



Donate

Volunteer

Resources

I chose Donate, Volunteer, and Resources for my Call to Action buttons because it addresses the main audiences for my website, as well as addresses the goals of the organization, to gather donations, volunteers, and so that those in need can use the resources the shelter provides. There are two groups of people the buttons address, those that wish to help the shelter through donations or volunteering, and those that seek help and are in need. These buttons cater to their specific needs and efficiently address the most sought after information so the user can quickly and efficiently navigate towards their desired destination on the website without having to go through unnecessary information. The Donate button allows the user to navigate to the donation page and make financial payments to the Shelter, the Volunteer button will allow the user to find the volunteer page and see events they can help with as well as how they can be more involved with the Shelter such as through fundraising, driving the shuttle bus, providing food, helping with food drives, etc. Lastly, the resources button will guide the user to the resources and services page where they will be informed of all the shelter has to offer through a place to sleep, shower, or through transportation, food, clothing, and job networking opportunities.