## User Personas

### Shepherd:

The shepherd herds others to volunteer opportunites. When she decides to volunteer, she encourages others in her social circle to join her. The shepherd enjoys volunteering with familiar people and will seek opportunities to do so.

### The Follower:

The follower won’t typically seek volunteer opportunities on her own. Not that the follower avoids volunteering at all costs. Rather, the volunteer prefers to participate in opportunities that have been endorsed by others they trust.

### The Lone Wolf:

Rather than volunteer with her friends or peers, the lone wolf is comfortable attending volunteer opportunities on her own. She uses the event to meet new people and connect with her community.

### *Busy Bee*

This person is interested in volunteering, but is perhaps too busy to commit to ongoing opportunities. She prefers one-time volunteer opportunities.

## Salient Motivations to Volunteer

1. Opportunity relates to volunteer’s interests
2. Volunteers can apply their skill
3. Right social atmosphere