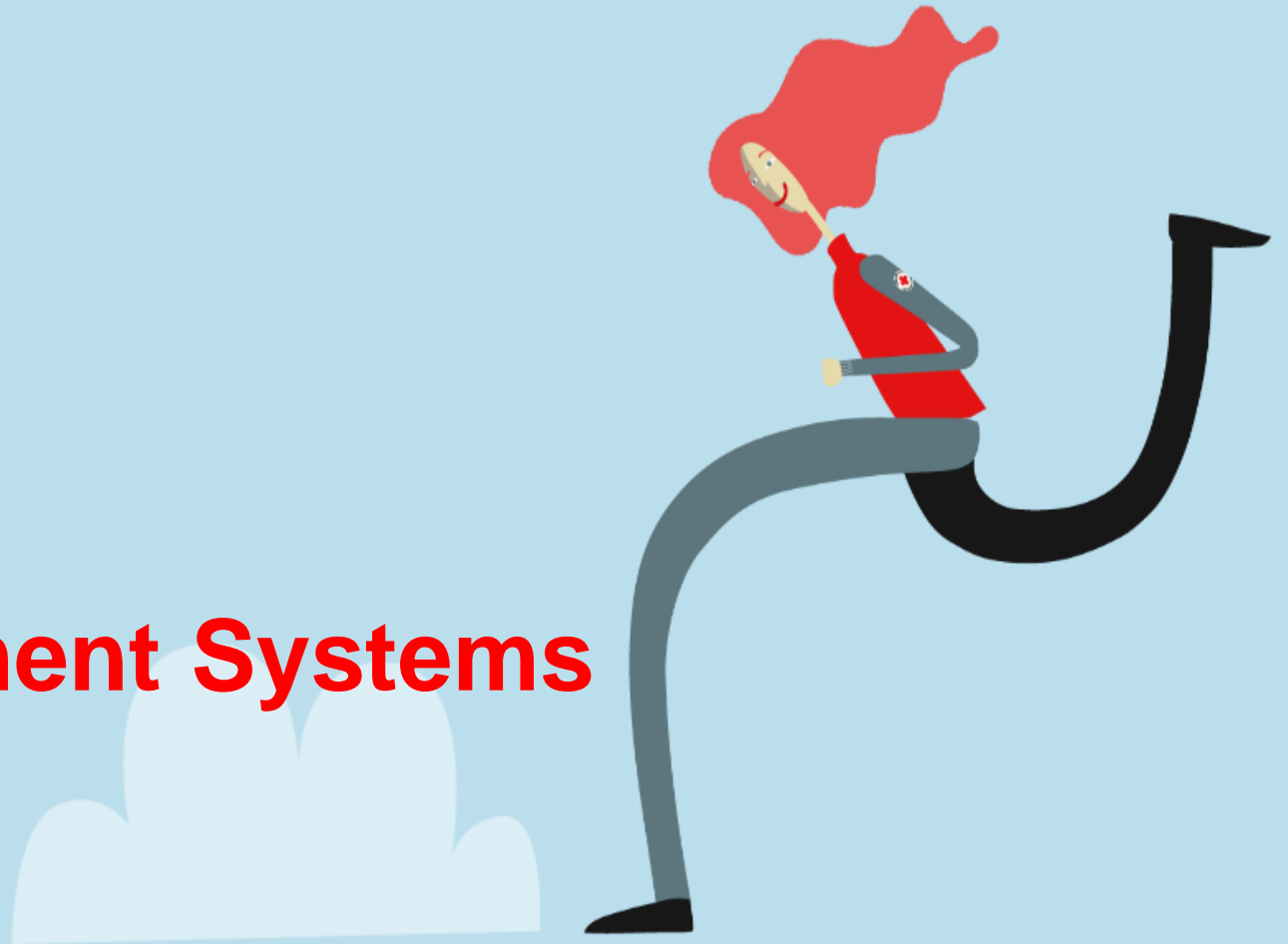# RC3 Long Night of Research

Volunteer Data Management Systems (VDMS)

24th March 2023

Our Volunteer Data Management Session

1. Hello and welcome!
2. Tell us about you
3. What is your understanding of a Volunteer Management System?
4. What will prevent you from having your own VDMS?
5. How would you bring a VDMS into your National Society?
6. Q&A
7. Session close

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Who we are

FERRAN COBERTERA HIDALGO

Cruz Roja Espanola

Ferran is the manager of the volunteering area at the Spanish Red Cross. He has been linked to the movement since he started volunteering in the youth section of the Spanish Red Cross in Barcelona in 1989

PAUL REMIC

British RC

Having worked with technology and transformation programmes for nearly 20 years, Paul joined the British Red Cross 3 years ago to focus on volunteering transformation.

Now leading on product management for volunteer products and data, driving forwards improvements to increase and improve our digital offer for volunteers.

LOTTE EGERTON-HOBBINS

British RC

After a diverse career in Project Management, Business Development and Events, Lotte joined the British Red Cross 4 years ago with a passion to support the volunteer sector with their development and processes.

Now as the VDMS Product Owner her role is to ensure our products support our volunteers and maximise their positive volunteer experience.

What is a Volunteer Data Management System?

1. What would you use a VDMS for?

2. What do you think the key features would be?

3. Do you already have a VDMS? What does it currently do for you?

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VDMS in the British Red Cross

A product which allows us to recruit and manage our volunteers. It enables our volunteers to give their time, empowers them to take control of their own data and volunteering. It supports volunteer managers to access data about their volunteers. Also offers volunteers easier processes for things like claiming expenses or completing the training required for their roles.
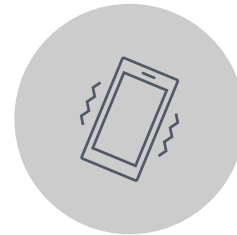
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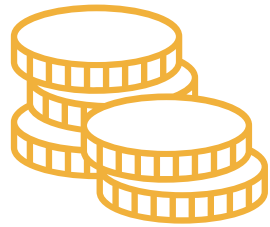
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What will prevent you from having a VDMS?

What problems might you encounter?

- Funding?
- Resources?
- Capacity?
- Capability & skills?
- Not knowing where to even start?

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Our learning from our VDMS

British Red Cross ran a project to implement our VDMS between 2020 and 2022. This involved a project team, including additional resources, and ended with establishing a permanent team to support our products going forward.

We required ringfenced project funding to be able to afford the resources needed

We needed to ensure we had sufficient time to be able to do this effectively, not quickly

People take a long time to change – communication is everything

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How would you bring it in?

1. What is your procurement process for new systems?

2. Who would be your project team?

3. How would you include volunteers?

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How we brought in our VDMS

Our project to bring in our VDMS took 2 years (and was delivered during a pandemic!). This is how we did it:

The VDMS is about volunteering and so we ensured volunteers were at the centre of the design and involved throughout the project

Our programme was sponsored by our senior management so we could remove problems when they occurred

We established a permanent support team to make sure we keep developing and get the most out of our investment

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For any further questions around our VDMS system and the processes we followed:

Please feel free to email Lotte on
LEhobbins@redcross.org.uk

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