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Our work

Case studies

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Vinspired Volunteering Portal

The Challenge

To create an engaging and 'sticky' portal providing volunteer information and opportunities and aimed at increasing the numbers of 16-25 year olds volunteering in England.



The Solution

Driven by the needs and preferences of young people themselves, via focus groups and extensive consultation, Connect worked closely with v to translate these into services to which young people can relate, delivered in a way that is relevant for them, helping to inspire a new generation of young volunteers and significantly increase the numbers of 16 – 25 year olds in volunteering. Personalisation features, blogs, SMS and email alerts, forums and user-generated content opportunities enhance the user experience and reinforce the key messages delivered by the site. We also integrated the volunteering opportunity information from the YouthNet National Volunteer Database (NVD) to provide a one-stop shop for prospective volunteers.

The Results

The v project has resulted in an exciting, youth-orientated website which builds interest in volunteering for the 16-25 age group. It uses a striking, modern design and makes use of many Web 2.0 features to build a sense of community. For example, there are blogs from volunteers, links to other social networks (such as V's facebook and flickr groups), streaming video and content drawn from campaign-specific Twitter hashtags. The site currently has over 41,500 registered users.

About v (Russell Commission Implementation Body)

v (the Russell Commission Implementation Body) is an independent charity championing youth volunteering in England and was set up in response to a major recommendation of the Russell Commission whose aim was to develop a new national framework for youth action and engagement, as part of the Government's commitment to increase youth volunteering.

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