The Elevator Pitch

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Problem

NGOs have always had one problem - finding people - people to attend events, finding people to volunteer in events, finding people to join their organization. For organizations like NGOs, whose very driving force is the people that participate in it, this problem is one that has to be dealt with.

The Solution

Vol 'N' GO
Connecting volunteers and NGOs

A website that intends to connect NGOs and potential volunteers, present a social media influenced feed of events that users can attend and pages of NGOs that users can browse. The website will make it easier for NGOs to get volunteers on a per event basis and increase engagement of people with NGOs, providing both, the NGO and people, the push they need.

Key Features of the website:
- Users and NGOs can register
- NGOs can set up a profile with details and history of events conducted
- NGOs can publicize their events and have users register and volunteer for them without having to commit to the NGO.
- Users can explore NGOs that interest them and will have a direct line to contact them
- User's preferences and data is collected in a database; NGOs can get recommendations of volunteers on basis of their interest and the extent of participation (establishing credibility)
- Easier for users to participate in NGOs that interest them and easier for NGOs to recruit legitimate volunteers

- A credible network of NGOs and volunteers is created
- Easy for creation of outreach by the NGO across different regions of operations

Features to implement:
- Chat
- Social Media like feed
- Forms for users to register in interested NGOs
- Customizable pages for NGOs
- Reminders for events (as notifications in a dropdown)
- Forms on event-basis
- Recommendation system based on user interest
- User profiles, showcasing events attended and NGOs worked with

Incentives:
NGO:
- Easy to find volunteers across any region of operation even on a per event basis
- Events get more exposure to the general public - less money / resources spent on publicity
- Increased enrollment

Users:
- Smaller commitments and more room to explore
- Easier to volunteer at one's own pace

Roles of NGOs and Users:
NGO:
- Register on the website
- Establish their operations and make it attractive for volunteers
- Hire people for direct line of communications
- Announce events for volunteership
- Send out forms for volunteership
- Blacklist certain volunteers if necessary

Users:
- Register on the website by providing certain personal information and preferences on areas they would like to volunteer.

- Verify themselves by providing an id proof
- On basis of past participation and interests the feed for events in future is generated for the volunteer to click on