component or industry level with a time and experience-based point system. Use this system to track individual volunteer opportunities throughout the year and translate to overall engagement points for a more robust view.
- **Show ROI** – Extensive reporting capabilities and executive dashboards show member participation and the direct ROI calculation of true dollar value for every volunteer activity. Compare volunteer types and activities using a volunteer scorecard, where functions such as time, experience level, and dollar rate/value per opportunity can be adjusted to show value levels for different volunteers and programs.



"We know that the majority of volunteering happens at the component level. Implementing Volunteer Manager is going to be an excellent way to understand, track, manage and report these activities. We hope to use what we learn to better train our volunteers and create new opportunities for members to be involved."

~ Andrea Holovach  
 Senior Regions, Sections and Student Chapters Manager  
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