Boy With a Ball Leadership Interviews
Website Design In-Vivo Coding

July 2019
ChadCo. Studio

Interview Text	In-Vivo Code	Comment
Varies by title and function. Director of Marketing and Comms. Spearheading campaigns and vision. Doing. Going. Engaging Audiences. Roping people into group or reach. Engage outwardly to bring them into circle. Supports local, providing guidance in those Executive Director and city leader for BWAB SA. Operations, team development.	**Operating Directors.**	Commented [PC1]: We're Directors.
Undergoing a redesign right now. Existing is a bit precarious, came out of necessity and unclarity. Org was in limbo b/c of financial and personal crisis. Needed something functional and editable. Needed something that communicated who we were and where we were going. Does a good job at explaining function as intermediary org, but less of the life of the program. Has had different variations. Local teams are directed to global website. Want compelling message, for those we work with. Wan to people to invest time and talents. Want to get to a place where each one of the sites has a more interactive platform to discuss what's happening.	**Existing is Not Ideal.** **Covers Minimal Bases.** **Communication is Important.** **Local Directed to Global Website.**	Commented [PC2]: Need New Website. Commented [PC3]: Communication. Commented [PC4]: Identity.
Communicates clearly the essence of the org. Usually go about things in an organic way. Communicating what we're after. Engaging the audiences in a way that doesn't just give the general info but invite others. Going to offer products and want what we're offering. Need to tell stories in a way that people would be compelled to know more. Org, community, or purpose. B/C we are a non-profit that thrives off donations, make it easy for people to contribute financially. Teach. BWAB is special about and does different than other orgs. Opportunity to build partnerships, with business and community.	**Communicating Information While Remining Engaging.** **Tells Stories in Compelling Manner.** **Make it Easy for People to Partner.**	Commented [PC5]: Communication. Commented [PC6]: Storytelling. Commented [PC7]: Partnership.
Has idealistic view or dream. I remember the way I grew up where the internet was really new, and I felt like I was a part of a community. Would like to create a space where people find life, want to come back, and engage, share stories. (Have blog, social media, website) But want a home where people can be part of what we are. Want to tell cool stories. Would like for someone to go to website and if they found something they were interested in, could find community, videos, vision in a way that ties people together.	**Want to Create a Sense of Community. (Xs 2)** **Want to Tie People Together.** **Want to Tell Compelling Stories.**	Commented [PC8]: Community. Commented [PC9]: Community. Commented [PC10]: Community. Commented [PC11]: Storytelling.
Do velocity mentoring program in Metro Atlanta. Has 100% graduation rate. Target students at risk, with high dropout rates. Cross age mentoring program. Creates a pipeline of development. 5 schools so far. Dept of Justice - cross age mentoring programs - evidence based. Work with team and a group of volunteers to engage students that aren't doing so well, find their fires, then they'll do better. "On fire, less on fire." Happens a few different ways, 1 find that people are familiar with is velocity cross mentoring program. Cross age platform to mentor and train. Need dedicated people as volunteers. We mentor them to be successful role models, so they can pass that on to their middle school mentees. High schoolers get greatest benefit. They have to be open, vulnerable, and share with others in a way they aren't always comfortable with. Sometimes community members, walkthrough or after school program.	**Targeting At-Risk Students.** **Focused on Cascading Mentorship.** **Cross-age Mentoring.** **Dedicated Volunteers.** **High School Students get Greatest Benefit from Program.**	Commented [PC12]: Mentorship. Commented [PC13]: Mentorship. Commented [PC14]: Mentorship. Commented [PC15]: Volunteering. Commented [PC16]: Mentorship.
We have a few different groups. University students. Partner with local universities. Many require community service hours. Some are assigned through their Human Services department. Same number of students each semester. Vetted through background checks and interviews. Cast wide net and meet a bunch of students which follow a funnel of interest. Monthly volunteer orientation. Inner-city program first, then moved into mentoring program. Another way is through churches. Youth leaders and interns look to be more relevant in the community. Corporate social responsibility. Most common way, is through university recruitment. Use a lot of college volunteers. Have a lot of free time. Transition from adolescence to adulthood, want to make a difference. Also partner with corporations and businesses. Most of the time not recurring volunteers, it's important that we integrate their experience into our work as well, b/c you never know who has a story to share and who needs to hear it. Want to grow volunteers from churches and local community.	**We Partner with University Students and Corporate Social Programs.** **We Recruit from Universities.** **Also Partner with Corporations and Businesses.** **Many Recurring Volunteers.** **Also Work with Church Groups.**	Commented [PC17]: Volunteers. Commented [PC18]: Recruiting. Commented [PC19]: Recruiting. Commented [PC20]: Volunteers Commented [PC21]: Recruiting. Commented [PC22]: Volunteers. Commented [PC23]: Volunteers. Commented [PC24]: Recruiting.
Consistency. Everyone wants to do good, but one hour once a year, doesn't make a difference. Work with a very vulnerable population, immigrant, high school, low income. Showing consistency to those communities breaks down barriers. Addiction, teen pregnancy, is built entirely on having volunteers. Non necessarily staff but have a heart to help youth become successful leaders. Volunteers brought in to be leadership and find careers in the community, but also send them out around the country. Want to facilitate purpose or growth. Want them to be developed and find purpose outside of academics. Finding ways to be innovative to building relationships. Even if they don't stay a part of the team, they're always part of our history.	**Consistency is Key.** **Showing Consistency Breaks Down Barriers.** **Built Entirely on Volunteers.** **Want to Develop Volunteers Into Leaders.**	Commented [PC25]: Volunteers. Commented [PC26]: Consistency. Commented [PC27]: Consistency Commented [PC28]: Volunteers. Commented [PC29]: Identity. Commented [PC30]: Volunteers.
Someone who's made themselves available and is okay being uncomfortable. With politics and culture, everyone has preferences. Volunteering is serving at its core. Sometimes people are just serving their preferences. Ideal is someone who is willing to do things that are uncomfortable. Willing to have human connection and be vulnerable and broken.	**Ideal Volunteers Are: Available, Consistent (x2), Willing to be Uncomfortable,**	Commented [PC31]: Mentorship. Commented [PC32]: Consistency. Commented [PC33]: Consistency.

Text	Summary	Comments
Tricky, b/c we rely on a having so many different people from so many different backgrounds. Most are open to growing while they help others grow. Believe their story holds weight, their accomplishments are valid, and can see bigger picture of what we do. B/C we're doing something that takes a bit longer, some get discouraged. Ideal has bigger lens.	**Open (x2), Have Long-Term Vision.**	Commented [PC34]: Openness. Commented [PC35]: Openness. Commented [PC36]: Volunteers. Commented [PC37]: Volunteers.
Depends. Filter everyone into priorities. Out of that move them into new spaces. Just look for consistency and fit them into wherever they can. Saturday 10:30-1:30 then 3 for reflection. Volunteers who come once. Ones who come weekly, it's about a 3-hour commitment. Volunteers from 3-6. Setup. Debrief. Weekend 3-4 hours. Some who do multiple programs. If they're wanting to commit more, we bring them into the after-school program.	**Filter Volunteers in Prioritized Opportunities.** **Transform Volunteers into Committed Leaders.**	Commented [PC38]: Volunteers. Commented [PC39]: Volunteers. Commented [PC40]: Mentorship.
Saturday (Love your City) one community in metro Atlanta. Gone door to door and meet residents. Green space in middle of community. Pick up kids. Have events. Tutoring. Volunteers go door to door to meet people. ESL classes. Then go through and talk to people and see where they need help or what they want to discuss. Youth group in early evening. Mentoring - until 5PM, snacks, discussion or interpersonal development. Small groups. Discussions. Day is usually scripted out with a theme. (Anger) Sometimes work with assistant volunteers (12) Come every week. Some stipend. Most consistent.	**Door to Door Communication.** **Talking, Discussing, Conversation.** **Most Volunteers are Consistent.**	Commented [PC41]: Communication. Commented [PC42]: Communication. Commented [PC43]: Consistency.
People who come in and out of the office to help with office work. Not the most engaging, but people do it from time to time. Communications or design. Outside of programming, there are a lot of administrative things. Program planning and evaluation. Track student's grades and attendance, behaviors. Data and info tracking. Communications and telling the story on different platforms. Quarterly letters. Fundraising. Understanding that fundraising is more than asking for money. Donors are fighting for community and neighborhood. Have a special skillset. Some students just want to share (team development)	**Some Volunteers do Administrative Tasks. (Xs 2)** **Communicating and Telling Story.** **We'll Use All Skillsets.**	Commented [PC44]: Volunteers. Commented [PC45]: Volunteers. Commented [PC46]: Volunteers. Commented [PC47]: Communication. Commented [PC48]: Story Telling Commented [PC49]: Volunteering.
Have three funding groups. Individuals. Increasing number of individuals donors. Private Foundations Donations - usually do grant writing. Government funding. Sometimes grants, but a lot of red tape. Usually only engage to start something new. Grass roots banner campaigns, social media, mailers - trying to grow individual donors. Speaking engagement. Most have been with the org for the last 18 years. Primary is through fellow and family, business or corporate philanthropic leg. Once a year application. Making sure we fit their needs. Also utilizing them as advocates. Corporations - event sponsorships. Individual donors. Need people who just believe in us. Individual donors are willing to support light bill, rent or office supplies. Also, churches, and fundraising efforts, fiesta medals, dinner sales.	**3 Funding Groups: Individuals, Private Foundations, Government Funding.** **Funding Through Fellowships or Corporate/Individual Philanthropic Leg.**	Commented [PC50]: Donors. Commented [PC51]: Donors.
More from foundation - centered around education or youth. Even if youth focused still care about education. Same for individual donors. Faith aspect, Missionaries in Community, Education pieces - own experience, or just the desire to have young people have opportunities. People who care about community involvement. Success stories help with this, as it hits home for people.	**Most Donors Care Most About Education. (Xs 2)**	Commented [PC52]: Donors. Commented [PC53]: Education. Commented [PC54]: Education. Commented [PC55]: Donors.
2 campaigns at end of year. 1 email goes out the week of thanksgiving. Ask for people to commit to monthly giving. End of year push, last week of year. 30% of giving happens in month of December. ~90% is individuals. Trend for non-profits. Psychology of marketing is generosity and season of giving. Up until recently there was a big benefit to end of year giving, but tax bracket restructuring has changed minimums, and isn't as beneficial b/c standardized deduction has changed. Didn't feel as much as other organizations. Try to do an end of year campaign. Early October. Tell compelling stories ahead of time. Been working towards beginning of September with start of school year and expansion.	**End of Year Financial Campaign. (Xs 2)**	Commented [PC56]: Donors. Commented [PC57]: Donors.
Checks, EOY giving is checks b/c there is no fee. Website through Skype and PayPal. In person, iPad with Venmo. Could draw a line between how everyone gives and their age. All older donors give by check. Stripe - interesting one, and probably going to leave. Individual - have link on FB page. Send link through email. Mail checks. Work funds. Foundations will mail check to office. Physical checks are pretty easy with mobile deposit. Nice b/c it's tangible and there's interaction. We send a follow up letter. Sometime with electronic, we have to investigate who sent it. Would like to have link on website. Our link is separate from link on BWAB website. Makes it harder b/c you can't just go to the website and make a donation. You have to make a note. Can't use language "donate" or "give now" FB makes you use "learn more." Birthday donations, non-profit platform. Heard of Instagram donations. Looking into that and exploring.	**Checks Used by Older Generation and Foundations.** **Giving Link is Different for Local Chapters.**	Commented [PC58]: Donations. Commented [PC59]: Donations.
Want to see that it's safe. There are a lot of groups that say they are doing great things. People are tired of giving to an idea and want to give to something that is actually working. Package usually includes data that we get from partnership with school district, grade, discipline decrease, number of hours invested in volunteers (volunteer cost), area itself with demographic information, education lacking within community (demographics), usually low for inner city.	**People Want to Give to What's Working and What's Safe.** **People Want to See Data Proving Program Health.**	Commented [PC60]: Donors. Commented [PC61]: Trust. Commented [PC62]: Donors. Commented [PC63]: Trust.

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Website Design In Vivo Coding

July 2019
ChadCo. Studio Research Analysis
3 Users Interviewed & Recorded at ChadCo. Studio

Interview	Code	Comment
Constantly many times per day may times per hour.	**Uses Many Times Per Day.**	Commented [PC1]: High Internet Usage.
A lot. I need it a lot for work purposes. I guess, in general and also in life. WIFI equals the internet.	**Uses A Lot.**	Commented [PC2]: High Internet Usage.
Daily. Multiple times per day. Probably use way more than I should. Definitely Often. Very Much So.	**Uses Multiple Times Per Day.**	Commented [PC3]: High Internet Usage.
Via my Phone. iPhone. Not always at home. Out and about. iPhone is easiest access. 90% of access is through smartphone. If Home I Use an iPad.	**Most Often Accesses Web on Phone.**	Commented [PC4]: Mostly Uses Phone for Web.
My phone. I have an iPhone 7. Also, Google Home.	**Most Often Accesses Web on Phone.**	Commented [PC5]: Mostly Uses Phone for Web.
Depends on location. Often phone. Anywhere that's not desk. Half of at work use on laptop. Television. Google Home. Maybe car. Watch.	**Most Often Accesses Web on Phone. Desk for Work.**	Commented [PC6]: Mostly Uses Phone for Web.
Not since I've had children very much. Do with children's school. Fall fundraiser and event. First Aid Certification.	**Volunteers Less Since Children. Still Finds Time Including Children.**	Commented [PC7]: Volunteering. Commented [PC8]: Volunteering.
I'm definitely not someone who gives back to the community in an active or visible way. I'm someone who does it very grass roots. I know that I've something, and I know I've done it privately. I don't need an audience. I don't want recognition. Recognition actually makes me feel awkward. So… if I've done something, I don't ever talk about it.	**Likes to Volunteer or Donate Anonymously.**	Commented [PC9]: Donations.
In college, was in a fraternity and we would go and volunteer at the Boys and Girls club. Took the Mentoring Role as a Big Brother. I always thought that was awesome. You don't have to be in the streets doing this, you can come with us and have some fun. Opportunity to influence and show a path forward. Was part of something in college to get credits for community service.	**Served in Boys & Girls Club. Likes Idea of Mentorship Opportunities.**	Commented [PC10]: Volunteering. Commented [PC11]: Donations.
Definitely charity but can't think of any specific examples at the moment.	**Gave Financially in Last 6 Months. (Inferred Likes to Donate Anonymously).**	Commented [PC12]: All Users Make Charitable Donations. Commented [PC13R12]: Donations.
Symphony of San Antonio, Bernie Sanders (donations), Children of Battered Women fund, also High-School area in New Jersey where it is a very poor area, a lot of mentoring.		Commented [PC14]: Likes to Donate Anonymously. Commented [PC15R14]: Donations.
Yes. Probably a number of them. KSYM and Texas Public radio. Casa and would like to volunteer. Alma Mater.	**Gave Financially in Last 6 Months. Also Volunteered in Last 6 Months.**	Commented [PC16]: All Users Make Charitable Donations. Commented [PC17R16]: Donations. Commented [PC18]: Most Users Volunteer Regularly. Commented [PC19R18]: Volunteering.
	Gave Financially in Last 6 Months. Also Volunteered in Last 6 Months.	Commented [PC20]: All Users Make Charitable Donations. Commented [PC21R20]: Donations.
Sees headline that draws her in. Wow hero is a strong word. Seems also a little intimidating. Holds that word in high regard. Subtext is a little less clear. Sees logo in upper left and putting together that it's for them. Seems like a third world and non-American organization that's being portrayed. Intrigued because it says cities and is not clear. Likes the colors and it is a very evocative image. Donate Volunteer and Share seem like self-explanatory actions. Seems to be reading all text. Likes the focus on current pop culture references. High school dropout seems less severe than others. Still a little unclear what the .org is affecting. Give Go Grow headers and subtext are evocative - feels like it could be very impactful. Hits me deeply. Give what's in my hand. Seems permissioning. I don't exactly know what Go means. Like personal stories. Actions of organization that are achieving that. Would like to see photos of people. Disconnect from name of the organization. What does this have to do with leadership. Gender? Seems exclusionary.	**Headline is Captivating.** **Seems Third World or Non-American.** **Unclear of Purpose of Organization.** **Unclear What the Organization is Affecting.** **More Stories and Photos of People.**	Commented [PC22]: Most Users Volunteer Regularly. Commented [PC23R22]: Volunteering. Commented [PC24]: Copy is Strong but Not the Right Detail. Commented [PC25R24]: Content. Commented [PC26]: User Needs More Information. Commented [PC27R26]: Content. Commented [PC28]: With Copy, Users are Personally Connected to Different Aspects, Whereas Images Are Most Compelling. Commented [PC29R28]: Content.
I first see the little boy's face. Then I read the headline. I also looked at the subtitle. Then the logo. Next the different actions I can take. I'm mostly intrigued by the textures of the picture and the story it tells. I tried just to read the headlines, or if something intrigued me. Like the high-impact graduates, that's something I can understand first-person. Immediately, I'm starting to judge myself, because there's something about interacting with people which makes me uncomfortable. If I wanted to do anything in a passive low-key way, how could I even do anything in a one-on-one way?	**Initially Sees Boy's Face, Then Headline.** **Notice the Different Actions I Can Take.**	Commented [PC30]: Copy is Strong but Not the Right Detail. Commented [PC31R30]: Content. Commented [PC32]: With Copy, Users are Personally Connected to Different Aspects, Whereas Images Are Most Compelling. Commented [PC33R32]: Content.
Are links clickable? Options on donations. Very cool. Like the idea of a one-time gift instead of recurring. Love the social media so I can follow easily. Guessing clicking on the logo will get me back. Curious what "Shop" means. Not sure what that would be other than shirts with the logo. "Give" also takes you to donate, wouldn't have necessarily made that connection. Initial thoughts of the website and organization: colorful and copy resonates. "Be a Hero" empowers me and makes me feel like I am going to do something good. Links for donate, volunteer and share make sense. Give Go and Go - seem to be reaching out to young people and working with youth.	**Copy Resonates.** **Be A Hero Empowers Me & Makes Me Feel Like I Can Do Something Good.** **Links for Give, Go, Grow Stands Out.**	Commented [PC34]: Copy is Strong but Not the Right Detail. Commented [PC35R34]: Content. Commented [PC36]: Copy is Strong but Not the Right Detail. Commented [PC37R36]: Content. Commented [PC38]: Copy is Strong but Not the Right Detail. Commented [PC39R38]: Content.

Interview Text	Summary	Comments
Still want to know what "Shop" is about. Only thing I can think of is apparel with logos. I haven't really progressed down the page yet, so maybe there is more I would want to learn about. I feel like I get the gist of it.	**Shop Seems to be Misplaced.**	Commented [PC40]: Hierarchy Needs Addressing. Commented [PC41R40]: Hierarchy.
Probably the "high-impact graduates" because that's the thing I feel the most connection towards.	**Finds Connection to High-Impact Graduates.**	Commented [PC42]: With Copy, Users are Personally Connected to Different Aspects, Whereas Images Are Most Compelling.
Mentioned GO section, anything else? Would be inclined to go to about us section and get clearer summary about the org and its specific activities.	**Desires Clearer Summary of Organization and its Activities.**	Commented [PC43R42]: Content. Commented [PC44]: User Needs More Information.
Sees donate at top and on the picture also shows below. Would click on orange. Like clear designation between monthly and one time. Have a lot of working knowledge of this space. $100/month seems steep. Might be nice to be offered a range. Wouldn't feel comfortable giving yet because I'm not sure what my money is going towards. Like I don't have to put in more personal info before putting in financial info. In honor or in memory.	**Would Immediately Click on Orange Donate Button. (X's 3)** **Needs to Know Where Money is Going.**	Commented [PC45R44]: Content. Commented [PC46]: Would Immediately Click on Orange Donate/Volunteer Button. Commented [PC47]: Would Immediately Click on Orange Donate/Volunteer Button. Commented [PC48]: Would Immediately Click on Orange Donate/Volunteer Button.
It was straightforward clicking through it, but now that I saw it, I'm kind of annoyed. Now I have to fill out a form, wait for someone to get back to me, talk to someone before I can do something. Instead of just sign up and show up. I'd like to just show up and work. Just getting to this page was a 1. The actions in the future after this, a 7, 8, or 9. I probably wouldn't do it because of the social part.	**Doesn't Want to Fill in Form to Volunteer.** **Wants Option to Serve Without Socializing.**	Commented [PC49]: User Needs More Information. Commented [PC50R49]: Content. Commented [PC51]: Users Don't Volunteer for Various Personal Reasons. Commented [PC52R51]: Volunteering.
That was a 1. It's pretty clear. I didn't find that hard at all. Having to scroll seems a little low to see the volunteer button. Since "Be a Hero" is so big in the middle of the page, I want to read that information before I click on the other links.	**Having to Scroll Seems Too Low.**	Commented [PC53]: Users Don't Volunteer for Various Personal Reasons. Commented [PC54R53]: Volunteering
Definitely want to know how does that money help. What does it get for the organization? Does it provide something for them? Does it keep them in business? What is it helping? I always feel like with donations it's dispersed across a lot of things… what are those things? I would like to know what that money is doing.	**Wants to Know How Money Helps & What it Provides.** **What is the Money Doing?**	Commented [PC55]: Hierarchy. Commented [PC56]: User Needs More Information. Commented [PC57R56]: Information. Commented [PC58]: User Needs More Information. Commented [PC59R58]: Information.
I'd want more of a reason to participate other than a kid's face. If I'm going to help, I want a stronger connection or stronger reason other than just reaching.	**I Need a Stronger Connection to Participate.**	Commented [PC60]: User Needs More Information. Commented [PC61R60]: Information.
Need to understand what the organization does. Seems vast and extreme, also it's locations. What is the validity and purpose of what they're trying to do, besides save the world? Do they do scholarships, food programs, health clinics, where?	**Need to Understand What the Organization Does.**	Commented [PC62]: User Needs More Information. Commented [PC63R62]: Information.
Some in about us and some in the big homepage subheadings. Maybe innovative solutions - needs some of the specifics under each of those.	**I Need More Specifics.**	Commented [PC64]: User Needs More Information. Commented [PC65R64]: Information.
Somewhere around the "Why You(th)" or "Growing Heroes", maybe some links on the homepage that I can go back to.	**I Need to Know Why.**	Commented [PC66]: User Needs More Information. Commented [PC67R66]: Information.
Maybe that's discussed under the donate section. I haven't been there yet. Doesn't really say how my money will be used.	**I Need to Know How My Money Will be Used.**	Commented [PC68]: User Needs More Information. Commented [PC69R68]: Information.
Thinking about my situation it would be Facebook or some type of social media ad. Or maybe word of mouth. Would have to be internet. I don't really pay attention to local news or even neighborhood information. Have seen lots of stuff on Facebook, probably based on things I've looked at previously. That's where I've definitely seen something before.	**Facebook or Social Media Are How I Would Expect to Learn About This Program.**	Commented [PC70]: Facebook or Social Media Should Inform Me About Orgs Like This. Commented [PC71R70]: Information.
Facebook. That's usually how I find out about things. I also look at Facebook Events, where you can just show up and go. That's the only place in my digital ecosystem that it might show up. For my job, for volunteer days, I might proactively search for something like this. And also, either I'm actively looking for it, or my friends are looking and would pitch to our friend group for agreement. Also, word of mouth, if someone had a really great experience. SA News mobile app, also watches morning news. Also, SA Current app.	**Facebook or Local News Outlets Are How I Would Expect to Learn About This Program.**	Commented [PC72]: Facebook or Local News Outlets Should Inform Me About Orgs Like This. Commented [PC73R72]: Information. Commented [PC74]: Facebook or Social Media Should Inform Me About Orgs Like This. Commented [PC75R74]: Information.
Through a for profit event that partners with a nonprofit. Community event that benefits a nonprofit. Traditional media outlets. News and social media. Through children's school (holiday drive). Probably wouldn't proactively search for something like this. Probably introduced through another organization or resource that point me toward something like this. Want them to be vetted through another source so they're verified in what they're doing so they're really making an impact and it's aligned to what you desire.	**I Would Expect to Learn About This Program Through Local Media Outlets, and Partnerships.** **I'd Want the Organization to be Verified Through Another Source.**	Commented [PC76]: News Outlets Should Inform Me About Orgs Like This. Commented [PC77R76]: Information. Commented [PC78]: User Needs More Information. Commented [PC79R78]: Information.