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Not For Profit

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How to build a strong business case for Volunteer Management Software (VMS)

Donorfy Together Conference 2025

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Who am I?

Matt Hayes

Account Manager

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- Spent the last 9 years partnering with Not-for-Profits to help them harness the power of technology
- Deep understanding of the sector's unique challenges.
- Passionate about technology and user experience

The Orders of St John Care Trust
RSPCA.
METROPOLITAN POLICE
PARKINSON'S UK CHANGE ATTITUDES. FIND A CURE. JOIN US.
Saffron Hall
National Autistic Society
Leicester City Council
we are cycling UK
National Galleries Scotland
BARNARDO'S Changing childhoods. Changing lives.
CPRE The countryside charity
Save the Children
Police Care UK
Blind Veterans UK Rebuilding lives after sight loss

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What will we cover?

Whether you're new to VMS or considering an upgrade, today's session will walk you through the key steps and strategies to present a strong case to your board and senior leadership.

- Introduction
- Overview of a Volunteer Management System
- Challenges in Volunteer Management
- Developing a Business Case
- Key Takeaways
- Q&A

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What is a Volunteer Management System?

A VMS automates key administrative tasks and centralises data related to volunteers, making it easier for organisations to track participation and manage relationships.

Volunteer Recruitment & Onboarding

Scheduling & Task Management

Communication Tools

Data Collection & Reporting

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The Current Challenges in Volunteer Management

Lack of Visibility and Coordination

Time-Consuming Manual Processes

Volunteer Engagement and Retention Issues

Compliance and Safeguarding Challenges

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Developing a Business Case

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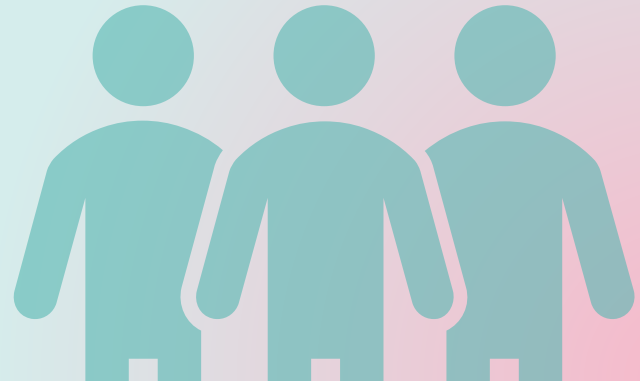
Why you need to build a business case for your VMS

This is your chance to take a step back and reflect, not just on the challenges of your current system, but on the opportunities a VMS presents - that's the key.

A good business case is there to help your Board and SLT share in your vision



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How to Define the Challenges Your Organisation Is Facing

1

Identify the Pain Points

- What inefficiencies exist in your current volunteer management process?
- Are volunteers dropping off due to lack of engagement or poor communication?
- Are administrative tasks consuming too much staff time?
- Is compliance and safeguarding a concern?
- Are you struggling with volunteer recruitment or retention?

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How to Define the Challenges Your Organisation Is Facing

2

Gather Evidence & Data

- Speak with your **volunteer coordinators, frontline staff, and volunteers** to identify frustrations.
- **Quantify the impact**:
  - How much staff time is spent on manual processes?
  - Are there delays in placing volunteers into roles due to inefficient processes?
  - Are you losing track of volunteer hours and contributions?
- **Use Data to Strengthen Your Case**

"Right now, **we process applications manually**, which means it takes an average of **5 hours per volunteer to complete onboarding**. Across 500 volunteers per year, this results in **2,500 hours of admin time**—time that could be better spent on direct impact."

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How to Define the Challenges Your Organisation Is Facing

3

Connect Challenges to Strategic Goals

Decision-makers are more likely to approve funding when they see how a VMS directly contributes to the organisation's mission and priorities.

- Is there a strain on your current service and do you need more volunteers in order to meet demand?
- Do you need to increase visibility of volunteer contributions in order to secure funding?

"Our goal is to **increase volunteer engagement by 30% over the next year**, but right now, our **onboarding process takes 4-6 weeks**, which is leading to a **40% drop-off rate**."

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Outline the Potential ROI

Cost Savings vs. Cost of Inaction

If a VMS reduces admin time by **30%**, that frees up **hundreds of hours annually**, allowing staff to focus on strategic initiatives.

Improved Volunteer Retention = Higher Impact

Reducing turnover means **less time and money spent on recruitment and training**.

Stronger Data for Funding & Grants

Demonstrating efficiency and impact can help **unlock more funding opportunities**.

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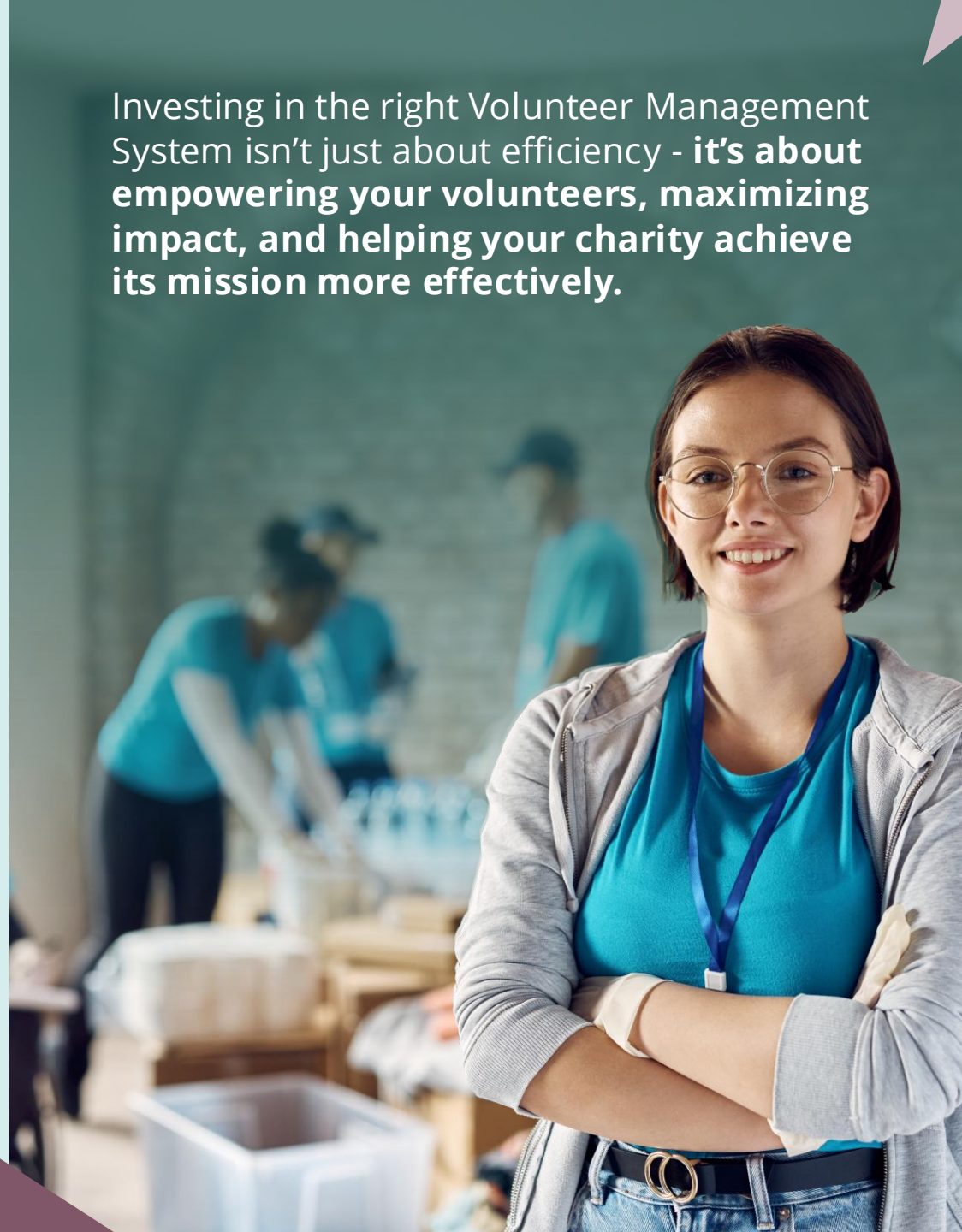
Key Takeaways

1. **Assess Your Organisation's Volunteer Management Challenges**
2. **Research and Compare VMS Options**
3. **Build a Clear, Data-Driven Business Case**
4. **Engage Stakeholders Early to Build Support**

Investing in the right Volunteer Management System isn't just about efficiency - **it's about empowering your volunteers, maximizing impact, and helping your charity achieve its mission more effectively.**



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Q&A

Lunch - Donorfy Hub

Sessions resume at 13.50

Time for lunch!

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