



Building community champions through gamified volunteering

<For ASSA Good Practices Workshop>

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Central Provident Fund Board, Singapore



To enhance member engagement and shape opinions, CPF B launched the Community Paying it Eforward movement in 2021

3 strategic shifts to deepen members' involvement

①

From Conversation to Action

②

From Government to Community

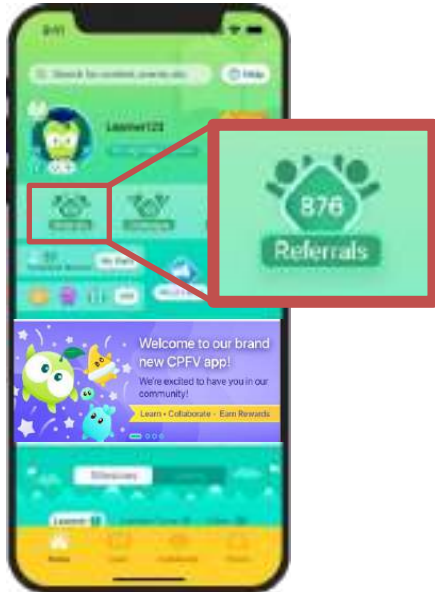
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From Transaction to Gamification

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

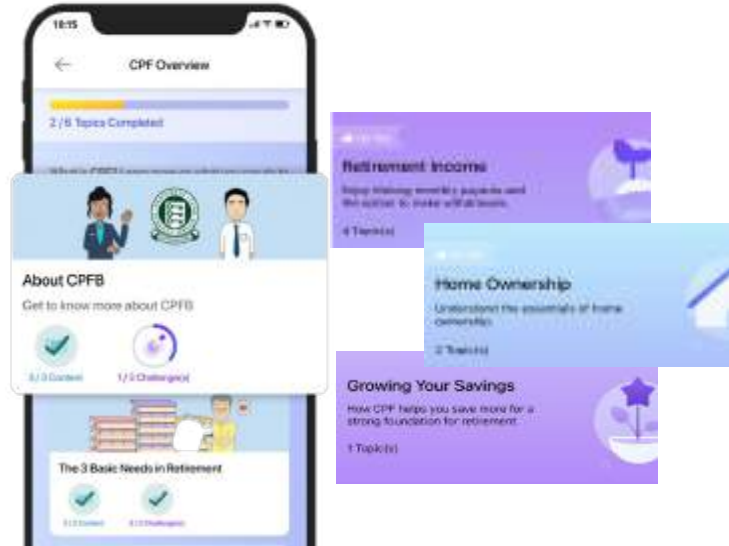
1

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

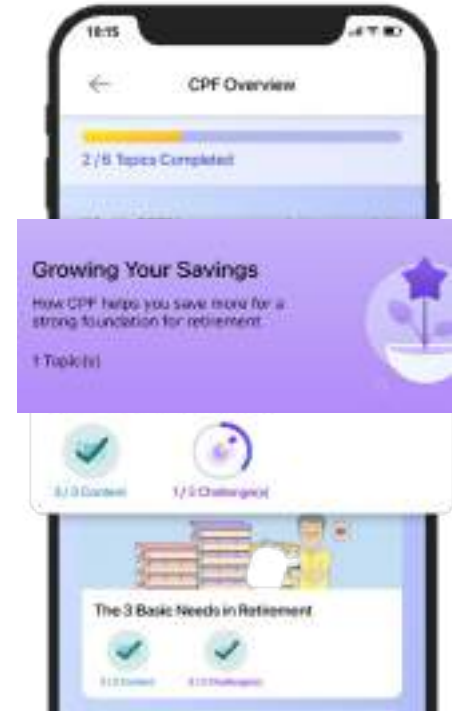


Volunteers Wai Chung and Hwee Boon with their children

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

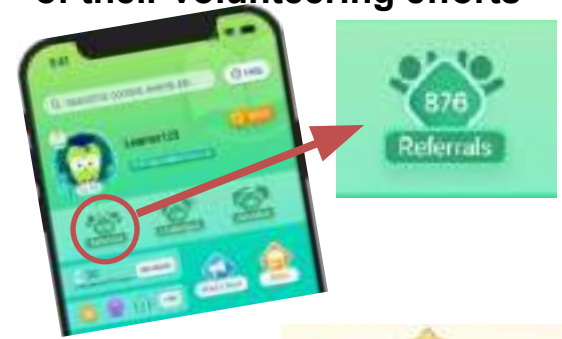
Hwee Boon volunteered to conduct small group workshops to share about CPF digital tools and equip CPF members with the knowledge to identify potential scams.



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,...

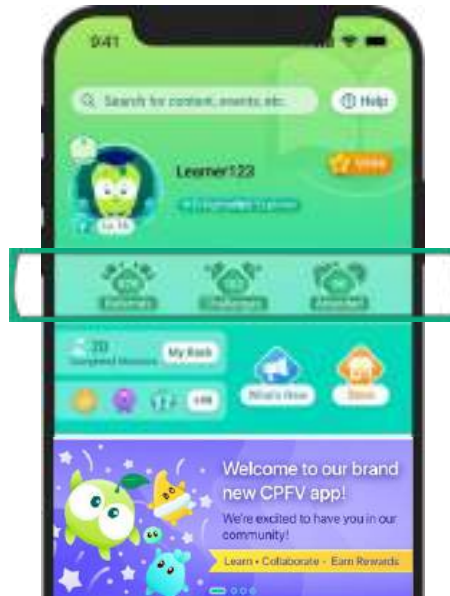
1 Personalised onboarding process to create customised experiences for volunteers and an all-in-one dashboard for tracking impact and staying informed about CPF changes

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



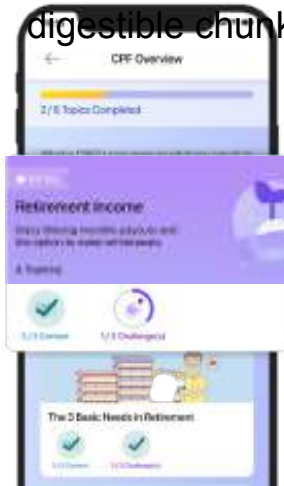
Ease of access to important CPFV information and CPF updates can be easily accessed via 'What's new' and rotating banner

... 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



Quizze

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.

Co-creation
For volunteers to collaboratively organise and plan outreach events

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

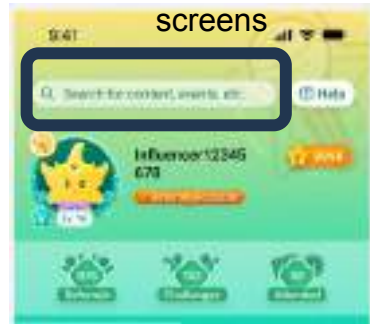
Guest login

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

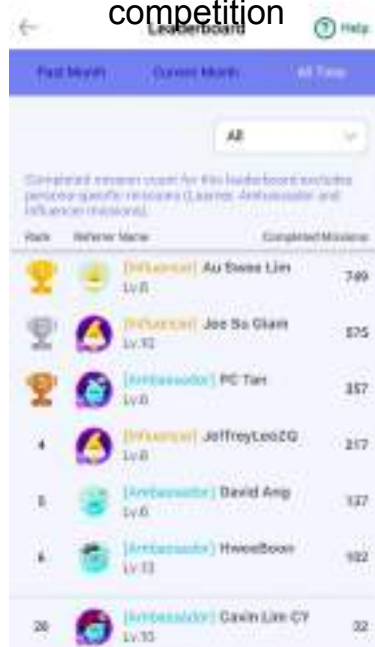
Badges and titles

To show recognition



Leaderboard

To encourage friendly competition



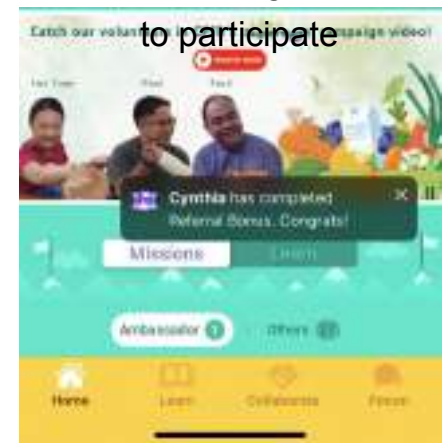
Store

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

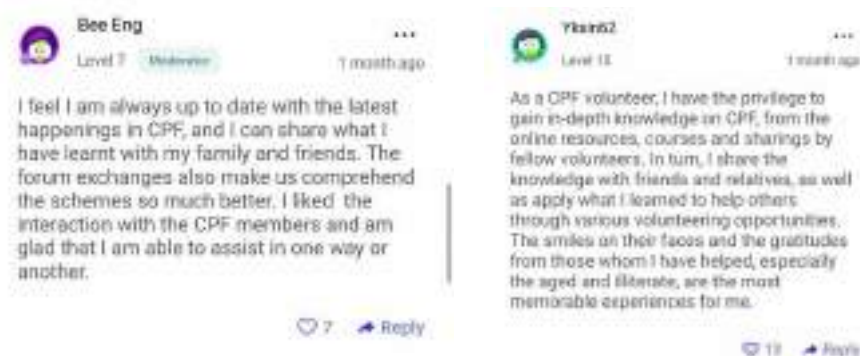
..... Hear what our volunteers say about the revamped app:

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

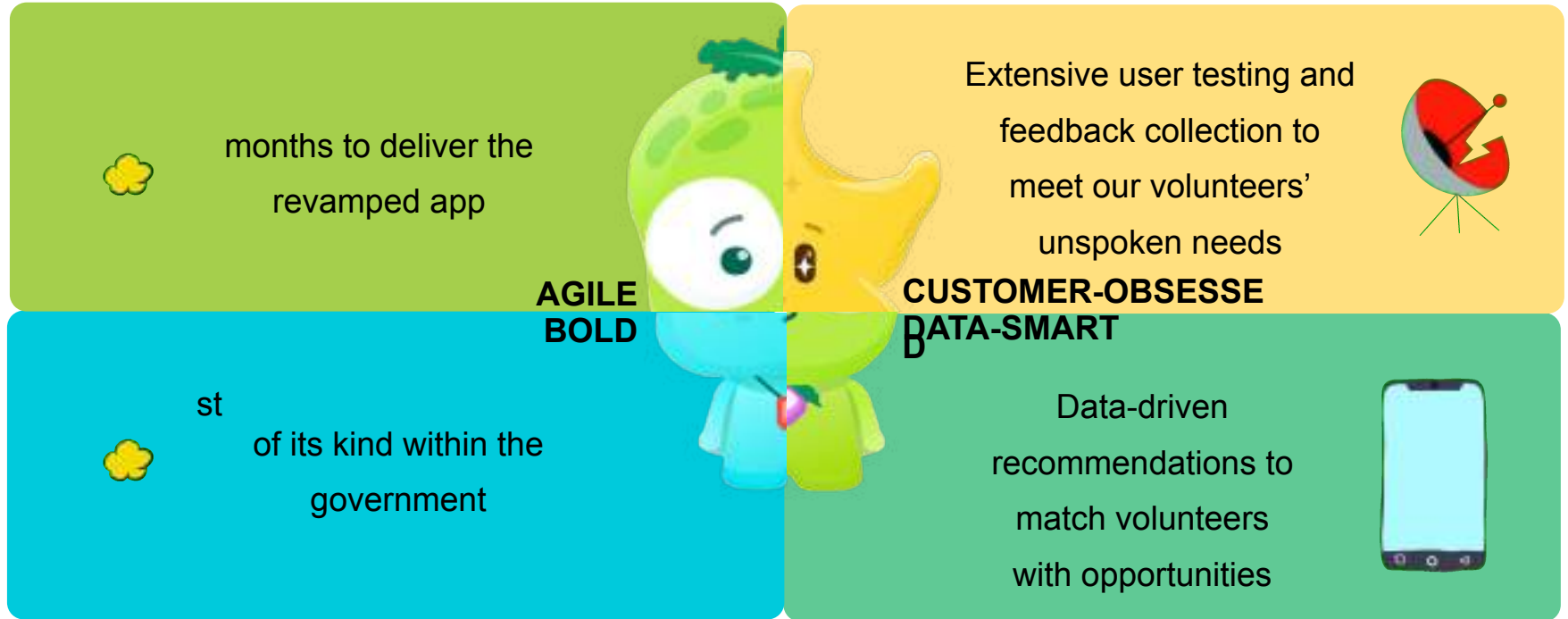
The learning resources definitely helped me to learn about CPF. I can spread this knowledge to those around me

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

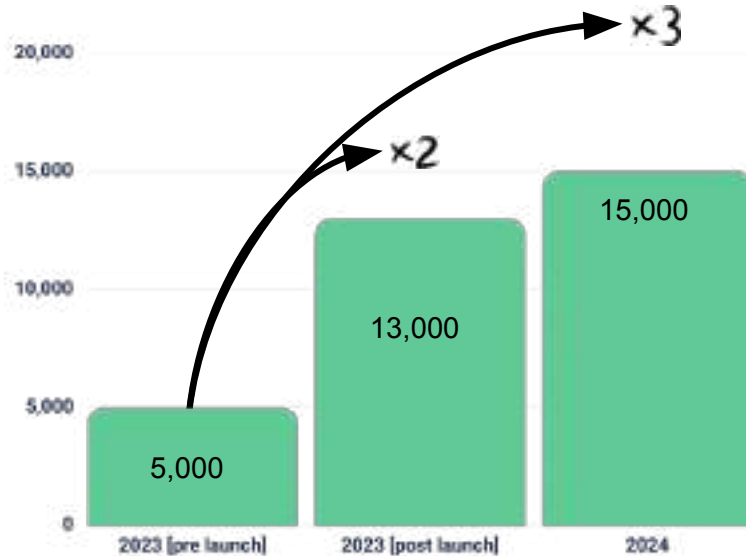


The revamped app embodied CPFB's core values of agile, bold, customer-obsessed & data-smart

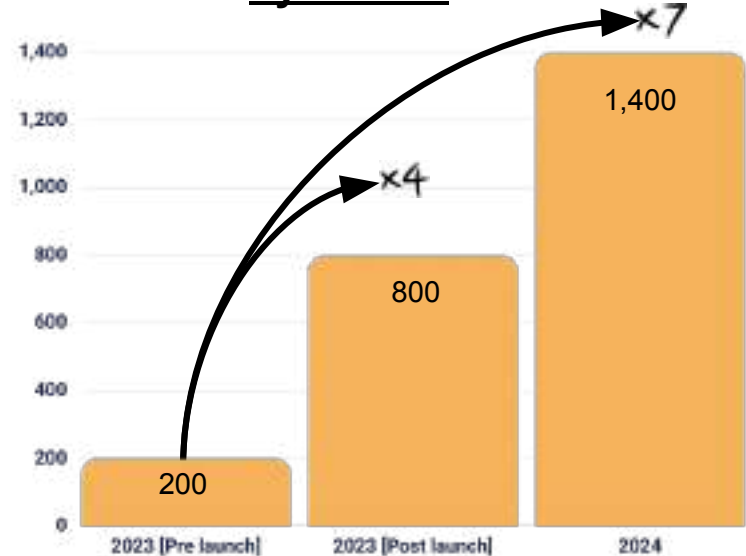


Better engagement led to surge in volunteer sign-ups and active participation

No. of volunteers **tripled** in 2024



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

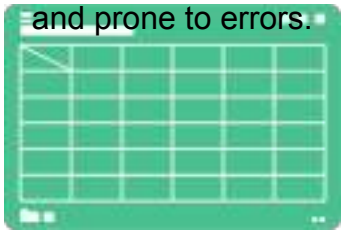


Pre launch refers to the period since inception of CPFV till 13 July 2023 while post launch refers to between 14 July to 31 July 2024.

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 and prone to errors.



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

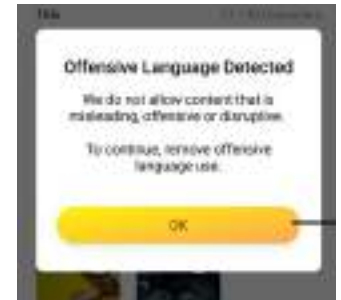
The learning modules deliver consistent content, track progress in real-time, and reduce the need for in-person sessions



30 man-hours saved!

AI moderation of forum to ensure round the clock monitoring

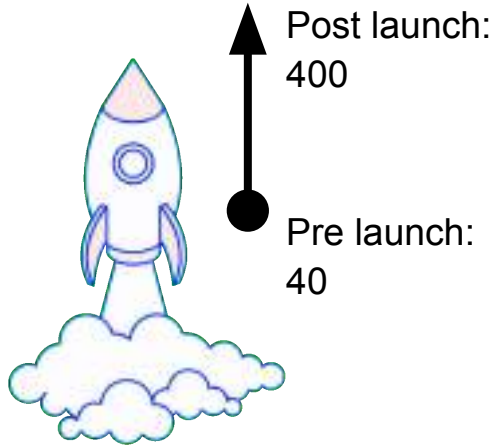
AI moderation helping to ensure that the community remains safe & respectful



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

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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.



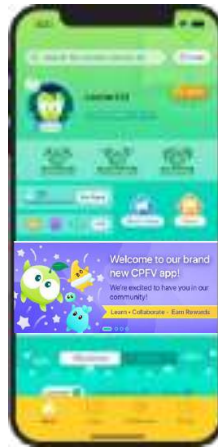
CPFB CEO Melissa with staff and volunteer at an event sharing about CPF mobile app and scam prevention tips.

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



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



The background features a large, light grey gear that is partially visible, with its teeth interlocking with other gears. In the top right corner, there is a red circular logo containing the white letters 'SG'.

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	✓	✗	✗	✗

