Consolidating Volunteering Services through Myv4u Platform Based On Network of Mosque: A Conceptual Business Model

Abdul Rahman bin Dahlan, Husni bin Hassan Basri, Muhammad Adib Azri bin Rosli

Abstract— **Being a volunteer in a program have a great impact on our mind and soul. It gives peace, joy, and especially satisfaction for being able to assist and giving back to the community. However, these volunteers are only able to join the events being called to them, usually coming from the same hosts. What about the other charity houses? They don't have the resources or the same means as other organization to host an event let alone trying to manage one. So in this journal there will be methods of tackling these issue, in hope to advertise centrally for the events that requires volunteering and at the same time the volunteers would be able to find events that are suitable for them to join. It is in hope that this project will strive to success and bring good to the human mankind.**

I. INTRODUCTION

MyV4U is a mobile application based platform which enables user to be volunteers for any program that are listed there. Nowadays there are a lot of charity and non-profit events happening and most of them requires volunteers to participate. But the recruitment of volunteers isn't always easy as they have to share it through social media to the public, which tends to not reaching to the true target volunteers. In the app, the events that will be displayed are also from the user itself, as a host in the application. So the app will have two users, the volunteers and the hosts.

II. BACKGROUND

In Islam, we have been taught that all Muslims are brothers and should help one another when they are in trouble. These can be seen from the verses of Quran where Allah said "Those who spend their wealth in the way of Allah and do not follow up their spending by stressing their benevolence and causing hurt, will find their reward secure with their Lord. They have no cause for fear and grief (Quran, 2:262)". And so as Muslims, it is our duty to help those in need and do charity by willingly participate in events that help those who needed the most. This is where volunteering takes place. Volunteering by definition is "Volunteering is generally considered an altruistic activity where an individual or group provides services for no financial gain "to benefit another person, group or organization (Wilson, John (2000)". Thus, the mobile application in this project is being developed based on these circumstances, in hope to help people, Muslims especially, to take part in volunteering activities. May Allah bless the effort done in this project.

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III. PROBLEM STATEMENT

There are a lot of activities that requires volunteering, such as orphanage, flood victims, "gotong-royong", painting new building, humanitarian activities, and more. And while some Non-governmental Organizations (NGOs) has the abilities and its members to do the volunteering activities, they sometime still requires extra hands from the people to participate in events that are held in large scales. Now the problem arises when they promote their events to the public. Common methods of publicizing include sharing the poster or flyers of the events to the public through newspapers, and in this new technology era, social media. Also, this doesn't reach the target group, meaning it doesn't reach out to those who willingly participate in these activities, and we hope to tackle this issue.

IV. OBJECTIVE

The aim of this project is to show that this mobile application will help effectively for the users to find events for volunteering and at the same time for those hosts to get volunteers efficiently. The concept of this mobile application is similar to Uber and GrabCar. Just like how Uber doesn't have their own car and drivers, TVS works almost the same way, it acts as an intermediary between the volunteers and the hosts. The users for volunteer side will go to the app to look for events that requires volunteering, at the same time the users for hosts' side create the event that needs volunteers.

V. LITERATURE RIVIEW

5.1 POINTS OF LIGHT

http://www.pointsoflight.org/handsonnetwork is a website for United States. This website provide opportunity for volunteers, non-profits and companies. For volunteers, they can find any issues that they want to help and available area for that event. For non-profit section, it is about post volunteering project and companies section is about companies that want to be partners.

Figure 1: The Interface of POINTS OF LIGHT

5.2 BAMBOO

https://www.wearebamboo.com/ is a website for travel and volunteer. This website presenting a very simple and interesting interface and system. They provide place for travel and place for being a volunteer in that country. User need to pay for the package that they want to pick.

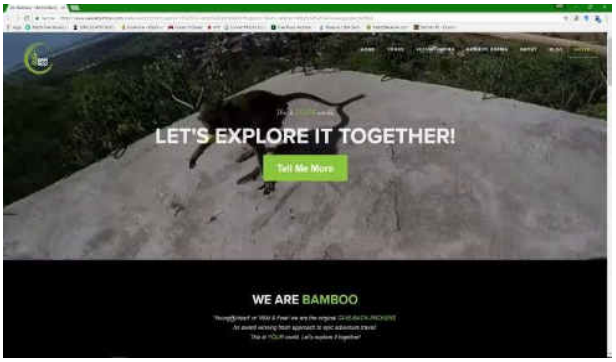

Figure 2: The Interface of BAMBOO

5.3 DO SOMETHING GOOD Malaysia's Volunteering Network

http://www.dosomething.gd/ is a great website that provide network for volunteering. User that have intention on being a volunteer can register for a part of the team and get updated with new upcoming events. User also can search for any available event and can share experience in a blog section.

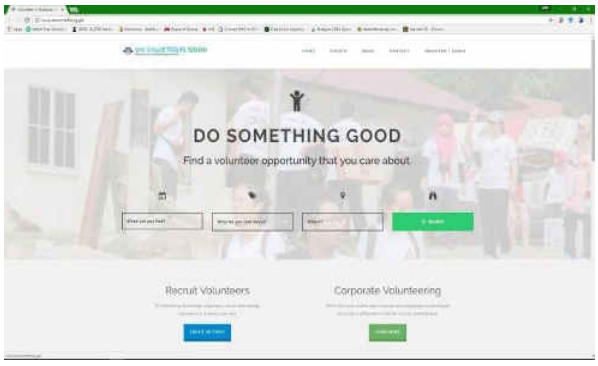

Figure 3: The Interface of DO SOMETHING GOOD Malaysia's Volunteering Network

VI. INITIAL BMC/VPD

6.1 Initial MyV4U Business Model Canvas (BMC)

(Refer Appendix A)

- Customer segment:

Customer segment is divided into 2 parts. First, individual and community level that user can easily search for available volunteer event. Secondly, the NGOs can easily publish their event and manage the volunteer.

- Value Proposition

MyV4U provide platform for volunteers to join events.

- Channels

MyV4U to expand in the channel of websites

- Customer relationship

Relationship with customer will be by the channels provided in order to get the service and information. MyV4U provide relationship with customer by Blog and Social Media.

- Key resources

The resources are from technological platform and event creator.

- Key activities

The activities that have in this system are by provide volunteering services, corporate volunteering, recruiting volunteers, and volunteer registration.

- Key partners

The partners come from any NGOs that need the service and volunteers that want to join the event.

- Cost structure

The cost involve in this system are technological infrastructures, maintenance and security features.

6.2 MyV4U Environmental Map (EM)

(Refer Appendix B)

VII. METHODOLOGY

In this paper, we have decided to do a survey of questionnaires to a number of participants that has experience with volunteering activities. Survey is a research method for collecting information from a selected group of people using standardized questionnaires of interviews (Innovation 2006). In the survey we will be using Non-governmental organization members for the participants. The problem in finding participant is that they are hard to meet because those that become volunteer are those who are working full time and only available on weekends. Thus we have decided to use the snowball sampling method. Snowball sampling is where we get help from the participant to find more participant, and is used when having difficulties getting participants. Snowball sampling is non-probability sampling technique (Andale 2014).

VIII. DATA ANALYSIS AND DISCUSSION

Set of survey question were distributed among the Non-governmental organizations including Persatuan Barisan Islam Nasional, Mercy Malaysia, and Inspire

Club IIUM. They are chosen due to their roles and contribution that are required for the study.

From the questionnaire, it is found that 45% are strongly agreed that the MyV4U will be able to ease the procedure of volunteering rather than the old style of recruiting volunteers. None of the respondents think that with the system, it will make the procedure harder.

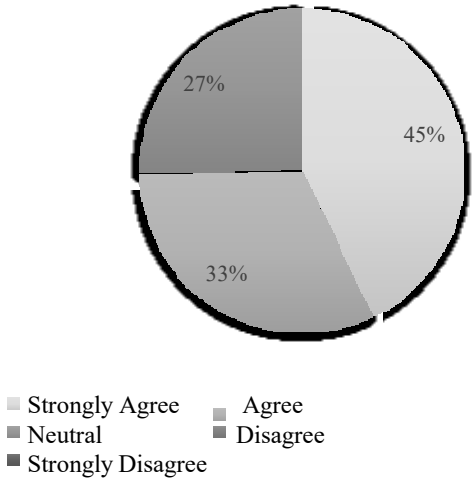

Figure 4: MyV4U would be able to assist volunteers more efficiently

Majority of the respondents with 45% strongly agrees that the proposed volunteering system will be able to assist finding volunteering events. 33% consist of agree while neutral is at 27%

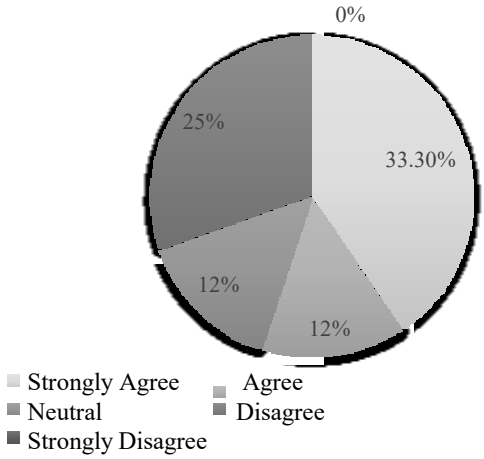

Figure 5: Finding volunteer event is difficult

There were problem for some participants that tried finding a volunteering event, they had to go through many websites and advertisement. When the survey was conducted, 33.3% agrees that it is difficult to find a volunteering program/ event, and 12% together for neutral and agree. However there are 25% of the respondents that disagrees with it.

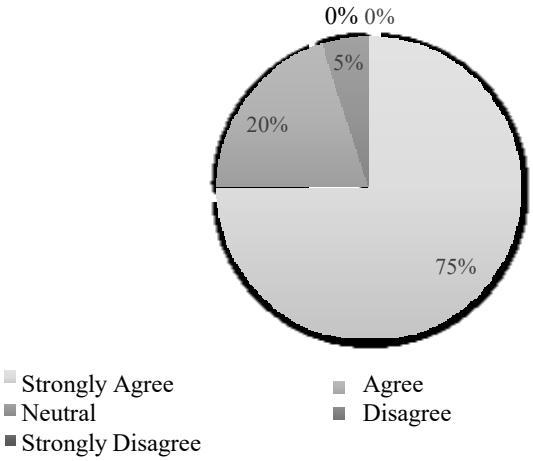

Figure 6: The MyV4U as a standard volunteering management system

75% percent of the respondents agrees to implement volunteering system as a way to help volunteers find volunteering events, manage, and run through for the whole process of event happening. 20% agrees, and 5 percent are neutral. None of the respondent disagrees with the suggestion given.

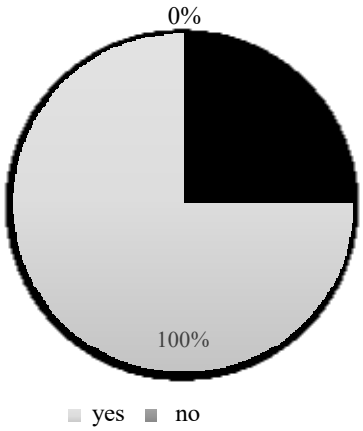

Figure 7: The MyV4U will increase volunteers among people

From the figure it shows that all participants say yes to how this system will increase the number of volunteers, which is the objective of our project.

IX. ENHANCED BMC/VPD

9.1 Enhanced MyV4U Business Model Canvas (BMC)

(Refer Appendix C)

- Customer segment:

Customer segment is divided into 2 parts. First, individual and community level that user can easily search for available volunteer event. Secondly, the NGOs can easily publish their event and manage the volunteer.

- Value Proposition

MyV4U provide platform for volunteers to join events and NGOs to create events.

- Channels

MyV4U have in the channels of websites, social media and mobile application.

- Customer relationship

Relationship with customer will be by the channels provided in order to get the service and information.

- Key resources

The resources are from technological platform and mobile application.

- Key activities

The activities that have in this system are by provide volunteering services, event management service, recruiting volunteers and hosts.

- Key partners

The partners come from any NGOs that need the service and volunteers that want to join the event.

- Cost structure

The cost involve in this system are mobile apps and website development, maintenance and security features.

9.2 MyV4U Value Proposition Diagram (VPD)

The VPD is divided into 2 customer profile which are volunteers and hosts. Based on the volunteers profile, they need a platform that function as a center of volunteer event. This need a place to find an event to be join easily. This platform required volunteers to register as members to get update event, choose the event to join buy any event item. Most of the pain that face by the customer are the user interface that hard to understand and no catalog on shopping item online. To face the volunteers problem and fulfill their needs, we are building a platform have system that help them find and get update on available event. The other features that we offer to counter the pains are provide efficient and user friendly interface of the platform and have online store that have catalog to assist volunteers get their needs. In addition, for host's profile, they required a platform to create events, managing volunteers and promoting events. The platform required the host to register as members and get authority to create event, set time, date and venue for event in the system and optionally post event item that they want to sell. Host also have pain on system interface and unattractive store to sell their items. As a relief for the pain, the platform offer the system help host get update on volunteers that request to join event and efficient interface to manage the data of events. The revenue that we will get from the platform are the fees to join and create event and percentage taken from the item sold in the store.

(Refer Appendix D & E)

X. STRATEGY CANVAS

The strategy canvas is a comparison of Initial and Enhanced BMC. There are almost the same pattern in user interface, search engine, event details, membership and event hosting. However, there are bigger difference in marketing where "Enhanced MyV4U" score better and there is some benefit which are mobility and online shop.

(Refer Appendix F)

CONCLUSION

To conclude, this system would allow us to effectively handles numerous volunteers for different events and help us organize events and managing volunteers in a more comprehensive way. It does not only help the volunteers for seeking events, it also helps those small organizations that requires a lot of hand to be assisted during their part of the program. We predict that with the proper steps taken in light of using business model, we would be able to successfully kick-start the system to success. With the response collected from the questionnaires, it has been found that users would prefer using this system as it could prove to be for the betterment of the volunteering community and for the charity community. The MyV4U is hoped to be the leading apps in serving humanity for the act of kindness.

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APPENDIX A

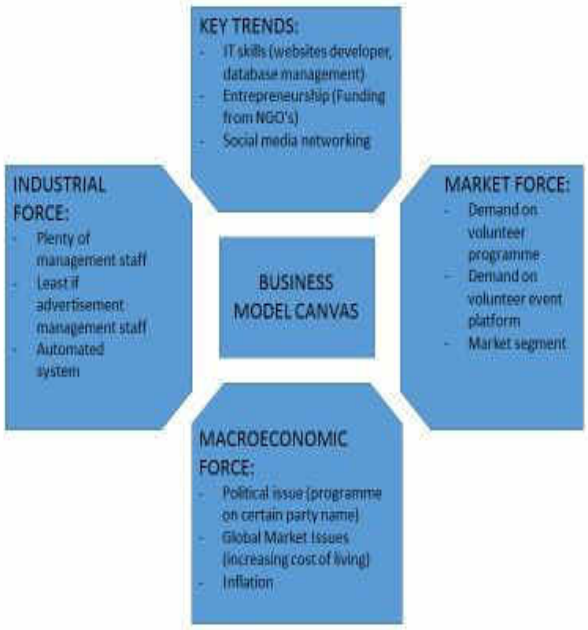
MYV4U The Business Model Canvas

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
• Mercy Malaysia • Comrade IIUM • Jasa Club IIUM • IKRAM Malaysia • Other NGOs	• Corporate Volunteering • Recruit Volunteers • Volunteer Registration	• As a platform for volunteers to join events	• Social Media • Blog	• Individual and Community Level - Can easily search for any event that available - Can engage and communicate with NGOs - Share information about volunteering experience - Get recognized by joining the most activity and get in the top of leaderboard • NGOs - Can publish and promoting events - Can easily manage volunteers - Can easily to keep in touch with volunteers
	Key Resources • Technological Platform • Event Creator		*Channels* • Websites	

Cost Structure	Revenue Streams
• Technological infrastructure	• None. It is a non-profit. All funds based on charity

Initial Business Model Canvas (MyV4U)

APPENDIX B



Environmental Map (EM) for MyV4U

APPENDIX C

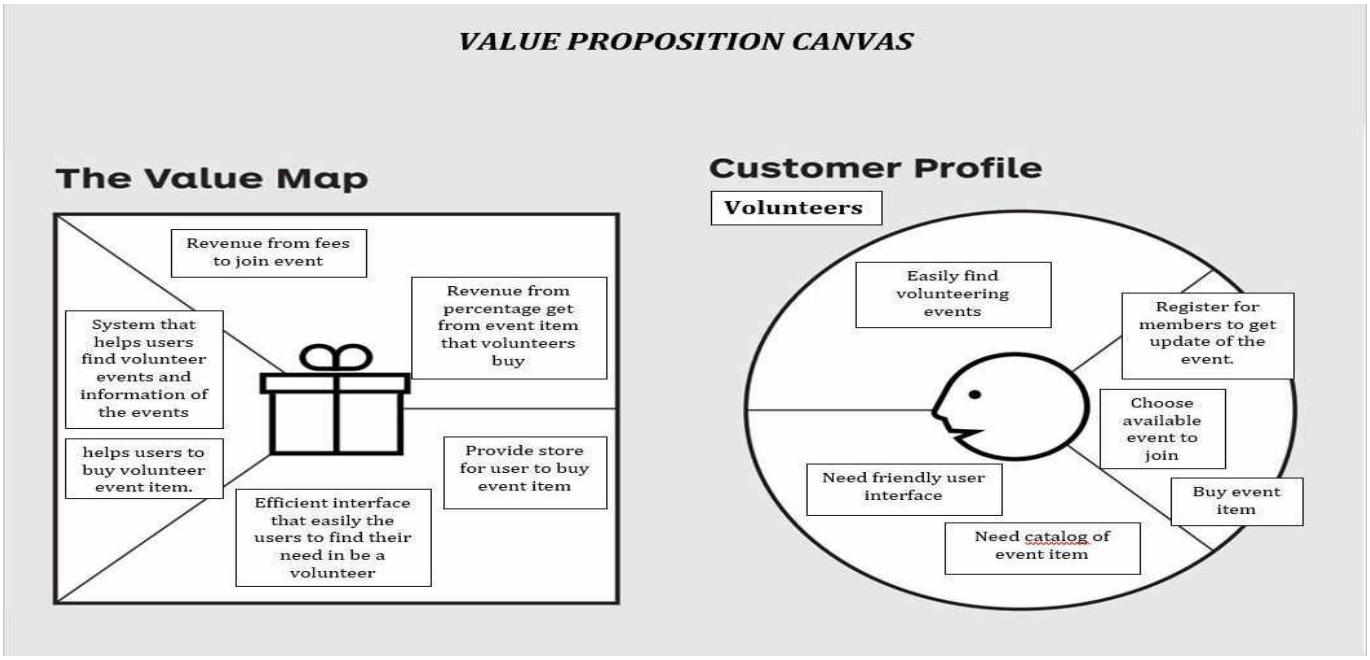
MYV4U The Business Model Canvas

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
• Mercy Malaysia • Comrade IIUM • Jasa Club IIUM • IKRAM Malaysia • Other NGOs	• Provide Volunteering services • Provide event management services • Recruit Volunteers • Recruit Non-profit hosts	• As a platform for volunteers to join events • As a platform for hosts to create, promoting events and managing volunteers	• Social Media • Website for Information	• Individual and Community Level - Can easily search for any event that available - Can engage and communicate with NGOs - Share information about volunteering experience - Get recognized by getting hours volunteering recorded in the application • NGOs - Can publish and promoting events - Can easily manage volunteers • Can easily to keep in touch with volunteers
	Key Resources • Technological platform • Mobile application		*Channels* • Websites • Social media • Mobile application	

Cost Structure	Revenue Streams
• Mobile App development • Website Development and maintenance • Security features	• Hosts using the management system in the application • Volunteer need to pay cheap price for registration of the event • Small charge from hosts that selling each event item

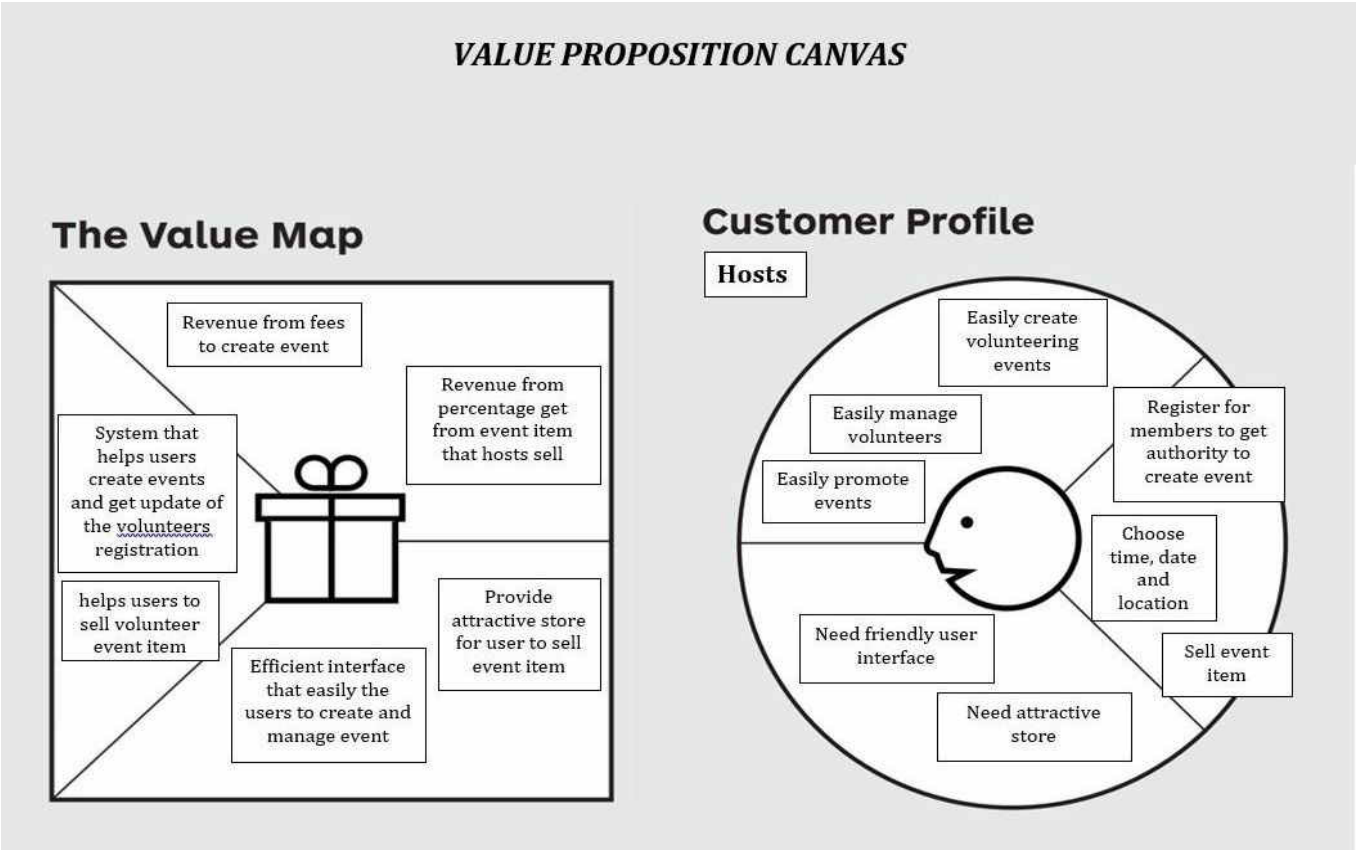
Enhanced Business Model Canvas (MyV4U)

APPENDIX D



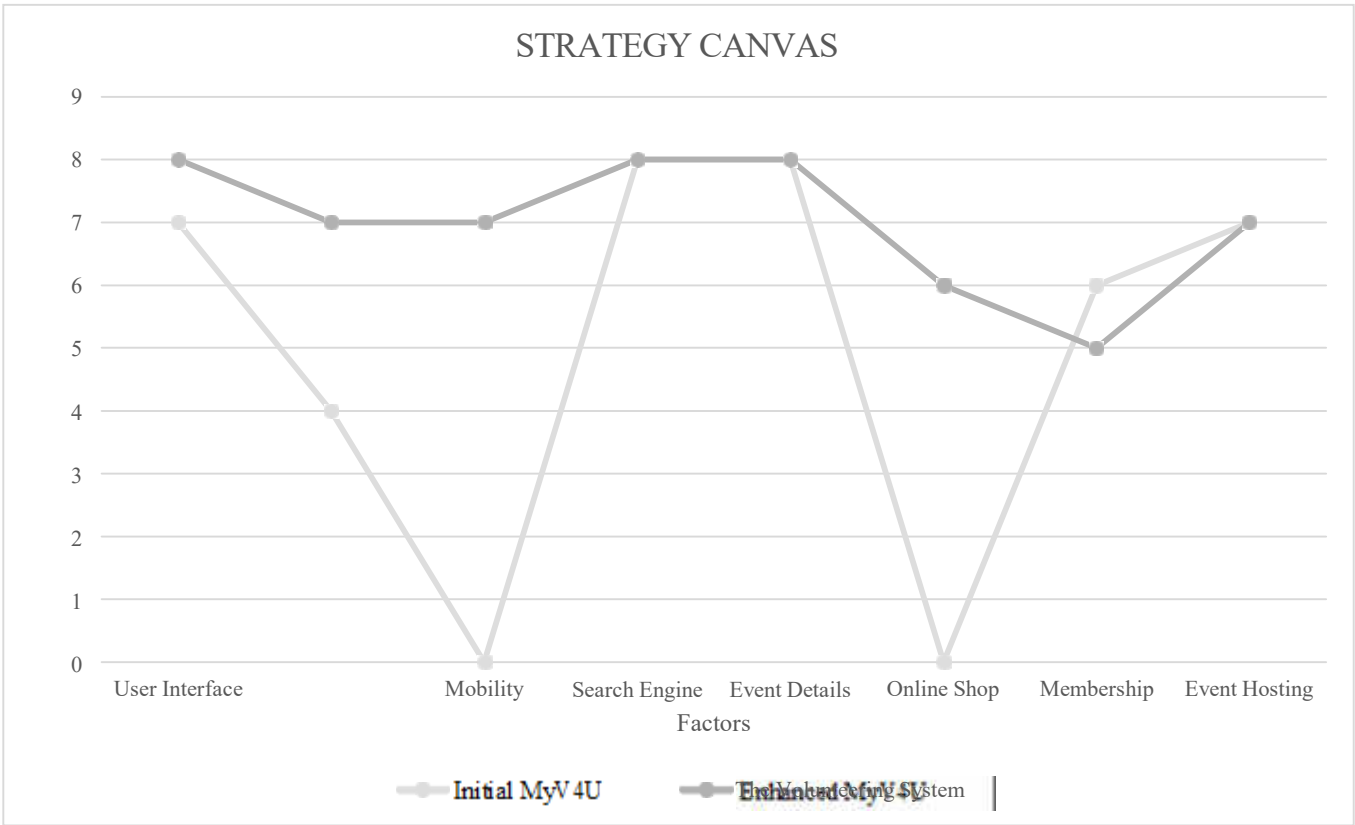
Value Proposition Canvas MyV4U (Volunteers)

APPENDIX E



Value Proposition Canvas MyV4U (Hosts)

APPENDIX F



Strategy Canvas (MyV4U)