

# Smart Volunteer Collaboration Network

**Target Users:** NGO Staff, Volunteer Coordinators, Volunteers, Donors

## Problem Statement !

NGOs depend heavily on volunteers for activities like blood donation camps, food drives, awareness events, and fundraising. However, most NGOs still rely on manual methods (Excel sheets, phone calls, WhatsApp groups), which creates challenges:

- Difficult to maintain updated records of volunteer skills, availability, and past work.
- Lack of reminders, thank-you notes, or recognition leads to low engagement.
- Limited visibility into volunteer hours, participation, or retention.
- Missed opportunities to identify and retain active volunteers.
- Event scheduling and communications require multiple apps (Google Calendar, emails, WhatsApp).

## Proposed Solution: Smart Volunteer Collaboration Network CRM

A Salesforce-based platform that helps NGOs strengthen volunteer collaboration by:

- Centralizing volunteer profiles, skills, and availability.
- Automating reminders, thank-you messages, and onboarding emails.
- Tracking volunteer hours, event participation, and retention.
- Providing dashboards for impact measurement and decision-making.

## Phase 1: Problem Understanding & Industry Analysis

### Requirement Gathering

- Maintain detailed volunteer profiles (skills, availability, past participation).
- Create and manage events with location, type, and schedule.
- Allow volunteer self-registration or admin assignment for events.
- Record participation hours and collect feedback.
- Generate dashboards for active vs inactive volunteers, total hours, and event participation trends.

### Stakeholders Analysis

- Admin (NGO Staff): Creates volunteer/event records, manages automations & security.
- Volunteer Coordinator: Assigns volunteers, tracks hours, reviews engagement.
- Volunteer: Registers, participates, receives reminders & thank-you messages.
- System (Automation): Sends communications, updates statuses, generates dashboards.

## Business Process Mapping

- ❖ **Volunteer Registration** → Volunteer signs up, system stores details, welcome email sent.
- ❖ **Event Creation** → NGO staff create events, synced with Google Calendar, notifications sent.
- ❖ **Volunteer Participation** → Volunteers view and register, system tracks attendance/hours.
- ❖ **Post-Event Actions** → Personalized thank-you messages sent, impact reports generated.
- ❖ **Smart Recommendations** → AI suggests engagement actions for inactive volunteers.

## Use Cases

- ❖ **Blood Donation Camp**
  - Challenge: Manual notifications are slow and inefficient.
  - Solution: Automated SMS/email alerts based on volunteer availability and past history.
- ❖ **Environmental Cleanup Drive**
  - Challenge: No centralized tracking of hours or locations cleaned.
  - Solution: Volunteers log hours, system generates impact analytics.
- ❖ **Educational Training for Underprivileged Children**
  - Challenge: Hard to monitor attendance and effectiveness.
  - Solution: Self-registration, automatic attendance tracking, performance insights.

## AppExchange Exploration

- ❖ **Volunteer Applications:** Structured volunteer profile & participation management.
- ❖ **Marketing Automation:** Event invites, reminders, thank-you campaigns.
- ❖ **Calendar Integration:** Unified calendar view of upcoming events.
- ❖ **Analytics & Insights:** Dashboards for trends, engagement, and AI-driven recommendations.