



# Building community champions through gamified volunteering

---

<For ASSA Good Practices Workshop>

Presented by: Nicole Lee, Assistant Director, Outreach & Partnerships Department,  
Central Provident Fund Board, Singapore



# To enhance member engagement and shape opinions, CPFEB launched the Community Paying it Eorward movement in 2021

---

3 strategic shifts to deepen members' involvement

①

**From Conversation to Action**

②

**From Government to Community**

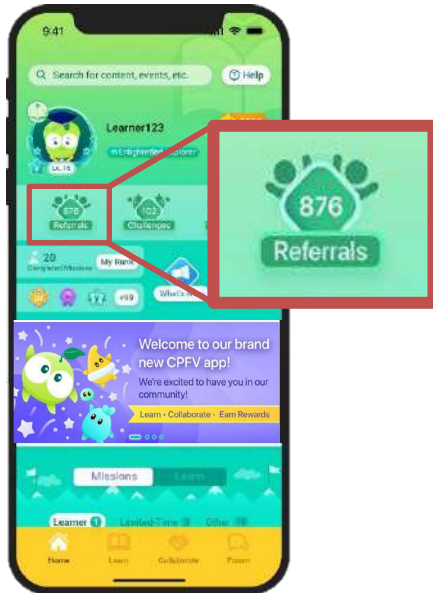
③

**From Transaction to Gamification**

# The CPF Volunteering app was enhanced in 2023 to improve user experience and gamify volunteering journey

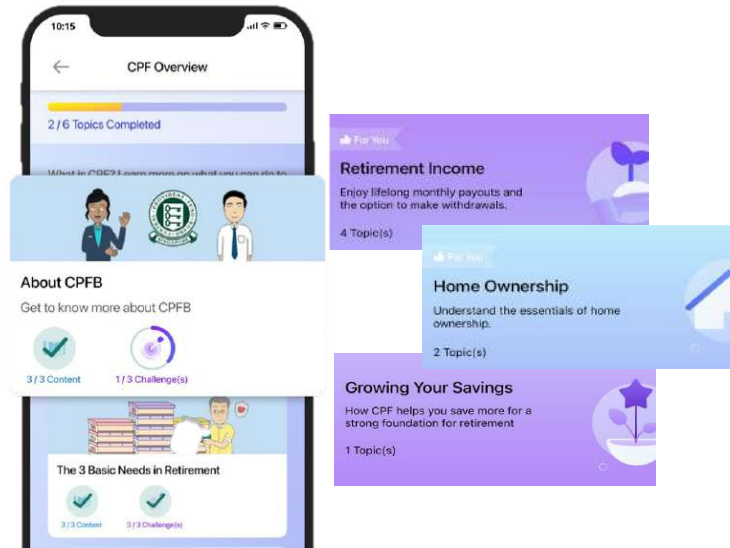
1

Provided a feedback loop on the impact of volunteers



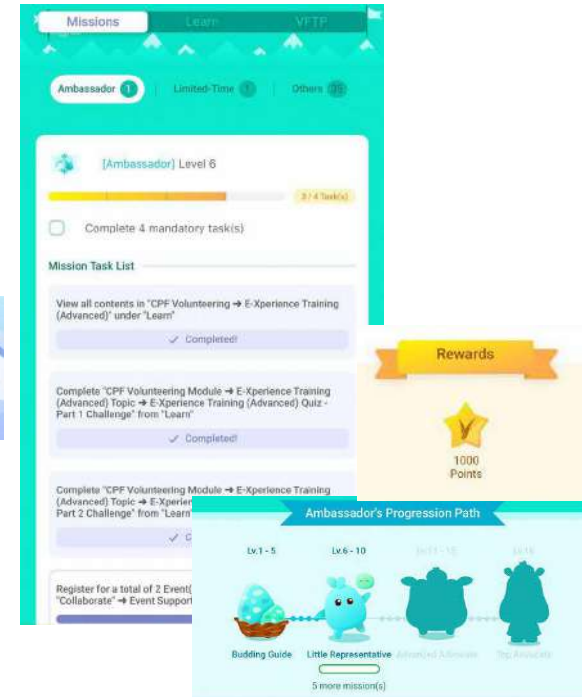
2

Accelerated learning experience on CPF schemes



3

Motivated engagement and interaction through gamification



# How the CPFV app empowered a volunteer couple to make a difference

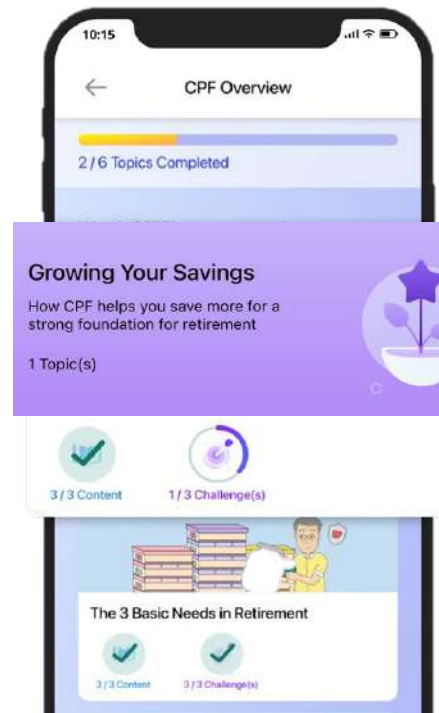


*Volunteers Wai Chung and Hwee Boon with their children*

Hwee Boon once heard a man criticising the CPF system in public, claiming that CPF was holding citizens' money unfairly. Intrigued, she decided to learn more about the system herself.

**Leveraging the app's learning resources to understand CPF better**

Hwee Boon discovered and joined CPFV with Wai Chung, using its resources and get-together sessions to learn the benefits of CPF.



# The couple transformed their newfound understanding of CPF into actionable outreach

**Conducting group sessions to educate others and expand their reach**

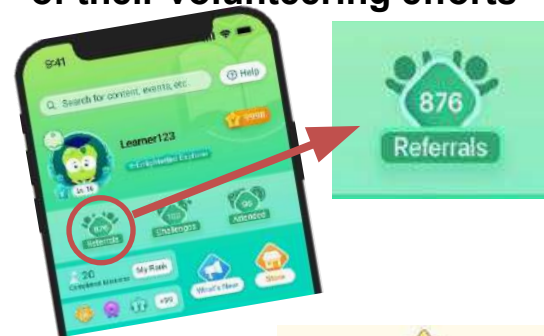
Hwee Boon volunteered to conduct small group workshops to share about CPF digital tools and equip CPF members with the knowledge to identify potential scams.



**The couple also supported CPF's outreach efforts at the heartlands**

Through their passionate engagements they have made > 400 successful referrals for cash top-ups and CPF nominations.

**Using CPFV app they were able to visualise the positive impact of their volunteering efforts**



**Digital rewards were given to spur them on**





# Motivated by the tangible impact of their volunteering work, the couple's enthusiasm grew

Besides digital rewards to show recognition, their efforts were also recognised through various other modes of appreciation.



*Annual volunteer appreciation dinner with Minister Of State, Gan Siow Huang as GOH*



*Tickets to National Day Parade 2024*

## Inspired to reach more people through their volunteering

They went on to serve as mentors to newer volunteers and even spearheaded the revision of the digital workshop materials to make it more relatable to seniors.



As Silver Generation Ambassadors (SGA), Hwee Boon and Wai Chung worked with the Silver Generation Office (SGO) to conduct monthly digital workshops on CPF at their offices.

To date, they have reached out to 14 SGO offices and briefed more than

# The revamped app engages volunteers by making it easy to get started and involved in the community,...

## 1 Personalised onboarding process to create customised experiences for volunteers and an all-in-one dashboard for tracking impact and staying informed about CPF changes

### Personalised Onboarding

Onboarding quiz to understand volunteering goals and learning needs. Volunteers will be sorted into one of the three personas, with tailored content and smart nudges



**Learners Ambassadors Influencers**



### All-in-one dashboard

One-stop dashboard to view all contributions to the CPFV movement



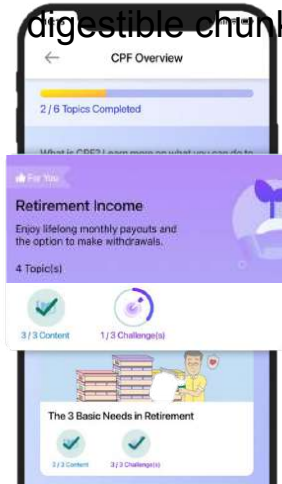
**Ease of access to important CPFV information** and CPF updates can be easily accessed via 'What's new' and rotating banner

# ... helping them upskill their CPF knowledge, and ...

## 2 Bite-sized learning content, quizzes, and forum help volunteers quickly build and reinforce their knowledge

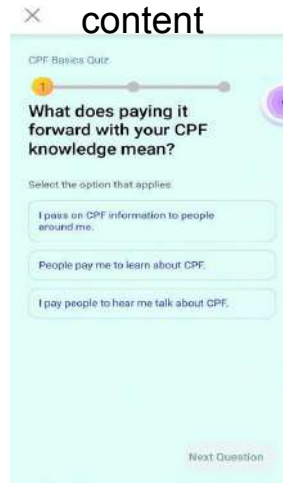
### Bite sized learn

Captures volunteers' attention effectively through to small, easily digestible chunks



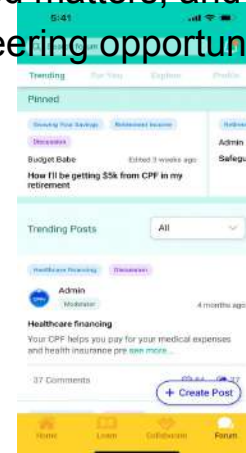
### Quizzes

Reinforces learning and enhances retention of content



### Forum

Safe space for volunteers to share experiences, seek advice on CPF-related matters, and discuss volunteering opportunities





## ... encouraging active participation

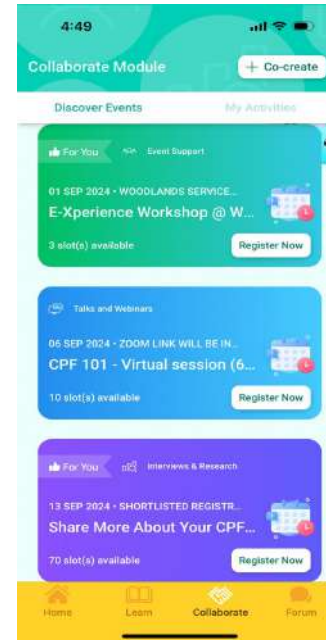
**3** A leveling system was introduced to keep volunteers motivated, ensuring tasks align with CPF's mission, like mandatory digital literacy content. Volunteers can also easily sign up for events and co-create with us on the go



**Leveling system**  
Mission tasks start simple and grow in complexity, building volunteer confidence.



Personas evolve as volunteers complete missions and level up



**Collaborate**  
Signing up for events is quick and easy with just a few clicks. Volunteers can filter events by interest, and the app provides personalised recommendations for relevant opportunities to collaborate on. Volunteers can collaboratively organise and plan outreach events

# Inclusivity features make it easier for a wider range of users to benefit from the app

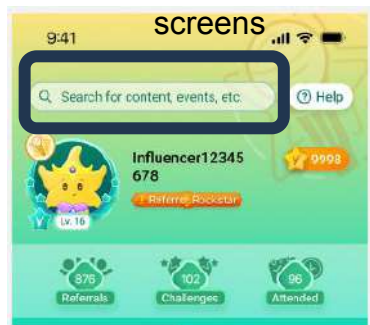
## Guest login

Give members a taste of the app contents before nudging them to register to gain access to a full suite of



## Search

Volunteers can quickly locate what they need without having to navigate through multiple menus or



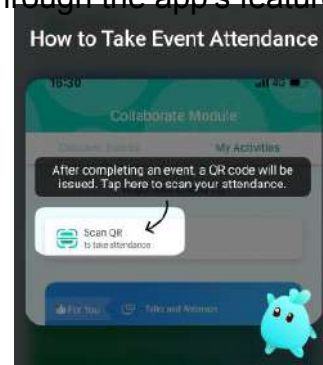
## Share

Share function allows learning content and volunteering opportunities within the app to reach a



## Visual guides

Step-by-step tutorials with animations or interactive elements guide new users through the app's features



# Game elements boosted motivation with rewards and challenges

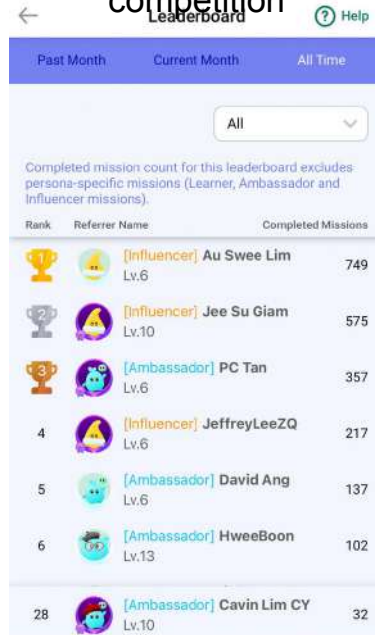
## Badges and titles

To show recognition



## Leaderboard

To encourage friendly competition



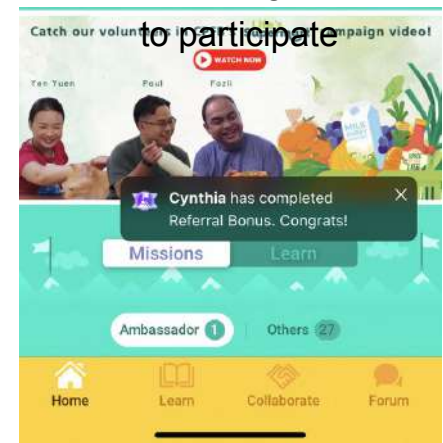
## Store

To facilitate effective utilisation of the point system and improve app usage, users can trade points for digital accessories and physical items



## Real-time achievement pop-ups

To provide real-time recognition to users who have completed mission tasks and nudged others to participate



# The app was well received by volunteers, who have shared positive experiences using it



Over 12,000 mission completions



Learning content have been read over 28,000

times



Over 25,000 attempts on quizzes



Over 2,400 forum postings

Hear what our volunteers say about the revamped app:

The avatars are so cute! I will definitely log in more often to level up and progress

The learning resources definitely helped me to learn about CPF. I can spread this knowledge to those around me

The app is much easier to use now and I can access all the features very easily.

Wow... there are so many volunteering opportunities in app. I wanted to sign up for one, but after awhile, I see all the slots are taken up already



Bee Eng

Level 7

Moderator

1 month ago

I feel I am always up to date with the latest happenings in CPF, and I can share what I have learnt with my family and friends. The forum exchanges also make us comprehend the schemes so much better. I liked the interaction with the CPF members and am glad that I am able to assist in one way or another.

7   Reply



Yksin62

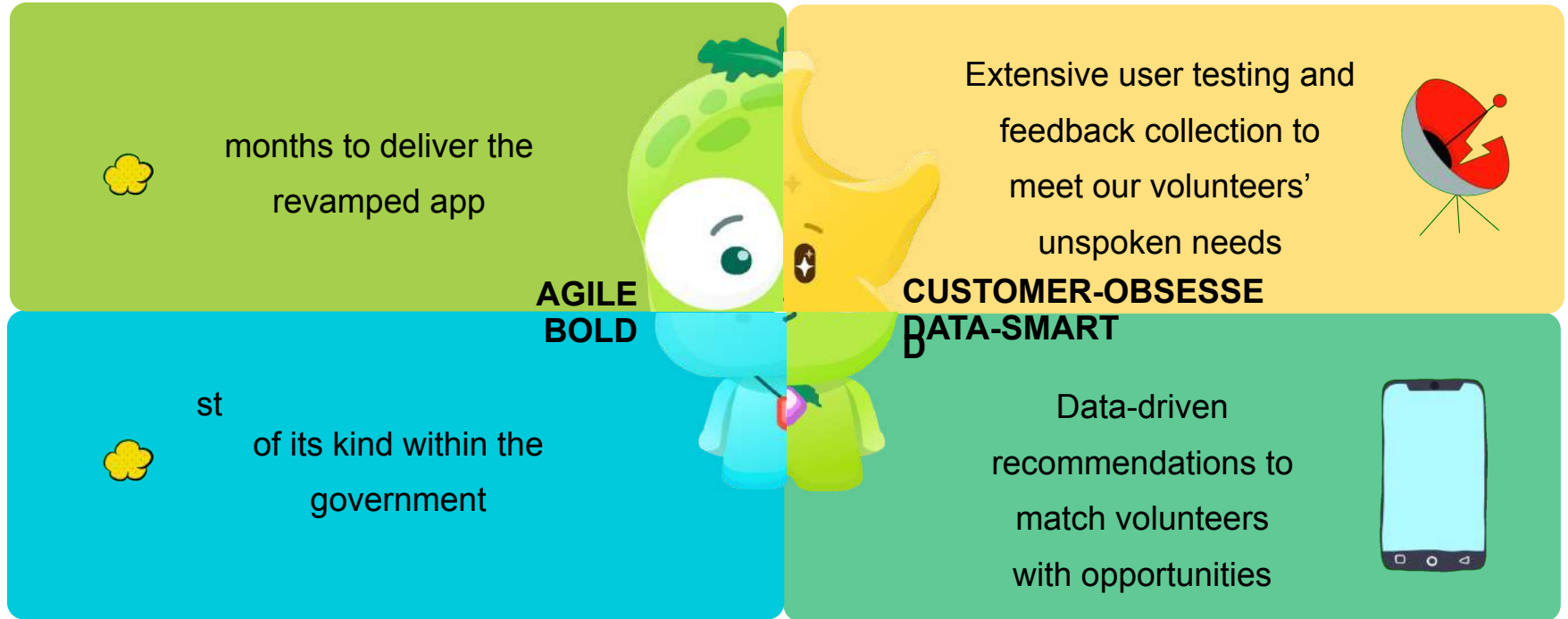
Level 15

1 month ago

As a CPF volunteer, I have the privilege to gain in-depth knowledge on CPF, from the online resources, courses and sharings by fellow volunteers. In turn, I share the knowledge with friends and relatives, as well as apply what I learned to help others through various volunteering opportunities. The smiles on their faces and the gratitudes from those whom I have helped, especially the aged and illiterate, are the most memorable experiences for me.

13   Reply

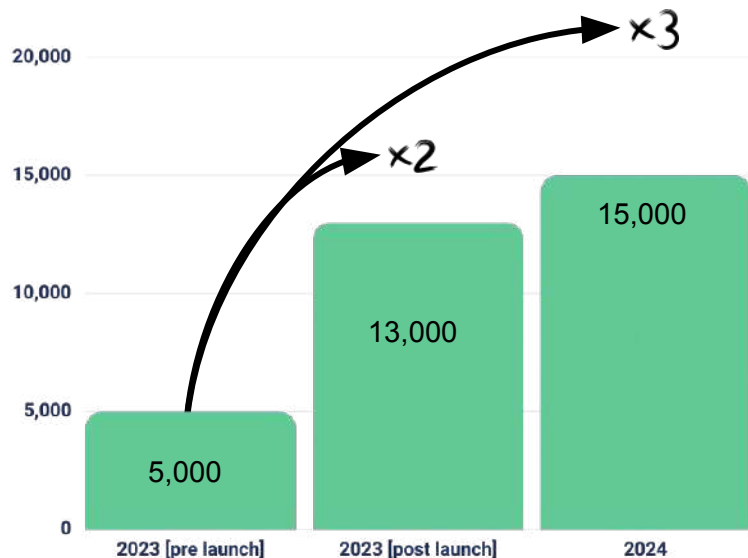
# The revamped app embodied CPFB's core values of agile, bold, customer-obsessed & data-smart



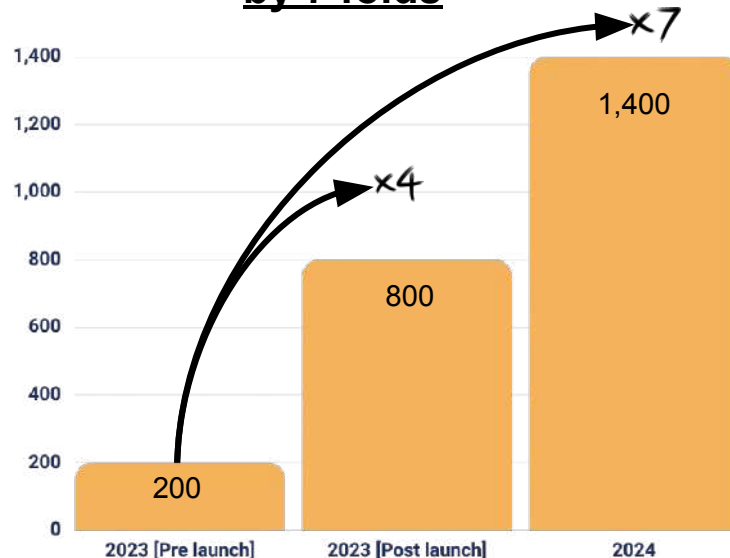


# Better engagement led to surge in volunteer sign-ups and active participation

No. of volunteers **tripled** in 2024



No. of active volunteers **increased by 7 folds**

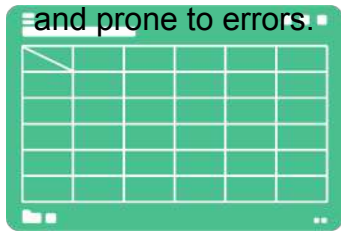


*Pre launch refers to the period since inception of CPFV till 13 July 2023 while post launch refers to between 14 July to 31 July 2024.*

# Alongside boosting engagement, we also enhanced our volunteer management capabilities and reaped productivity gains

## Automated events tracking enhances efficiency

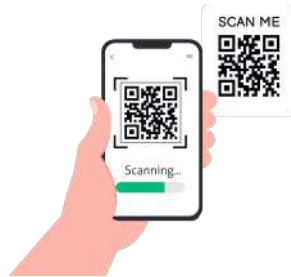
Previously managing volunteer events involved manually sending emails and tracking interest through spreadsheets, which was time-consuming



**600 man-hours saved!**

## Registration scanner simplifies attendance taking

Volunteers no longer need to submit details through online form and no manual follow up is required by the team



## Learn modules efficiently scale volunteer training

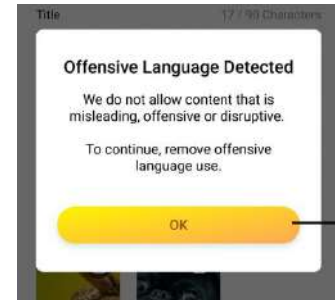
The learning modules deliver consistent content, track progress in real-time, and reduce the need for in-person sessions



**30 man-hours saved!**

## AI moderation of forum to ensure round the clock monitoring

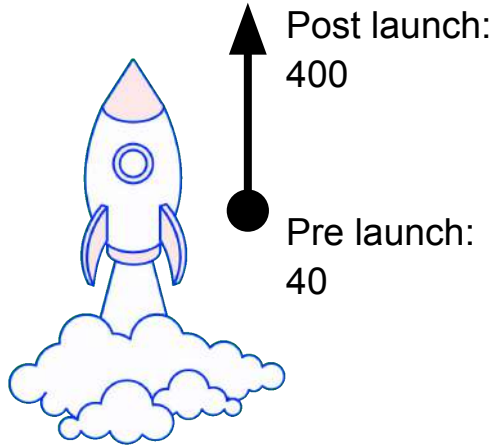
AI moderation helping to ensure that the community remains safe & respectful



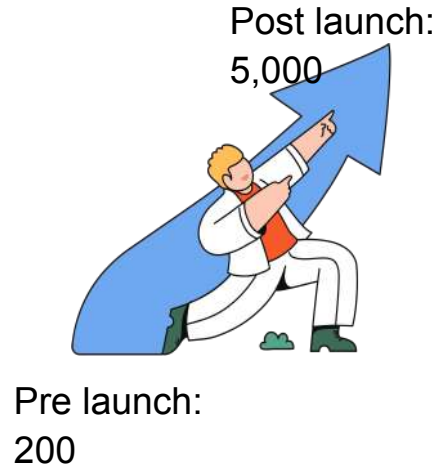
**560 man-hours saved!**

# Streamlined volunteer management enabled efficient scaling

**10 times increase in  
events organised**



**25 times increase in  
volunteers deployed**



**Helped 13  
departments  
augment their  
resources**



Our volunteers have  
been involved in user  
testing, focus group  
discussions, media  
profiling and red

*Pre launch refers to the period since inception of CPFV till 13 July 2023 while post launch refers to between 14 July 2023 to 31 July 2024.*

# Here are our volunteers in action!

CPF volunteers joined MOS Gan at a community event sharing about CPF nomination service



A CPF volunteer delivered a retirement talk to the public.



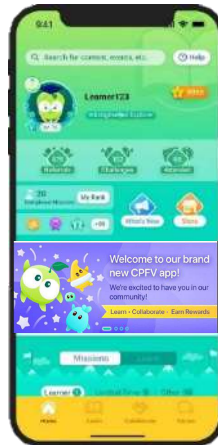
CPF volunteers at an event sharing about the PLAN with CPF service.  
*PS: Spot Wai Chung and Hwee Boon*



CPF CEO Melissa with staff and volunteer at an event sharing about CPF mobile app and scam prevention tips.

# Continuing positive change for a trusted and future-ready CPFB

In the next bound of the CPF Volunteering movement, we are moving towards a more community driven engagement model by cultivating volunteer leaders to co-create outreach initiatives and take on bigger roles.



CPFV app remains as a key tool to connect, engage and empower volunteers, with app enhancements augmenting this strategy





**Our growing network of community champions**





# Thank you

# CPFV app's unique features made their journey possible and set it apart from other apps

Key features	CPFV	App A	App B	App C
Volunteer Matching and Opportunities	✓	✓	✓	✓
Event and Task Management	✓	✓	✓	✓
Training and Learning Resources	✓	✗	✗	✗
Impact Tracking	People helped	Hours served	Hours served	Hours served
Gamification Elements	✓	✗	✗	✗

