The Food Bank of the Southern Tier relies on over 8,000 volunteers annually to achieve its mission of building and sustaining hunger-free communities. With so many new faces each year, the organization also realizes the potential impact these individuals can have in achieving its operational goals.

“One of the most important parts of being a nonprofit is attracting more donors. Turning on VolunteerHub’s integration with The Raiser’s Edge allows us to do that without any additional capital.”

Natasha Thompson,
CEO at Food Bank of the Southern Tier

The Food Bank was already using The Raiser’s Edge (hosted edition) as its CR, so, when the time came to select a volunteer management software application, VolunteerHub was the natural fit. “VolunteerHub’s single biggest selling factor was its integration with The Raiser’s Edge. It was a must-have for us,” said Natasha Thompson. “We especially liked the fact that VolunteerHub automatically creates and updates records in our CRM.”

A Smooth Transition to the Cloud

“The process was very labor intensive before VolunteerHub,” said Nancy Jean Perkins, Volunteer Coordinator at Southern Tier. “We used an Outlook calendar to try and keep events organized, but it was a manual process.”

At the recommendation of another food bank, the Southern Tier team learned about VolunteerHub. After assessing features and learning of VolunteerHub’s integration with The Raiser’s Edge, they decided to move forward. “We did our due diligence and considered other volunteer systems, but VolunteerHub was head and shoulders above the rest,” said Natasha.

As Nancy and her team began building event pages in VolunteerHub, the Food Bank designed a communication plan to educate volunteers about the new system. “We started by posting flyers in the volunteer lounge and also engaged directly with influential volunteers. We worked to get their buy-in for the new volunteer system and then asked them to promote it with others,” commented Nancy. The result was a smooth transition to the cloud, in fact, within three months the organization had all of its volunteers and events stored securely in VolunteerHub.
Greater Capacity, Fresh Ideas

By automating volunteer and event management through VolunteerHub, Southern Tier now has more time to develop engagement strategies. “VolunteerHub helped us see that Wednesday evenings were not as popular with volunteers,” said Natasha Thompson. “So we designed some exciting theme nights to get volunteers engaged.”

Southern Tier has even developed some new volunteer events, which, before VolunteerHub, would have been practically impossible to organize. “The system has broadened the number of volunteer opportunities that we can offer,” said Nancy. VolunteerHub has freed up our team to think more strategically. Now, we can develop a new idea, build it out in VolunteerHub, and start recruiting – instead of spending time on administrative details.”

Opportunity to Engage Corporate Sponsors

VolunteerHub even opened up new opportunities to engage with corporate sponsors. “For over a year, we were looking for the right sponsorship opportunity for a network of car dealerships,” recalled Natasha. “When VolunteerHub came along, we knew it was the perfect fit. Now, every volunteer email and webpage is branded with our corporate partner’s logo. Our partner is getting the visibility it desires, and our organization can offset the entire cost of VolunteerHub.”

Volunteers also benefit from the integration with The Raiser’s Edge. With each new volunteer account created in VolunteerHub, a matching constituent record is automatically built in the organization’s CRM, ensuring that each supporter receives emails, calls, and texts – for both volunteerism and fundraising.

Volunteers Love VolunteerHub, Too

The feedback from volunteers has been overwhelmingly positive. Volunteers can browse and register for events that appeal to them – all from the comfort of their homes or offices. “About 75% of our volunteers love every aspect of VolunteerHub,” said Nancy. “The remaining 25% are less comfortable using technology, but the system accommodates these volunteers, too. I simply create an account on their behalf, and we go from there.”

VolunteerHub Helps Organizations Do More Good

When asked to sum up the Food Bank’s overall experience with VolunteerHub, Natasha Thompson said, “Thanks to VolunteerHub we’re able to get more food to more neighbors in need. I don’t know how we ever lived without VolunteerHub. It streamlines our processes, makes us look more professional and helps us do our jobs better than we could before.”

For our team at VolunteerHub, this type of feedback keeps us motivated to serve more nonprofits – and, in turn, help more people.