

A DIGITAL MINDSET IN VOLUNTEER MANAGEMENT

As the world embraces a new level of digital life brought about by COVID-19, there is an increasing need to digitalise volunteer management to cater to a more tech-savvy generation of volunteers and service users. A people-centred, user-centric approach to technology holds many benefits for volunteers and service users alike.

SSA 3.0

"I would like to challenge our SSAs to transform to "SSA 3.0". What is SSA 3.0? We envisage our SSAs to be driven by **committed social service professionals**, who are **augmented by volunteers**, and organisations that are **enabled by technology**. All this with a common purpose to **better serve the needs** of end users and Singaporeans."

- Minister Masagos Zulkifli, September 2020



INDUSTRY DIGITAL PLAN FOR SOCIAL SERVICES (IDPSS)

Digital roadmap for SSAs with 5 focus areas:

1. Secure, Integrated Solutions and Infrastructure
2. Enhanced Service User Experience
3. Connected Community and Partnerships
4. Data Proficiency
5. Digital Talent Leadership



Useful resources for SSAs:

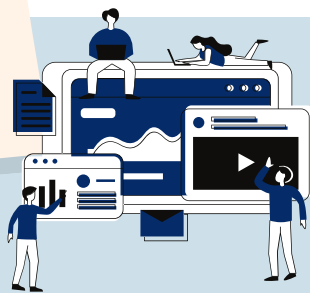
- **Digital Roadmap Assessment** to tailor their own digitalisation journey
- **Digital Skills Guide** to upskill employees in necessary skills
- **Service Delivery Technology Guide** to enhance each service user journey

[Link to IDPSS](#)



Did you know?

Only 22% of participants felt their SSAs had done well in digitalising volunteer management



DIGITAL STRATEGY FOR SOCIAL SERVICES

- Aim for agility and small wins that raise SSA's profile and productivity
- Pilot low-code, readily available digital solutions with minimal costs (e.g. e-signatures), rather than create new systems from scratch
- Ensure piloted solutions align with agency-wide digitalisation plans before wholesale adoption
- Analyse volunteer data to better engage and retain volunteers



TECH TRENDS IN SOCIAL SERVICES

- Increased volunteer engagement through omni-channel messaging
- Increased deployment of volunteers for e-service delivery
- Increased skills-based volunteering (e.g. IT volunteering)
- Rise in remote training of volunteers and use of virtual learning platforms



Did you know?

Nearly 1 in 2 participants felt their agencies were successful in tapping on skills-based volunteers

CHALLENGES & HOW TO OVERCOME THEM

Common challenges:

- Implementation issues
- Tech expenditure (initial capital investments + operating costs)
- User and stakeholder buy-in

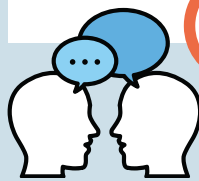
Recommendations:

- Fully utilise support services that come with digital platforms
- Leverage free local tools or platforms with free trials
- Source for solutions that meet 1-2 current priorities, not a one-size-fits-all tool for peripheral needs
- Expect a voyage: constantly re-calibrate based on changing trends



Did you know?

Participants cited the lack of familiarity with digital tools as the biggest challenge to digitalising volunteer management



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