



How nonprofits can **engage, retain and report** volunteering at scale

Jason Bonnell

Volunteer Systems Consultant, North America, Rosterfy

The evolution of Rosterfy

2014

2016

2019

2020

2023

2024



WHERE IT STARTED

Rosterfy was co founded by Bennett Merriman, Shannan Gove and Chris Grant in Melbourne, Australia



GLOBAL EXPANSION

Rosterfy opens an office in San Francisco, USA as part of a 'Launch Pad' led by the Australian Government.



WORLD LEADERS

Rosterfy opens an office in London, United Kingdom and Dubai, United Arab Emirates as part of the commitment to connected communities worldwide



INVESTMENT & IMPACT

Rosterfy secure \$2m in funding and celebrates 20 million volunteer hours worldwide.



BEST IN CLASS

Rosterfy secures a further \$9.4 million in funding from Bailador. Investment is used to grow the global team with 50 full time employees.



PRODUCT INNOVATION

Launch of Rosterfy Volunteer App. Now operating in over 35 countries with 100 million volunteer hours powered by Rosterfy.

Top 10 most innovative technology companies in AFR
BOSS Most Innovative Companies



Enough volunteers to power

2,000 SUPER BOWLS



Plant

1.8 BILLION TREES

11.5 x the size of London

What could you achieve with

150 MILLION VOLUNTEER HOURS



Raise

\$7.5 BILLION IN FUNDRAISING



Fill

70,000

full time roles equates to

\$7.43 BILLION LABOUR



Prepare

2.25 BILLION MEALS

Enough to feed Australia
3 meals per day for nearly a month!

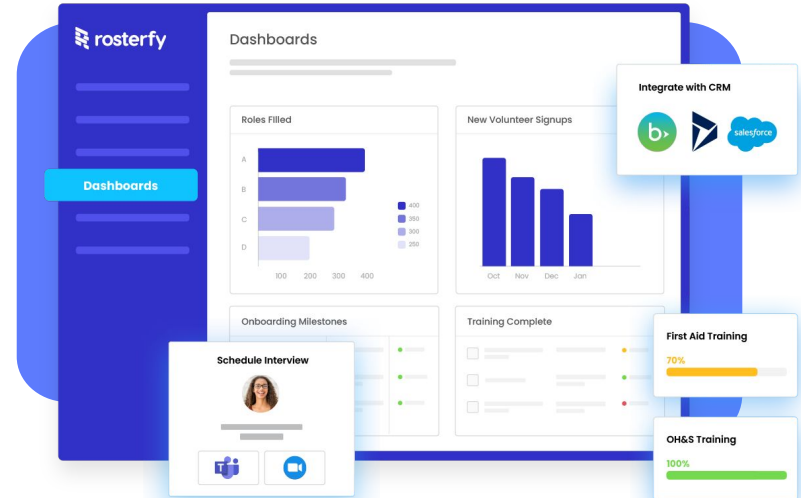
Rosterfy key features

Rosterfy allows clients to automate 75% of the end to end volunteer management journey.



ONE OF THE BIGGEST TRENDS IN THE INDUSTRY

The Breaking Point: **Volunteer Manager Burnout**



88% say volunteers are critical | only 45% have invested in tech to support their programs

FUTURE PROOF YOUR PROGRAM

The **scaling** framework

From **Manual**



to **Modern**



Automation



On Demand



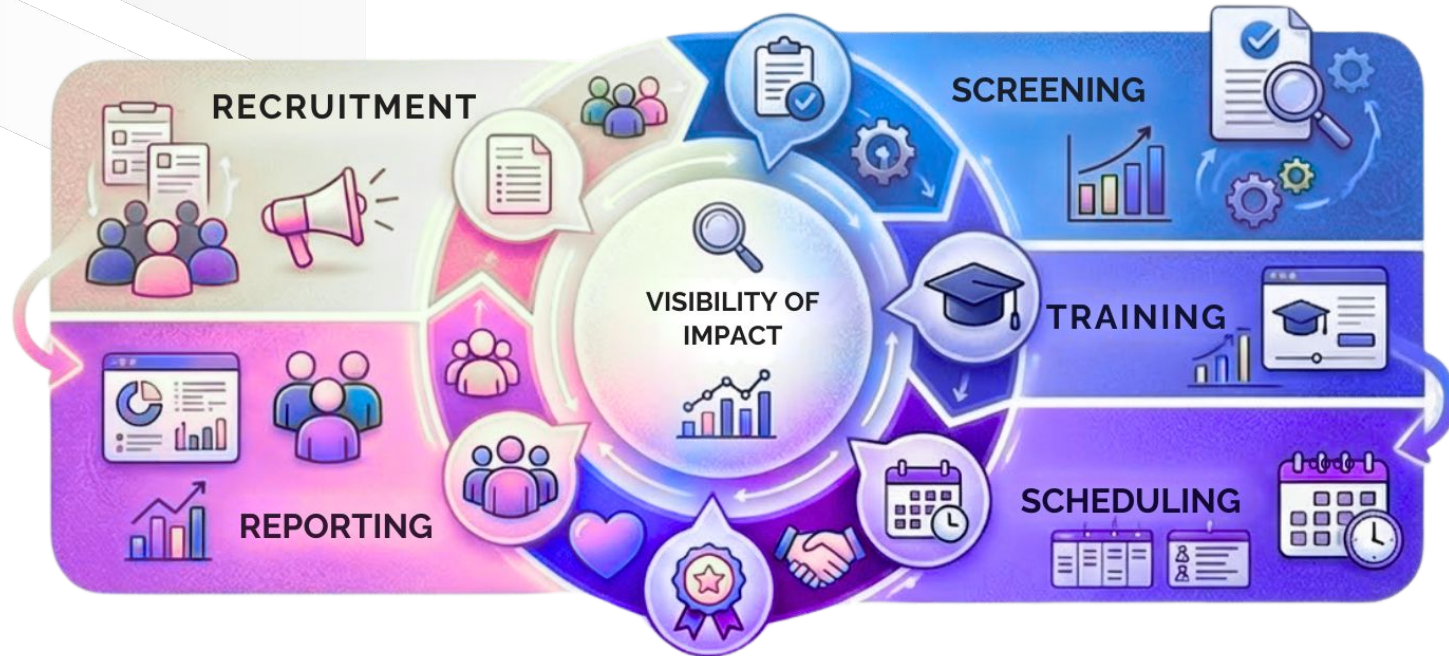
Micro-volunteering



Flexible shifts

THE EXPECTATIONS OF YOUR PROGRAM ARE GROWING

The **lifecycle** of volunteer management



Why **scale** matters



For Nonprofits & Community



Maximize Impact: Reach more people and communities.



Optimize Resources: Do more with limited funding and staff.



Ensure Sustainability: Build long-term operational stability.



How Rosterfy helps you scale



Automate Workflows:
Streamline admin, scheduling,
and communication.



Centralize Data: Single source
of truth for all volunteer info.



Enhance Engagement: Retain
volunteers through better
experience.

The **solution**: Scaling with Rosterfy



The Automations Engine

Automate 75% of manual tasks—from background check triggers to shift reminders.



The Volunteer Portal

Self-service shift selection, training modules, and impact tracking in one mobile-friendly hub.

Meet the expectations of a volunteer in 2026



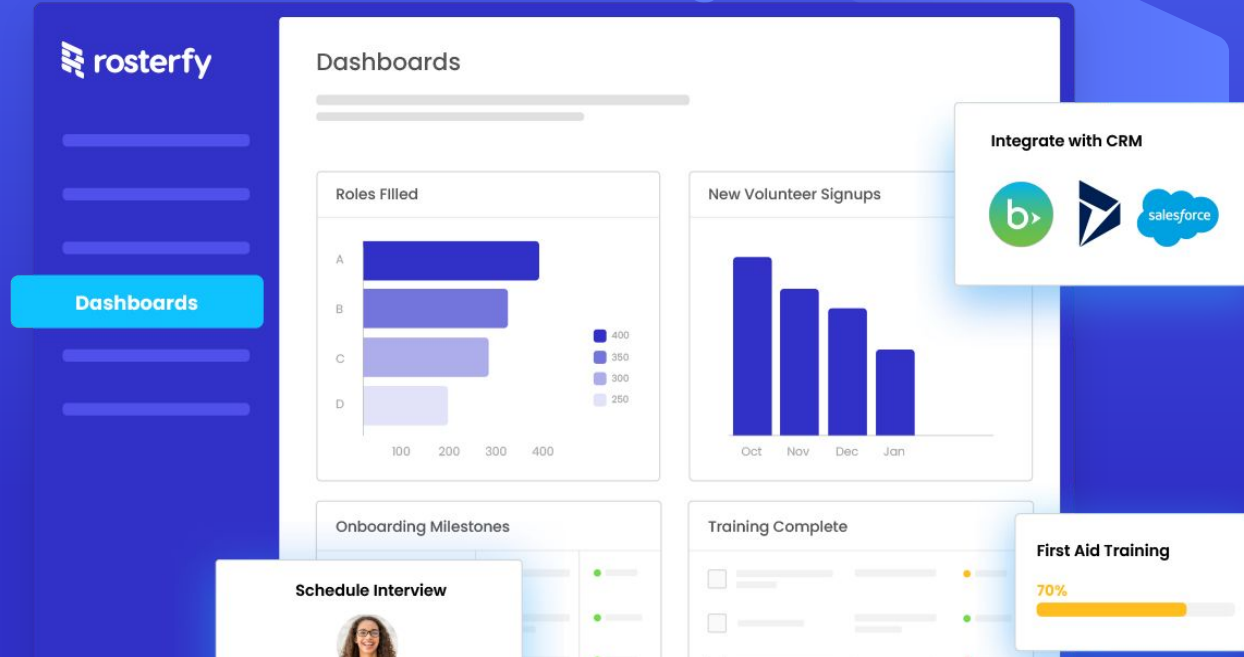
The Result

40% reduction in admin time.

+95% attendance rates.

+90% volunteer retention

Let's see the platform in action



The screenshot displays the rosterfy dashboard with a dark blue sidebar on the left containing a 'Dashboards' button. The main content area is titled 'Dashboards' and features several data visualization widgets:

- Roles Filled:** A horizontal bar chart showing counts for categories A, B, C, and D. The x-axis ranges from 0 to 400. Category A is approximately 380, B is 320, C is 280, and D is 180.
- New Volunteer Signups:** A vertical bar chart showing monthly signups for October, November, December, and January. October has the highest count at approximately 400, followed by November (350), December (300), and January (250).
- Onboarding Milestones:** A progress bar with a green indicator.
- Training Complete:** A progress bar with a yellow indicator.
- First Aid Training:** A progress bar showing 70% completion with a yellow bar.

Additional interface elements include a 'Schedule Interview' pop-up with a user profile picture and an 'Integrate with CRM' pop-up showing logos for HubSpot, Mailchimp, and Salesforce.

Contact



Jason Bonnell

Volunteer Systems Consultant, North America, Rosterfy

Email jason.bonnell@rosterfy.com
or visit www.rosterfy.com and book a demo

Thank You

