Notes:

* Acuity App:
  + Developed by Squarespace and has an interface similar to Squarespace that we know
  + On the BBBSEM side:
    - Like Calendly that we know
    - Title is in English Spanish, but the paragraph is not
    - The 10-minute questions link is broken and does not work
    - Might be worth having a link to resources and FAQs for people to look into pre-interview
    - Hours for interviews only 8-6, falls during the working day for many people
    - Pandemic related constraints listed as why the interviews are so far out
  + Questions:
    - How are the hours for interviews selected? Are they based on what people's availability is or do people have to pick up once scheduled?
    - Need to Remove pandemic related excuse
    - Do we need the 10-minute call option? The link doesn’t even exist
* Form assembly
  + Looks like google sheets but compiles all data into one sheet
  + Widely used for tight security protocols, extensive integration capabilities, and has an ability to analyze the data within the sheet itself
  + Used by many non-profits
  + Intuitive for form building
* Mogli SMS
  + Native to salesforce
  + Responds within two business days
  + Templates to respond
  + 1-1 conversations, mass emails
  + Variability of frequency of outreach

1. Top of Funnel
   * Event Communications
   * Advertising
2. Middle Funnel
   * Inquiry (form) -> Interview Communication
3. Bottom of Funnel
   * Post-Interview Outreach

* 55% people lost from inquiry to interview communication
* Top of Funnel: more for foundational knowledge
* Middle Funnel: how does it lead towards SOW

Questions to ask BBBSEM

* Would adverting also consists of the emails sent to the volunteer after filling out the form asking to sign up for the interview>
* What exactly are we looking for with Event Communications and Adverising?