

AmeriCorps VISTA

Using Digital Tools to Make Volunteering More Accessible

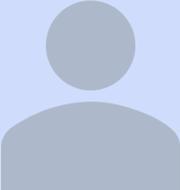
This document was provided with the webinar delivered to VISTA members on October 25, 2023.

Thank you for joining our monthly VISTA member webinar, *Using Digital Tools to Make Volunteering More Accessible*. You can use this worksheet to follow the presentation and identify tools that can help support you in your service. In the handout you will find:

- A persona template
- Resource list

Persona Template

Use this tool to better understand your volunteer persona and brainstorm ways to connect to them with your digital marketing message.

NAME AND PHOTO	DEMOGRAPHIC INFORMATION	BEHAVIORS AND BELIEFS
	Age: Location: Gender: Education: Profession: Lifestyle:	Introvert vs. extravert? Interested in trying new things? Prefers consistency? • • • •

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TECHNOLOGY/ SOCIAL MEDIA PREFERENCES

Device preferences? Social media platform preferences? Tech savvy?

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GOALS, NEEDS, WANTS

Primary/ secondary goals? Personal and professional goals? What does this person need or want? What motivates them?

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CHALLENGES

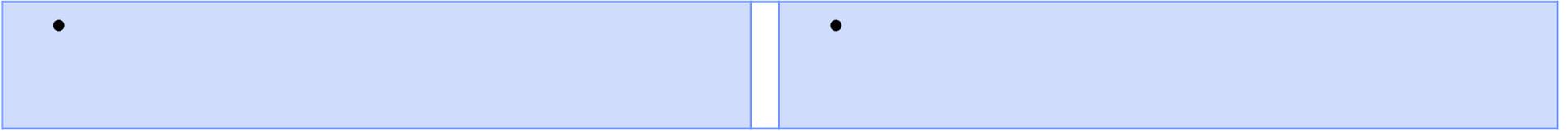
What does this person struggle with in relation to meeting goals? What serves as a roadblock for this person's success?

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WHAT CAN WE DO...

....to help our persona achieve their goals?
....to help our persona overcome their challenges?

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RESOURCE LIST

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Resource	Link	Description
Conscious Style Guide	https://consciousstyleguide.com/	Digital style guide full of tips on how to choose conscious and inclusive language—and more!
Siteimprove	https://www.siteimprove.com/	Online tool to check the accessibility of a website

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