

Taking on a version of our platform

We recognise that some organisations who work in the volunteering sector may be interested in taking on a version of the Reach platform that they can adapt for their own needs.

This document outlines how a white-labelled version of our platform would function, who could take it on and what any organisation will need in place to run it.

How the platform works

A white-labelled version of our platform would retain Reach's core functionality, which is designed to be used by three groups of users: **volunteers**, **organisations** and **a staff team**. Below is a summary of what these users can achieve on the platform.

For volunteers

Volunteers can sign up and create a profile on the site, giving a picture of their expertise, interests and availability. It's also possible to apply as a 'guest', which allows volunteers to apply with an application for a specific role.

In both cases, the core platform requires these users' profiles or initial applications (in the case of guests) to be manually reviewed. Platform managers are given the ability to accept, reject or suggest changes as part of this process.

Once volunteers and guests have been reviewed, they can be approached by organisations with specific roles and can also proactively apply for roles they see advertised.

Volunteers can:

- create a full volunteer profile
- apply as guest, with limited information, for a specific role
- search, save searches and save opportunities
- start a conversation – either by applying or making an enquiry
- close a conversation – either by declining interest or withdrawing
- manage their account and activities via dashboard.

Guests can:

- apply for a specific role without a full profile
- once approved, apply for up to four more roles.

For organisations

Organisations use the platform to find volunteers to fill three kinds of roles: Trustee/Governor roles, short term project support and longer-term support.

The platform has built in options for organisations to pay for trustee recruitment, as well as access additional paid support. Platform managers can edit settings within the site to determine who pays for trustee recruitment, based on their type and income.

Like volunteers, organisations need to first create a profile which will require review, after which they can upload an opportunity.

Organisations have access to a dashboard which allows them to see all the opportunities and conversations in one place, and to make key decisions about placements – e.g. conversing with volunteers, placing or not placing them, and pausing/closing roles.

Organisation contacts can:

- create an organisation profile
- join an existing organisation
- search, save searches and save volunteer profiles
- post an opportunity
- pay for an additional service
- start a conversation by suggesting a role
- manage applications for roles
- add deadlines
- clone an opportunity
- manage account details via dashboard
- authorise new contacts to join their organisation.

For staff

Platform management

Platform managers can log into the backend of the platform to vet content – both profiles and opportunities. It is also possible to act on behalf of our users by masquerading as them, helping to resolve technical issues or simply tidying up accounts and conversations.

In addition, the backend of the site allows you to:

- Add new backend and frontend users
- Run bulk jobs to send a single opportunity to multiple users
- Run bulk jobs to anonymise or delete accounts
- Set up Views of content on the site, creating easy ways to export opportunity listings to other organisations or create filterable tables of platform data

Other CMS actions

Platform managers can also take advantage of Drupal CMS's content building and design tools. The CMS comes with build in paragraphs or blocks that help you to design page

content, which include accordion boxes, various kinds of sub-navigation, image galleries, media blocks and case study panels.

Who can take on the platform?

Reach is open to expressions of interest in our platform from organisations who reflect our [values and beliefs](#), including equity, diversity and inclusion and climate action.

We are open to expressions of interest from organisations that are not-for-profit, including charities, public sector bodies and community interest groups. If your model is for-profit, but you believe that you deliver a similar social impact, we are open to a conversation.

Paying for services

Reach believes in the power of small charities and groups, including grassroots organisations, many of whom are unable to pay for volunteer or trustee recruitment.

For this reason, we ask that anyone interested in taking on the platforms leaves the core service offer – posting an opportunity – free for most organisations, primarily those with lower incomes.

Our current payment model is [shown on our current website](#), however we would be happy to discuss alternatives models of funding that keep the above principles in place.

Technical requirements for running our platform

Our core platform is built in Drupal 10 – an open-source content management system – and utilises several other services to run:

- An email service provider to send emails (currently configured to use AWS)
- Additional cloud storage (currently configured to use AWS and Cloudflare)
- An address finder to help users select their addresses (currently configured to use Loqate)
- A payment platform if you're planning on payment (currently configured to use Stripe)
- A geolocation tool to get long/lat details for searches (currently configured to use Google Maps API).

In addition, you will need suitable hosting to run the platform. [The Drupal website outlines the basic specification for hosting a Drupal site](#), however the size and processing power will depend on how you use the platform.

With the support of an engineer, you will be able to switch out any of the supporting software above with, for example, a different address finder or email service provider. However, it will be quicker to set up our platform if you are using the software it is currently configured to use.

Set-up costs

There will be an initial set-up fee to package and transfer a version of our platform to you. This is estimated to cost between £900 and £1300.

Example running costs

Reach's version of this platform has 9500+ public volunteer profiles, 16,000+ active organisations, and 1700+ live opportunities – not including all conversations, including guests. For this reason, Reach's platform costs are relatively high, with most budget allocated to hosting and storage.

For any new organisation taking on our software, costs will differ dramatically depending on how many users are using the platform.

Here are our current monthly hosting and services costs:

Service		
Hosting and storage	£651	Upsun
Emailing		
Additional storage	£45	AWS
Geolocating addresses	£0	Google
Address finder	£50 - 100	Loqate
Security layer and SSL	£0	Cloudflare
	~£771	

Staff requirements for running our platform

To run the core version of the platform, you will need staff who can take on the following functions.

Site development and maintenance

The core platform will need to be set up and maintained. Initially, this will involve installing the platform on suitable hosting, connecting other core services (email providers; address finder), theming and making any desired changes to the core journeys on the site (copy changes; changes in price).

After the site is launched and stable, an engineer will be needed to install patches and fixes from Drupal and upgrade the platform to the latest version at least once a year. They will also be required to fix the platform as bugs pop up.

Content development

The site only comes with its knowledge base and guidance content on how to use the core journeys, so someone will need to design a homepage, key landing pages and any other relevant content the site needs. In addition, the base guidance content will likely need editing, to reflect the name and details of the new platform.

Ongoing, it will be useful to have someone to make updates to this guidance and to the broader content on the platform, to ensure it is fresh and reflects the needs and concerns of users.

Vetting and user support

Staff are required to vet volunteer profiles, guest applications, new organisations and new opportunities. This is currently a manual process that will expand in time depending on how many users are using the platform.

In addition, staff will be required to support users to use the platform and triage technical issues.

In addition to these roles, we would strongly recommend having someone who can design and manage content for the site, and someone with product management or service design expertise to respond to user feedback and build a cycle of continuous improvement. [Our How Reach Works document](#) outlines how we have maintained a successful volunteer recruitment service and the key factors that any organisation attempting to do this in future should consider.

Setting up the service

Once you have decided to take on our platform, we will create an instance of the platform for you that can be connected to your hosting and additional services (for emailing, address finding etc.) You will need to have all these services – including hosting, email services, address finder etc – set up and with any necessary pre-payments made before you'll be able to set up the new platform.

Reach's engineer can be available to advise on initially setting up the platform, including providing guidance on plugging in any existing services you have.

Contact details

If you are interesting in exploring your options further, please get in touch as soon as possible, and at the latest by 1 October 2026, to ensure we have enough time to discuss next steps.

Please email in the first instance on queries@reachvolunteering.org.uk.