

VolunteerConnect

Tackling Corporate Volunteering Barriers with a Mobile-First App

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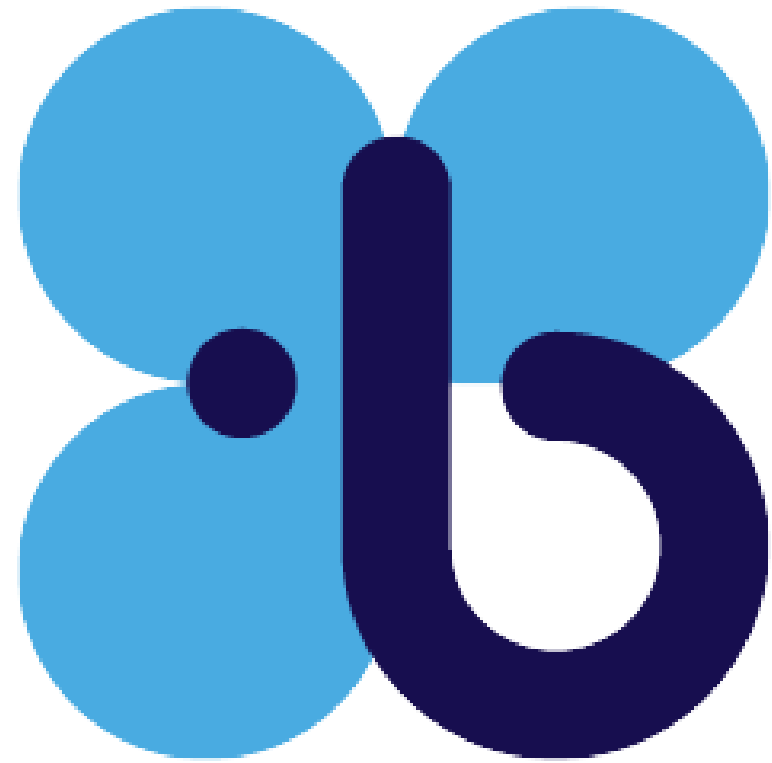


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The Problem

Corporations aim to boost employee volunteering to meet ESG goals, with 90% of Fortune 500 firms offering programs, yet only 19.8% of employees participate (CECP, 2022). Research reveals time constraints and limited opportunities as key blockers, with 51% of firms struggling to engage employees in volunteering efforts (Kaizen Institute, 2024). These barriers prevent companies from achieving desired participation rates, such as 66% in top-performing firms.





Competitive Landscape



Benevity is a strong contender in the space. It offers **global events** and **skills-based volunteering**. However, its **high cost** and **complex interface** limit smaller firms' adoption. Another competitor, **VolunteerMatch**, provides **nonprofit partnerships**, **virtual volunteering**, and **skills-based roles** across the U.S. Yet, its **non-mobile-first UX** and **manual tracking** reduce engagement efficiency.

Solution

VolunteerConnect is a **mobile-first app** offering **micro-volunteering** (tasks under 1 hour), a **match quiz** for personalized opportunities, and **gamification** (badges, leaderboards) to drive participation. **Features include** dynamic **filters** for **diverse tasks**, **virtual volunteering options**, and an **analytics dashboard** to track impact, easing HR burdens. **Designed to overcome time constraints and low engagement**, VolunteerVibe empowers companies to meet ESG volunteering goals efficiently, aligning with employee preferences for flexible, impactful contributions.





UX PILOT



Design Process

- **Research:** Leveraged GrokAI to analyze corporate volunteering goals (e.g., 66% participation, CECP) and pinpoint blockers like time constraints and low engagement
- **Wireframing:** Built rapid wireframes using UX Pilot AI
- **Iteration/Prototype:** Refined design and added interactivity in Lovable, adding interactive charts and gamified service days to drive engagement. Check out the clickable prototype [here!](#)

Conclusion

User testing and future iterations await, but AI tools enabled a lean, comprehensive solution before extensive build efforts.

