CALL TO ACTION

The primary goal of my client is to attract an audience of people who will be willing to donate. Not everyone can knit/crochet, making it difficult to actually find people who can handmake these products, but anyone can definitely send a dollar their way. If their main goal was to attract handcrafters who have skills to make the product, then the range of audience would be very narrow and specific. It would not be able to reach a very wide audience. They do call for people to volunteer to help distribute or package their goods, but the best way to help them is still financially, or by donating supplies. I want to make two different buttons for my call to action. One being highlighted as most important, and the other as a second option on the site. The highlighted button would be "donate", and the second button would be "volunteer". Under the volunteer button they would be directed to information on dates, times, places, and ways the viewer could get involved with the organization. Under the donate button, there will be two options to donate. the prefered method is monetary, and the second method would be to ship or drop off a package of goods that you have hand crafted.

DONATE   VOLUNTEER

DONATE   VOLUNTEER

DONATE   VOLUNTEER

DONATE   VOLUNTEER

DONATE   VOLUNTEER