2020 SPRING
CUSTOMER SUCCESS REPORT

VOLUNTEER MANAGEMENT CATEGORY
VOLUNTEER MANAGEMENT OVERVIEW

Most nonprofits depend on volunteer work to run a part of their functions. Volunteer management software assists these organizations to find and manage volunteers. Considering that volunteers are not required to contractually commit for a particular time period to work with nonprofits, these foundations need to ensure they have a big enough volunteer pool who can support them in a motivated manner. Each unit of a nonprofit can utilize volunteers, therefore it is essential to find suitable persons for the activities.

Most volunteer management tools integrate smoothly with nonprofit CRMs to help delegate volunteers to marketing or sales activities. They can also integrate with event management platforms and online communication systems for messaging, social media, email, etc. With volunteer management software, you can efficiently manage volunteer info like contact details, interests, skill sets, availability, and causes they are interested in.
The FeaturedCustomers Customer Success ranking is based on data from our customer reference platform, market presence, web presence, & social presence as well as additional data aggregated from online sources and media properties. Our ranking engine applies an algorithm to all data collected to calculate the final Customer Success Report rankings. The overall Customer Success ranking is a weighted average based on 3 parts:

**Content Score** is affected by:

1. Total # of vendor generated customer references (case studies, success stories, testimonials, and customer videos)
2. Customer reference rating score
3. Year-over-year change in amount of customer references on FeaturedCustomers platform
4. Total # of profile views on FeaturedCustomers platform
5. Total # of customer reference views on FeaturedCustomers platform

**Market Presence Score** is affected by:

1. Social media followers including LinkedIn, Twitter, & Facebook
2. Vendor momentum based on web traffic and search trends
3. Organic SEO key term rankings
4. Company presence including # of press mentions

**Company Score** is affected by:

1. Total # of employees (based on social media and public resources)
2. Year-over-year change in # of employees over past 12 months
3. Glassdoor ranking
4. Venture capital raised

---

### Customer Success Report Award Levels

#### Market Leader

Vendor on FeaturedCustomers.com with substantial customer base & market share. Leaders have the highest ratio of customer success content, content quality score, and social media presence relative to company size.

#### Top Performer

Vendor on FeaturedCustomers.com with significant market presence and resources and enough customer reference content to validate their vision. Top Performer's products are highly rated by its customers but have not achieved the customer base and scale of a Market Leader.

#### Rising Star

Vendor on FeaturedCustomers.com that does not have the market presence of Market Leaders or Top Performers, but understands where the market is going and has disruptive technology. Rising Stars have been around long enough to establish momentum and a minimum amount of customer reference content along with a growing social presence.
2020 Customer Success Awards
Check out this list of the highest rated Volunteer Management software based on the FeaturedCustomers Customer Success Report.

MARKET LEADERS

# NationBuilder

Volunteer Software

VolunteerHub

TOP PERFORMERS

galaxy digital

Init Live

&mobilize

VolunteerLocal

RISING STARS

Better Impact

Cervis Technologies

Rosterfy

Track It Forward
OVERALL BEST
OF VOLUNTEER MANAGEMENT

BEST IN CATEGORY

VolunteerHub
ABOUT VOLUNTEERHUB

VolunteerHub (a product of Carr Engineering, Inc.) is a leading volunteer software for nonprofits and other organizations. Since 1996, VolunteerHub has helped organizations manage over 5 billion volunteer hours. In addition, their system has handled hundreds of thousands of users and events. Their cloud-based approach to volunteer management gives their clients the flexibility and control they need.

“VolunteerHub is helping us automate tracking, schedule volunteers ahead of events, enhance our communication strategy, and understand volunteer data.”

Hayley Harvey
Volunteer Coordinator, Humane Society Sarasota County

“[VolunteerHub] allows volunteer autonomy and accountability. The volunteers have control. The majority of our members appreciate the convenience of self-scheduling.”

Sue Schory
Greater Libertyville Soccer Association Board Secretary

“VolunteerHub has helped to eliminate some back and forth that our old management process caused. Volunteers can now easily sign-up for opportunities that work for them. It’s a win-win. Volunteers have transitioned to using VolunteerHub well. We have received little to no push-back from our online registration process.”

Mary Bachman
Director of Volunteer Resources, Catholic Charities of St. Paul and Minneapolis

“With this integration, more of our volunteers are getting entered into The Raiser’s Edge in a quarter of the time it used to take. We no longer have to interpret volunteers’ handwriting and data is accurately entered.”

Kelly Tannehill
Database Director, Special Olympics Missouri

83
Customer references from happy VolunteerHub users

VIEW ALL REFERENCES
MARKET LEADERS
2020 MARKET LEADERS

# NationBuilder

Volunteer Software

People Helping People
ABOUT NATIONBUILDER

NationBuilder offers everyone the technology and community infrastructure to lead people to greatness. Their products and services include accessible solutions for nonprofits, advocacy groups, businesses, and political campaigns of all sizes as well as infrastructure options for networks and large-scale organizations.

"NationBuilder's features just work. There's no broken code or outdated plugins - just tools for organizing.”

Scott Heiferman
CEO and Co-founder, Meetup

"NationBuilder inexpensively consolidates my website management, events, fundraising, blog, email blasts, voter file, social media and more into one online dashboard.”

Steve Ofner
Liberal Art

"Constantly adding useful features. As the name implies, you can build your nation there. Whether it's a website, donations, blogging, calendar events, text messaging, or volunteer outreach NationBuilder makes it happen.”

Steffan Soule

“"We're going to focus on our volunteer movement because we now have organized regional teams and the ambition to give our volunteers central roles in our campaign. By giving them access to NationBuilder tools like our website, communications, and people, our staffers, volunteers, and candidates can work together and there's no real distinction...."

Loes Van Cleemput
Project Manager, Groen

149
Customer references from happy NationBuilder users

VIEW ALL REFERENCES
ABOUT VOLUNTEER SOFTWARE

Volunteer Software - they've devoted over twenty years to developing volunteer management software specifically designed to streamline your volunteer management duties. Their program, the Volunteer Reporter, offers an array of powerful features that will help you create custom reports, spreadsheets, templates, mail merges, volunteer profiles and much more. This Windows-based program is extremely user-friendly and was developed for both the beginner and advanced computer user.

"The Volunteer Reporter is very user friendly and you can track just about anything you want to with it!"

Traci Pondick
Director, RSVP and Volunteer Center

"We really like the program. It has been easy to use for both the staff and volunteers. We can track new volunteers, dropped volunteers, mileage reimbursement, agency requests and federal reports."

Lara Bartol
Benton Franklin Volunteer Center

"I love you guys! I love being able to see the volunteer's pictures and I also love that I can update the value wage in one spot! You guys rock! Keep up the great work!"

Dana Songster
Director, North Platte Area Retired & Senior Volunteer Program

"I have been using Volunteer Reporter and now use their online reporting system (Web Assistant) where volunteers or stations can add hours through my website and I have to say my hours being reported have increased by at least 20% (guessing). It has saved me and my volunteer coordinator hours of work. Every morning we simply review the hours..."

Susan Contreras
Capitol Region
TOP PERFORMERS
2020 TOP PERFORMERS

galaxy
digital

Init
Live
&mobilize

volunteerlocal
ABOUT GALAXY DIGITAL

Galaxy Digital builds stronger communities through simple technology that improves lives and connects people, organizations, and resources. They are dedicated to making software products that could help any nonprofit, or other organization engaged in volunteering, track and manage their volunteerism, and strengthen the forces of good within their communities.

“Our workforce is very diverse so we needed software that could engage everyone well, regardless of age or tech savviness. Corporate Connect had the sort of simplicity, user-friendliness, and mobile capabilities we were looking for. In addition, the built-in automations for admins, such as the live feed of local volunteer opportunities and the exceptional…

Jocelyn Berkhahn
Communications Specialist, Georgia-Pacific

“Prior to using this platform it was impossible to accurately track volunteer data (we were still using paper logs). It simplifies the verification of service hours completed. And it allows us to connect more students/users with the needs in our community.”

Heather Williams
Dalton State College

“The software allowed us to schedule our volunteers a lot more efficiently [during Hurricane Harvey]. Before Volunteer Houston implemented the software onsite, the line for volunteers reached around the building and volunteers were waiting for 3 hours to volunteer. Afterwards, shifts were scheduled and volunteers were processed in minutes.”

Cameron Waldner
Chief Executive Officer, Volunteer Houston

“This very interactive software program allows us to get connected and stay connected with our volunteers. We heavily rely on our more than 7,500 volunteers who donate over 22,000 hours each year, and this software will enable us to reach out and engage our volunteer base as efficiently as possible.”

Sunny Schaefer
Executive Director, Operation Food Search
ABOUT INITLIVE

Managing 300-2000+ staff/volunteers for an upcoming event? InitLive is the best enterprise solution for event producers & event production companies managing a large database of staff across multiple events. Customize scheduling, recruitment, shift assignments, email/SMS text communication and more based on your unique needs.

Customer references from happy InitLive users

“[InitLive] makes my life easier during the event. Schedule Problems and Broadcast are my favorite because I can see where I’m short, reassign people, and communicate with everyone easily.”

— Brad Justice
FanFest

“I love the schedule reminders and all of the notifications that are sent out automatically when a change is made onsite. I also love how streamlined the communication is through InitLive.”

— Sheri Piecuch Vyfvinkel
Volunteer Manager, Academy of Country Music

“The InitLive volunteer management platform gave us a highly intuitive and easy-to-use application that allowed us to map out our event requirements and register and assign our volunteers with a few simple, short steps. It completely eliminated the spreadsheet stress we would otherwise have had.”

— Amy MacLeod
VP Corporate Communications, Mitel

“This year, we decided to try something new: the InitLive Volunteer Management Software. I must say, this software greatly reduced the workload on the volunteer managers. [InitLive] made the process very much more streamlined than in the past - [it] reduced the amount of labor considerably. So, all in all we had a great experience. InitLive really came.

— Wolfram Lunscher
IEEE Ottawa Section
ABOUT MOBILIZE

Mobilize is a modern community solution purpose-built for engaging members in an information-saturated era. Unlike traditional one-size-fits-all community providers that confuse, overwhelm and annoy members, their solution combines community social space, outreach tools, member directory and CRM in a unique way that amplifies engagement by making members feel seen, heard and valued.

“"We have been looking for quite some time to solve our community engagement challenges, but had a fragmented approach before Mobilize. Now we have a community platform for realtime collaboration and networking needs, events and content. It’s a game changer that we can now measure how many employees in (member) companies are involved..."

Skip Newberry
President & Chief Executive Officer, Technology Association of Oregon

“"SDSN mobilizes experts to promote practical solutions for sustainable development. Using Mobilize helps us bringing together actors with diverse interests from all over the world, promoting action to drive this important mission forward.""

Dorothea Strüber
Manager, United Nations Sustainable Development Solutions Network (UN SDSN)

“"It would be a lot harder to onboard if we didn't have a tool like Mobilize to help and connect the dots. Mobilize makes it so easy for us to communicate with 660 people."

Miguel Pinho
Tech Lead, Seedcamp

“"Mobilize will make it easier to ensure communication continuity. As a volunteer, my goal is always to ensure that others are prepared to replace me. Because the contact list is in one place, any future community manager can easily contact all the volunteers. The Mobilize system is user-friendly and intuitive and I know the Mobilize team is ready to help our..."

Brent Courson
Volunteer, Helping Area Response Teams
ABOUT VOLUNTEERLOCAL

VolunteerLocal is a user-friendly volunteer scheduling platform used by event planners and volunteer coordinators of all types. We offer per-event and annual (unlimited events!) plans to fit a wide range of budgets. VolunteerLocal has been empowering athletic competitions, art festivals, music festivals, non-profit organizations and many other events all over the world since 2003. Born out of a need identified by Des Moines Arts Festival, our web-based software has proven to be a key component in managing the volunteer force that is so vital to events ranging from Bonnaroo Music & Arts Festival to IRONMAN. VolunteerLocal is proudly based in Des Moines, Iowa and our software works anywhere you can access the Internet.

“VolunteerLocal has enabled us to recruit volunteers and organize them into shifts on a much more streamlined basis. Normally I would have to exchange several emails including confirmations prior to the event. Thanks to VolunteerLocal, this is done automatically, allowing my time to be spent doing other very useful things to help Iowa’s children. I would…”

Tiffany Egli
Director of Activities, Variety Iowa

“Last year was the first time using VolunteerLocal and it has made my job so much easier. Before, we had hard copy forms that people would send back and we would allocate their roles. Now, volunteers can select the exact role and time they would like, saving on confusion and database entry. It’s easy to access reports and the ability to move volunteers…”

Claire Levett
Campaign Coordinator, Santos Great Bike Ride for Charity

“VolunteerLocal gives us the opportunity to seamlessly recruit for a number of specialized volunteer roles. We can keep a birds-eye-view on our signups and easily communicate with volunteers. Using this tool helps keep our large organizing team on the same page, which is critical for a collaborative event of this scale.”

Brianne Sanchez
Jumpstart school physicals

“I like to make things easy. VolunteerLocal is a big part of this for me - I love how easy it is for volunteers to sign up and check their shifts, and I love how easy it is for me to see where I have holes and move people around during my event. (And how quickly Volunteer Local staff reply to my emails asking for help!) The easier things are, the happier my…”

Elizabeth Orcutt
Volunteer Coordinator, Treefort Music Festival
Better Impact Inc. (formerly known as Volunteer Squared) has been providing nonprofits, schools and municipalities with volunteer management databases since 2001. Their understanding of the volunteer sector is evident in their software design. Their programming standards translate into the highest levels of reliability, functionality and security. Their focus on the needs of their clients means that they are there when you need them. Their passion for doing better and their members’ collective input combine to produce volunteer software that just keeps getting better and better.

“The software allows us to track our volunteers seamlessly. We regularly track 1,000 volunteers in eight departments and can manage all aspects of our program throughout the system.”

City of Mesquite

“The Volunteer Impact system has made an outstanding impact on our ability to organize our volunteers, share information with them, and produce accurate and useful reports. The time it has saved my team has allowed us to focus even more energy on meeting the needs of both the Houston Zoo and our valued volunteers.”

Houston Zoo

“I can’t remember what life was like without this software! We love that volunteers can get automated email reminders for upcoming assignments and the continuous enhancements Better Impact makes to the software.”

Washington Center for the Performing Arts

“The best part of the system is that it gives volunteers control over their own information, which saves us time and has given them a greater sense of connection with us. It’s great that volunteers can access the site regardless of the device or OS they choose to use - which also simplifies training.”

Eastern Palliative Care
Community Event Registration and Volunteer Information System, or CERVIS, is the most complete and customizable web-based volunteer management software available. CERVIS makes it easy to recruit volunteers online, coordinate and manage volunteer opportunities, and communicate effectively with volunteers.

“CERVIS is absolutely AMAZING! Managing volunteer opportunities for the City used to be such a pain and took tons of time and hassle, but not any more. CERVIS easily pays for itself with the time and effort it saves. This great system also allows us to provide a much better experience for our volunteers which keeps them engaged and coming back for…”

Denise Young
City of Loveland

“My favorite feature would be the email! I love being able to send out an email to the entire database with just a few clicks. However, this might change as I am constantly finding new functionality on the system or using things I didn’t know that I would (like the name tags)!”

Barb Hankey
Our Lady of the Lakes Schools

“Because of what we do, our volunteer opportunities and projects are always changing. We love that we can post events online and update them as we need to without having to go through another department.”

Dick Siever
Woodmen Valley Chapel

“CERVIS helps us maintain volunteers - it has really brought our campaign forward. It has moved us in a direction where people are more excited to participate with us.”

Adrianna Watson
The Salvation Army
ABOUT ROSTERFY

Rosterfy (powered by EWG) provides some of the biggest events in the sport, entertainment and non profit sector with a platform to manage their workforce (staff or volunteers) from applications to shift management and much more. Whether you require a workforce of 10 or 10,000 at your event, Rosterfy can eliminate the stress of spreadsheets and manual processes, and simplify creating and advertising your event, accessing reports on staff progress, all on a secure system with 24/7 support and training.

"Rosterfy frees us up to not be focused on the grind of the roster. With that process automated we can now focus on the experience of the volunteer, and we know there’s a direct correlation between volunteer experience and fundraising effectiveness. If our volunteers feel engaged and well-supported then they'll come back and they'll help us raise more..."

Jacinta Webster
Campaigns Manager, Cancer Council Victoria

"Rosterfy makes the user experience easy, even for those not great with technology. Rosterfy’s communication platform provides easy and traceable comms with all volunteers, and its communication templates ensure consistency across your programme. Dashboard views provides a quick view of your status and progress across all roles and shifts. A very..."

Nicole Dunn
Volunteer Programme Manager, World Masters Games

"We strive to deliver a world class experience for over 20,000 volunteers every year around the world, and this begins from the moment they sign up. Rosterfy has allowed us to make this process clean and easy, as well as deliver shift enhancing comms and post event certificates. In automating several of the key registration elements, the team can now..."

Emma Duch
Workforce Director, Tough Mudder

"This year we have set a new bar for the NFL and successfully delivered the largest ever volunteer workforce for a Super Bowl with over 10,000 volunteers. Rosterfy has been at the core of every single touch point. From initial registration, screening, training, interviewing, assigning roles and shifts, through to game time check in and post event thank you’s...."

Andy Newman
Director - Volunteer Program, Houston Super Bowl
ABOUT TRACK IT FORWARD

Track it Forward is a tool for volunteer, nonprofit, grassroots, universities and government organizations to track volunteer efforts. Volunteers can log hours via the web or mobile app, as well as sign up for events and track their progress for requirements.

"The most valuable aspect of Track it Forward is the ability to empower volunteers to take control of their own hour tracking. Giving them that trust and responsibility then allows us to spend time planning events and doing other things.”

Emma Nadeau
Volunteer Coordinator, Museum of Life and Science

"Using Track it Forward allows our volunteers to have accountability and visibility of how many hours they are volunteering. Week by week our volunteers and Ardoch can see in real time the impact we are having in the community. For the first time, we feel confident that all the amazing work our volunteers do is being captured and reported on..."

Sarah Segal
Programs Coordinator of Education Volunteers and Training, Ardoch

"Overall, Track it Forward has completely streamlined my process and has made it so much easier to keep track of volunteers and their hours.”

Lacey McNamara
Volunteer Director, San Luis Obispo Repertory Theatre

"In general, it makes our job a lot easier, because we don’t have to personally manage and sort through such a huge volume of hours at the end of each month and year.”

Jack Mulligan
Webmaster, Mount Si National Honor Society