

Digital Transformation

Adoption Guide

Digital tools should strengthen, not replace connection.

Technology is reshaping how people volunteer. Online and remote roles have increased significantly, especially among younger and culturally diverse communities. These options offer flexibility and accessibility – but they must not come at the cost of community connection.

There is an opportunity to redesign digital volunteering tools, portals, platforms and interactions to foster connection, reduce friction, and enhance accessibility. Doing so could unlock wider participation and stronger retention.

Key observations from Victoria's [State of Volunteering Report in 2025](#):



23.6% volunteered online or at home



63.2% of volunteers were recruited through social media



69.4% of young people volunteer









18.6% stopped volunteering due to too much paperwork



70.9% of organisations will need more volunteers in 3 years







Key Technology Capabilities for Volunteer Management

Governance and management 	Clear decision-making, aligned with organisational priorities, and proactive management is required to have effective technology and systems (e.g. IT strategy, Consultative Committees)
Digital and online presence 	Effective digital tools, social media and a visible online presence are critical to help raise awareness of volunteering opportunities and recruit new volunteers (e.g. LinkedIn, Website, Facebook, Instagram, TikTok)
Systems and data protection 	Secure volunteer management systems are required to store and protect volunteer data and provide relevant reporting on volunteers and outcomes (e.g. Office 365, cloud-based CRM, Better Impact Volunteer Management Systems, anti-virus software, mobile device management)
Engagement and communication 	Intuitive and accessible communication tools are essential when engaging with volunteers and providing opportunities for volunteers to engage with staff and each other (e.g. Teams, Intranet, Chat groups, e-newsletter tools)
Tools and processes 	User-friendly and streamlined technology, systems, networks and tools for volunteers to use to perform their roles efficiently and effectively (e.g. point of sale systems, mobiles, Square payment systems, barcode scanners, laptops, data network dongle)
AI and automation 	Efficient processes for volunteers and volunteer management that leverage artificial intelligence and automation in a secure and purposeful approach (e.g. AI minute-takers, Copilot, ChatGPT)

Your Technology Capabilities




With your organisation's technology usage at front of mind, consider the following questions and select a score from 1 – Ad hoc to 5 – Optimised.



Use a ▲ (triangle) to indicate where your organisation is now and a ● (circle) to indicate where you would like your organisation to be.

CAPABILITY	TECHNOLOGY EXAMPLES	AD HOC 1	DEVELOPING 2	ESTABLISHED 3	ADVANCED 4	OPTIMISED 5
Governance and management 	<ul style="list-style-type: none"> » Do you have a consultative committee involved in decision-making? » Are your policies and procedures documented? » Do you have defined procurement processes new systems or technologies? 					
Digital and online presence 	<ul style="list-style-type: none"> » Is your digital strategy and social media content plan documented? » Do you regularly post content on online channels and proactively monitor it? » Are your online processes for volunteer recruitment and engagement clear? 					
Systems and data protection 	<ul style="list-style-type: none"> » Is your volunteer data in a secure cloud-based management system? » Are your volunteer progress and outcomes are tracked? » Are your reporting and analytics easily accessible to volunteer managers? 					
Engagement and communication 	<ul style="list-style-type: none"> » Do you use online communication channels to communicate / collaborate with volunteers? » Are online platforms for volunteers used to access information and resources? » Do you use social channels for volunteers to communicate and engage with each other? 					
Tools and processes 	<ul style="list-style-type: none"> » Are standardised and approved tools and systems provided to volunteers? » Is your organisation's hardware, networks and tools secure and proactively managed / supported? » Processes are online, accessible, efficient and reduce manual or double entry 					
AI and automation 	<ul style="list-style-type: none"> » Documented AI policy/guidelines for staff and volunteers » Manual or paper-based processes or data entry are automated where possible » Sensitive information is protected and not entered in shared tools/models 					

Key Actions

Now that you have assessed your organisation's current technology capability, let's consider some actions – short-term and long-term – that are realistic and achievable for an organisation of this size.

CAPABILITY	KEY OUTCOME/PROJECT	PROCESS TO ACHIEVE THIS ACTION/S
Governance and management 		
Digital and online presence 		
Systems and data protection 		

CAPABILITY	KEY OUTCOME/PROJECT	PROCESS TO ACHIEVE THIS ACTION/S
<p>Engagement and communication</p> 		
<p>Tools and processes</p> 		
<p>AI and automation</p> 		

Useful Links

These links are a collection of links our Technology Partner [Dog and Bone](#) recommended. We hope you find them useful in improving your organisation's technology capability.

RESOURCE	NOTE
State of Volunteering Report 2025	Research by Volunteering Victoria into the social, cultural and economic contribution of volunteering in Victoria
Digital Transformation Maturity Model	Model used as a basis for our IT capability maturity assessment
Cyber Security Centre	Australian Government Cyber Security resources
Essential 8 Maturity Model	Australian Government Cyber Security Maturity Assessment Framework
Guidance for AI Adoption: Foundations	Australian Government AI Adoption Framework
Prosci ADKAR Change Management Model	ADKAR Change Management Model and Resources
ITIL Service Management	IT Service Management Framework and Resources
Digital Transformation Hub	NFP Technology Resources, Tool and Templates
Infoxchange Digital Technology in NFP Sector Report	NFP Sector Research on Digital Technologies
Microsoft NFP pricing	Microsoft licensing costs and NFP offers

Further Information

As Victoria's peak body for volunteering, you can always come to us for reliable resources and advice. Below are some helpful links and resources to continue your understanding of *Digital Transformation*.

- » The [Volunteering Victoria website](#) is your go-to resource for all things volunteering, with timely and reliable support, training, resources, and expert advice.

Can't find what you're looking for?

Contact the Volunteering Victoria team at info@volunteeringvictoria.org.au anytime with your questions.

