




# Welcome to Bloomerang Academy

Thank you for joining us!

Please drop into the chat and tell us where you are joining us from  
and what the weather is like where you are!



# Housekeeping

**Live Transcript**

We all know what we want to do is spend  
administration and more time Doing the w

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Chat



Raise Hand



Q&A



Live Transcript

**Share ideas**

**Ask questions**

# Housekeeping

Dial in audio access: **+1 669 900 6833**

We will share the slides and recording of this session with you via email later today.

Any questions we are not able to answer live or in the Q&A will be addressed after the session via a follow-up.

If you need further assistance, please reach out to [support@bloomerang.com](mailto:support@bloomerang.com). Our support team is amazing!

# Poll



# Nicole Colburn

## Sales Engineer

Nicole Colburn is a seasoned sales engineer at Bloomerang, specializing in volunteer product solutions. With 15 years of experience in the technology industry, she's adept at serving organizations of diverse sizes and backgrounds. Based in Arizona, Nicole balances her career with her role as a devoted mother to two young children and a loyal 15-year-old dog. Beyond her professional and personal commitments, Nicole channels her passion for giving back by volunteering with StreetLight USA, an organization dedicated to supporting adolescent females at risk of or affected by commercial sexual exploitation and child sex trafficking, fostering healing and empowerment.



# Bloomerang Volunteer In Action!



# What will we cover today?

1. Data on the volunteer/donor connection
2. **Demo in the database including:**
  - a. Recruitment
  - b. Ease of scheduling
    - i. Volunteers
    - ii. Admin
  - c. Retaining/Communication/engagement with email
  - d. Volunteer-specific reports in Bloomerang Volunteer
  - e. Volunteer profile
  - f. Sync between Bloomerang CRM and Bloomerang Volunteer
3. Items you may want to explore with your account mgr.
4. **Poll/Q&A**

# Why Bloomerang Volunteer?



Volunteer Management empowers your organization to **recruit, schedule, and communicate with volunteers:**

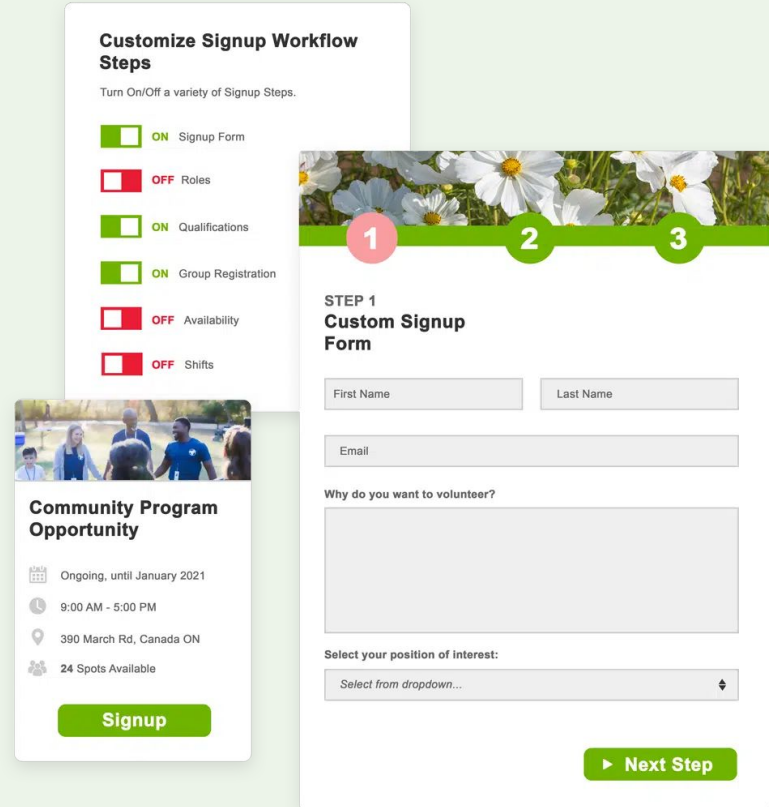
- + Create a frictionless volunteer experience
- + Save valuable time (and invest back into relationships)
- + Cultivate volunteer relationships into 'super supporters' - giving both time and treasure



# What does it look like?

## Volunteer Management includes valuable tools like:

- + Recruitment workflows
- + Scheduling tools
- + Personalized outreach
- + End-to-end reporting
- + Mobile app
- + **Donor database integration**



**Customize Signup Workflow Steps**  
Turn On/Off a variety of Signup Steps.

- ON Signup Form
- OFF Roles
- ON Qualifications
- ON Group Registration
- OFF Availability
- OFF Shifts

**Community Program Opportunity**  
Ongoing, until January 2021  
9:00 AM - 5:00 PM  
390 March Rd, Canada ON  
24 Spots Available  
**Signup**

**STEP 1 Custom Signup Form**

1 2 3

First Name  Last Name

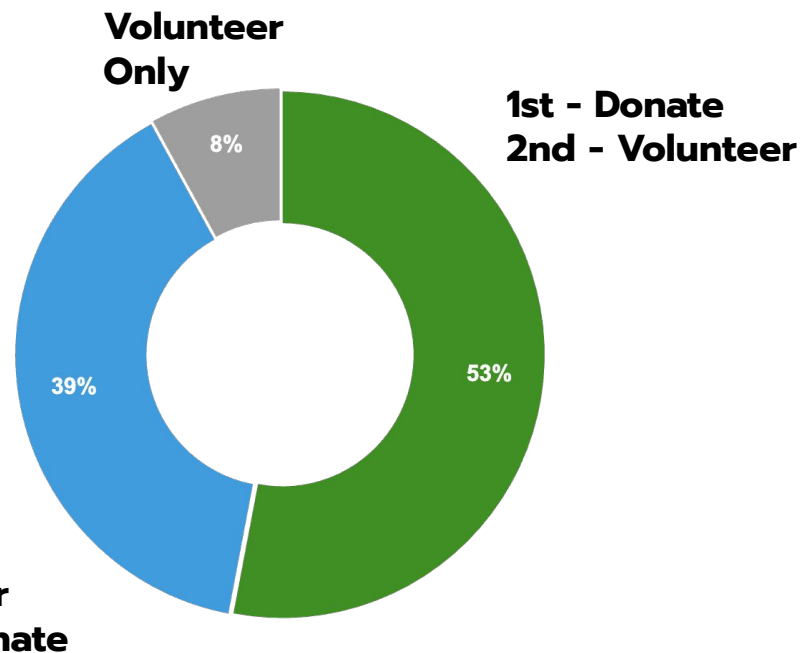
Email

Why do you want to volunteer?

Select your position of interest:  
Select from dropdown...

**Next Step**

# Why now?



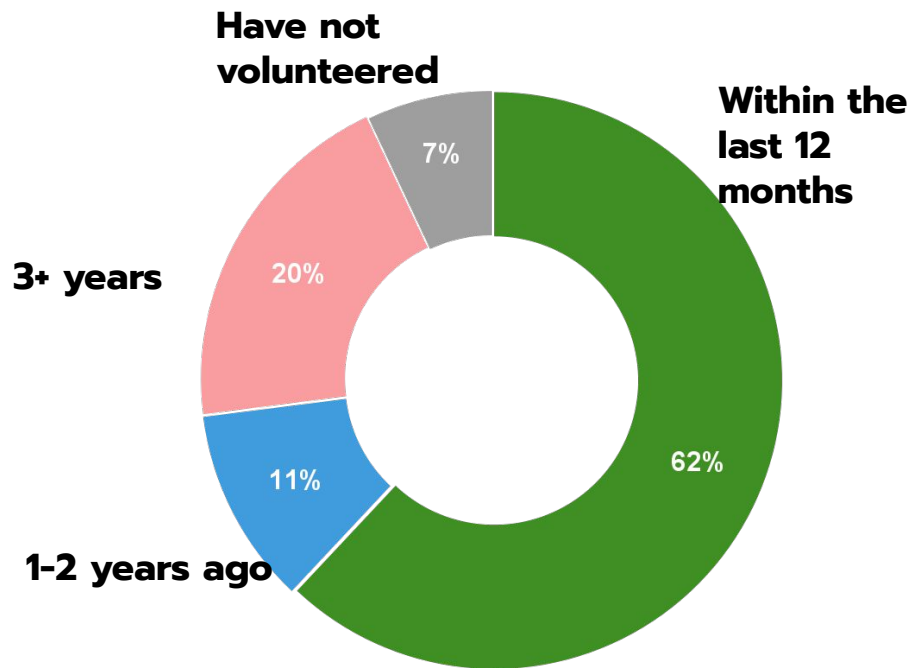
**92% of volunteers will donate to your organization**



# Super Supporter

a person who generously  
gives both time and money

# Why now?



## When super supporters last volunteered

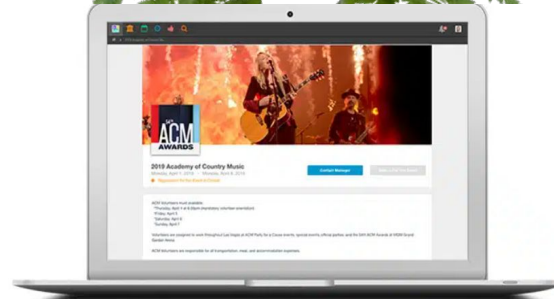
**Let's see Bloomerang Volunteer in  
ACTION!**

# Academy of Country Music Awards

- + **100% Improvement in Communications**
- + **Zero No-Shows & Higher Retention Rates**

“We have grown from managing **200 to 800 volunteers**, Bloomerang Volunteer makes everything more efficient. I don't have to read through 800 or 1,000 volunteer applications, I can simply filter by requirement on Bloomerang Volunteer. **It saves a lot of time.**”

Sheri Piecuch Vyfvinkel  
ACM Volunteer Manager



## Challenge

Communication was overwhelming because there was no efficient way. Volunteers would miss their shifts and it wasn't anyone's fault; it was just too difficult to communicate without the proper tools.

## Solution

Organizers chose Bloomerang Volunteer – a dynamic and easy-to-use scheduling and communication tool that would enable them to equip their event staff & volunteers to deliver a quality attendee experience.

## Impact

“I didn't have a single volunteer that didn't show up for their shift and go, 'Oh, I didn't know.' Some of our volunteers have been with us for over 10 years because they feel valued and they feel like they're part of a professional volunteer program.”

## SUCCESS STORY

# ShowerUp

- + **Grew volunteers by 60%**
- + **Save 2 hours per day**

66

"Bloomerang is an ideal marriage of volunteer and donor management. The deeper we get into it, the more we love it. Since we've been using Bloomerang, we've seen 60% growth in volunteer signups."

Taylor Reid  
Chief Operating Officer



## Challenge

Were managing volunteer, donation and donor management on three different applications, which was too much to manage.

## Solution

ShowerUp unified donor, donation and volunteer management with Bloomerang. Volunteers were ecstatic they could easily sign-up, track their time, and schedule shifts.

## Impact

In addition to saving 2 hours per day from self-service volunteer management, they've seen volunteers increase by 60% in a short period of time - which translates to fundraising revenue long-term.



# Things you might explore with your Account Manager:

- Building **custom volunteer reports** that keep your operations organized
- Creating **email automations** for things like shift reminders and post-shift follow up
- Registering and managing **groups of volunteers**
- Managing and communicating with volunteers using the **mobile app**



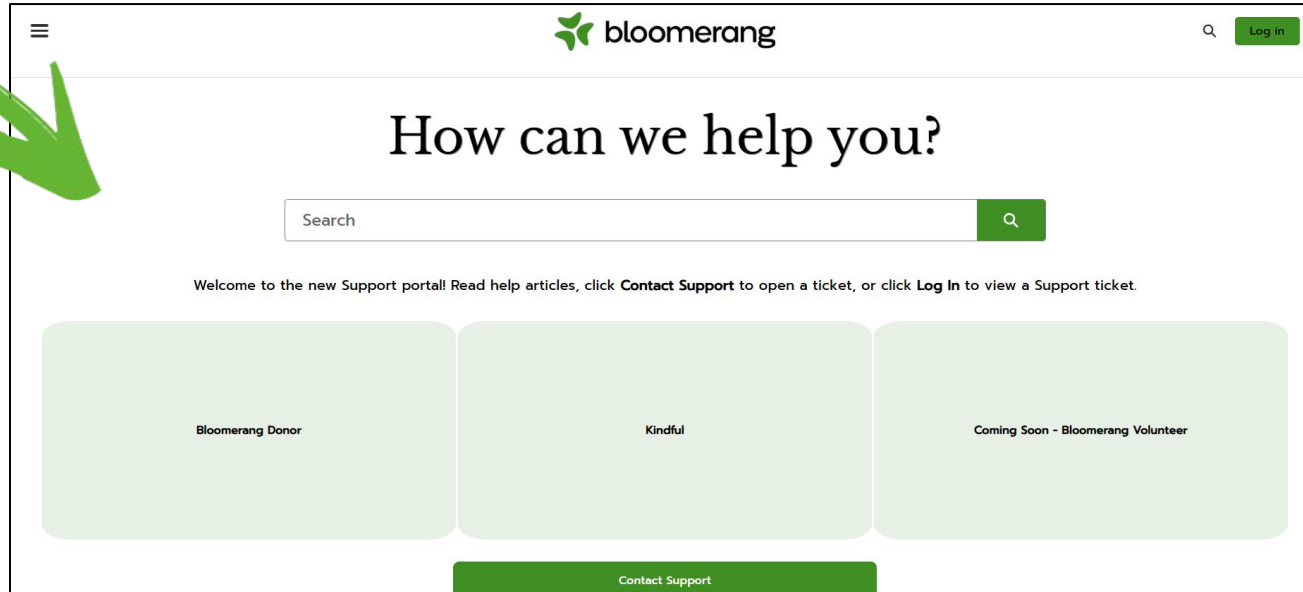
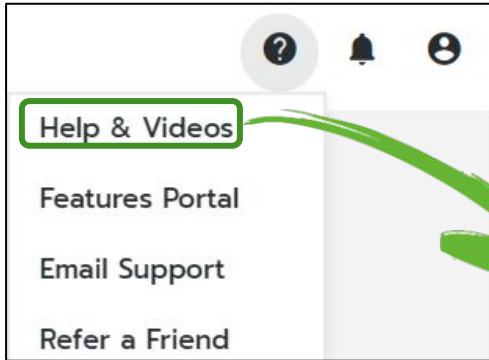










# Poll



# Resources

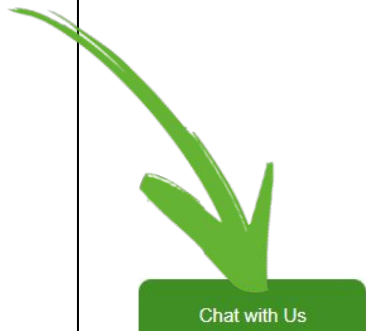
## Bloomerang Knowledgebase and Support Portal



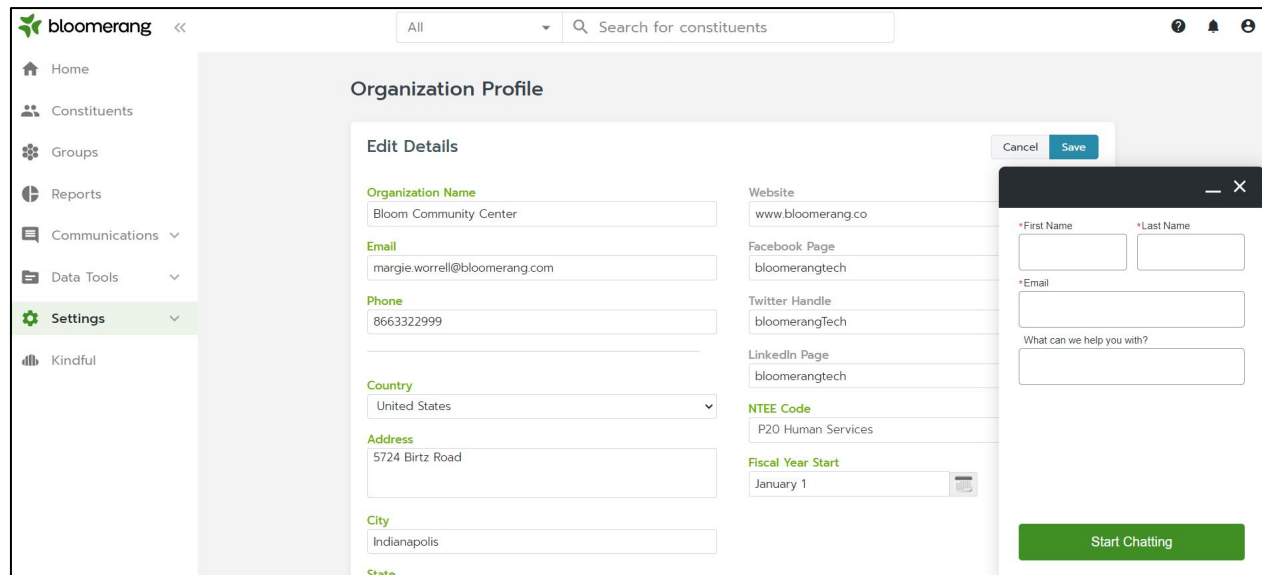
-  Home
-  Constituents
-  Groups
-  Reports
-  Communications ▾
-  Data Tools ▾
-  **Settings** ▾
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**Settings** ▾

Kindful



# Live Chat has a new look and a new location!



The screenshot shows the Bloomerang interface with the 'Organization Profile' page open. The left sidebar is visible, with 'Settings' highlighted. The main content area displays the 'Edit Details' form for an organization named 'Bloom Community Center'. The form includes fields for Organization Name, Email (margie.worrell@bloomerang.com), Phone (8663322999), Country (United States), Address (5724 Birtz Road), City (Indianapolis), Website (www.bloomerang.co), Facebook Page (bloomerangtech), Twitter Handle (bloomerangTech), LinkedIn Page (bloomerangtech), NTEE Code (P20 Human Services), and Fiscal Year Start (January 1). A chat window is overlaid on the right side of the form, containing fields for First Name, Last Name, and Email, a text input for the chat message, and a 'Start Chatting' button. The chat window also has 'Cancel' and 'Save' buttons at the top.

# Resources

## Knowledgebase resources

[Bloomerang Volunteer](#)

[View Data Synced from Bloomerang Volunteer](#)

## Website resources

[Bloomerang Volunteer webpage](#)



## Academy resources

[Finding, Engaging and Recognizing Your Volunteers](#)

[The Value of Your Volunteers](#)

[Turning Your Volunteers Into Donors](#)

[Get To Know Bloomerang Volunteer](#)



## Other Resources

[How to Start a Volunteer Program: 12 Steps for Success](#)

[How to Create a Volunteer Recruitment Plan: 5 Strategies](#)


[5 Tips To Creating Inclusive Volunteer Programs](#)

A cluster of large, vibrant green Monstera leaves with characteristic holes, positioned in the upper-left corner of the slide.

**Thank you for attending!**

**And thank you for all you do in  
your communities!**

Visit our website to see more upcoming  
Bloomerang Academy webinars!

A partial view of a Monstera leaf in the bottom-right corner of the slide.