

Genesis Women's Shelter



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Domestic Abuse Crisis

10M

people experience domestic violence every year in the U.S.

20

people per minute are physically abused by a partner (National Coalition Against Domestic Violence)

73%

of all domestic violence victims are women (The Global Statistics, 2025)

1 in 4

women experience severe intimate partner physical violence (CDC, 2025)

200+

victims died from domestic violence in Texas in 2023

50%

Only 50% of incidents are ever reported to police (Domestic Violence Database, 2025)

What Genesis provides



Genesis
Women's Shelter

40+

years serving Dallas
women and children

3,500+

clients served every year

24/7

crisis hotline, call or
text, any time

100%

free and confidential
services for all
survivors

Survivor services:

- Emergency shelter (confidential locations)
- Trauma-informed counseling (individual & group)
- Legal advocacy (protective orders, custody, divorce)
- Award-winning daycare & Pre-K through 8th grade school
- Job readiness & life skills training
- Transitional housing support
- 24/7 crisis hotline (call & text)

Community programs:

- STAR youth prevention program
- Community outreach & education workshops
- Benefit Thrift Store (open to public)
- Volunteer opportunities across all service areas

Genesis can't do it alone

3,500+

clients per year, need more than staff alone can provide (Genesis Women's Shelter)

59%

of Texas shelter requests go unmet, demand outpaces capacity statewide (Texas Public Radio, 2024)

27%

more funding is raised by organizations with actively engaged volunteers (National Philanthropic Trust)

The volunteer gap

20+

years - U.S. volunteer participation rate has hit a historic low of being the lowest in 20+ years (AmeriCorps)

"I don't know what I'm supposed to do first. So instead of trying, I just don't start at all."

- Interviewee

3/3

Interviewees said unclear steps made volunteering harder to start (Primary research interviews)

"It became harder to balance volunteering with everything else."

- Lapsed volunteer interviewee

100%

of participants said they'd be more likely to volunteer if there were a simple, low-commitment first step (Primary research interviews)

Products

Improved UI & UX of Home Page

The redesigned homepage reduces information overload through a cleaner layout, improved navigation, and fewer steps to volunteer. The goal was to create a more welcoming and user-friendly experience.

FASTER VOLUNTEER SIGN-UP

40%

Tiered Volunteering System

The tiered volunteering system matches users with opportunities based on their comfort level, schedule, and interests through an improved sign-up form. This makes volunteering feel more personalized and approachable.

PERSONALIZED VOLUNTEER PATHS

3

Volunteer Portal

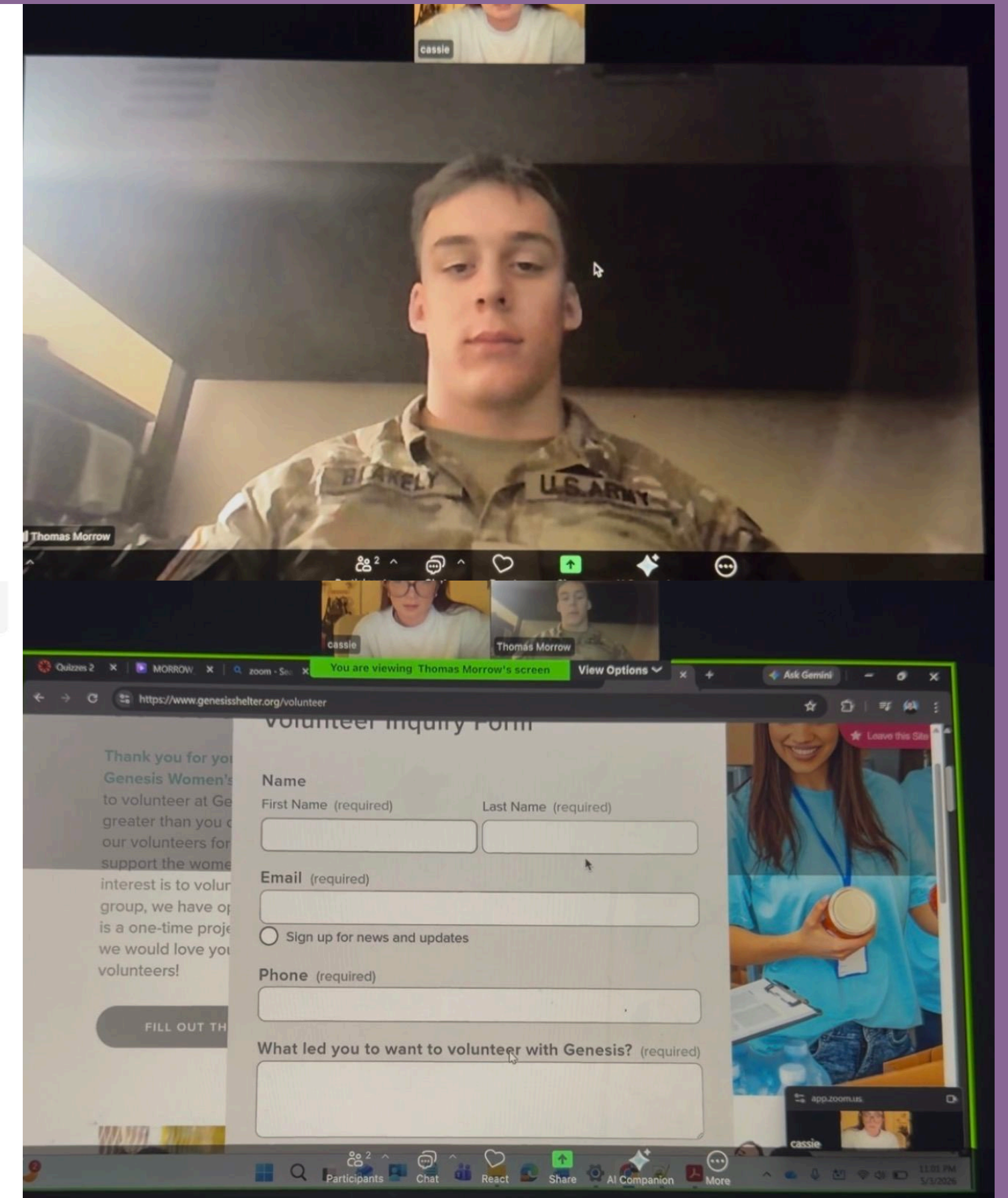
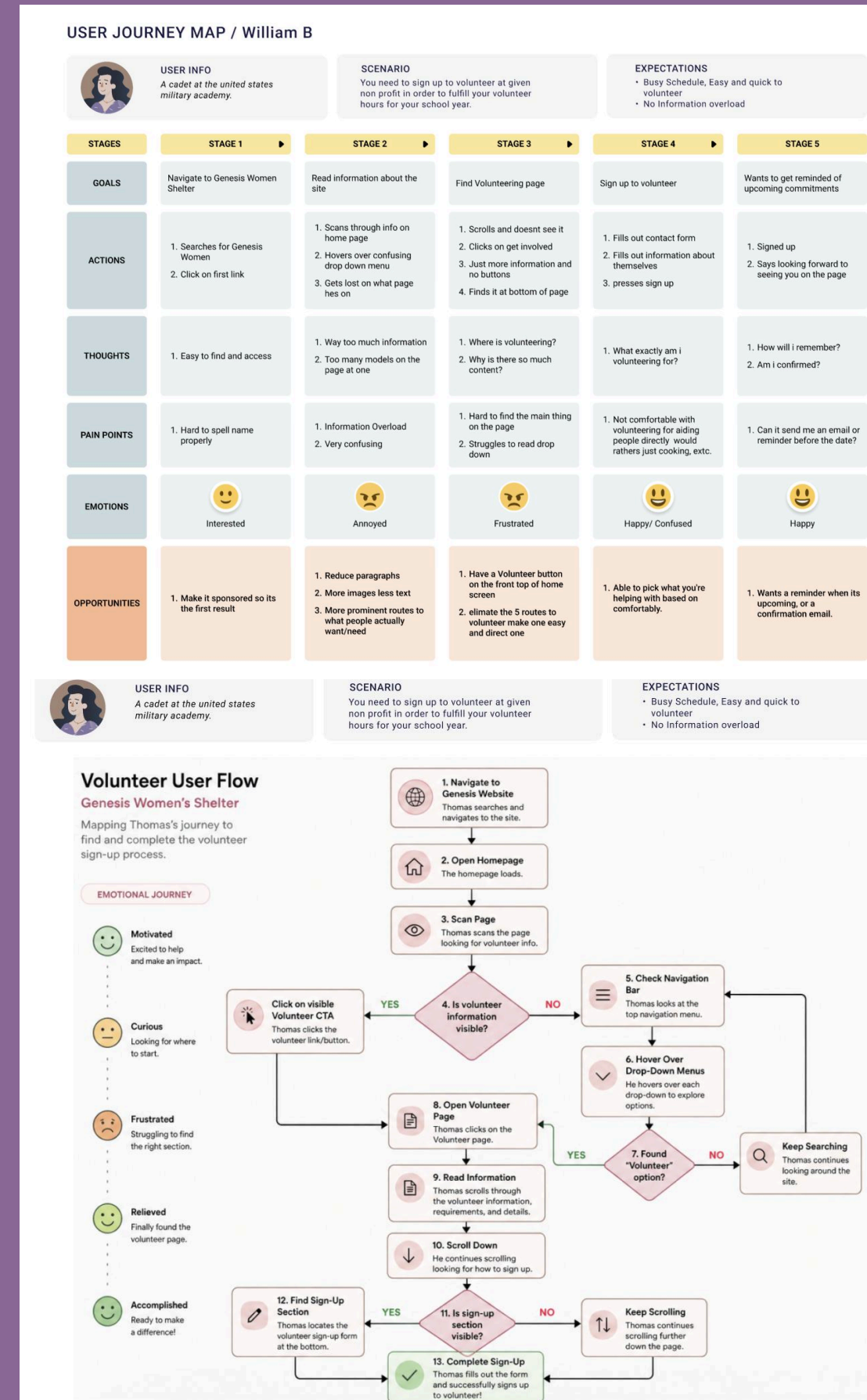
The volunteer portal helps returning volunteers schedule shifts, communicate with staff, and track rewards in one organized space. It encourages long-term involvement and community engagement.

ACTIVE COMMUNITY VOLUNTEERS

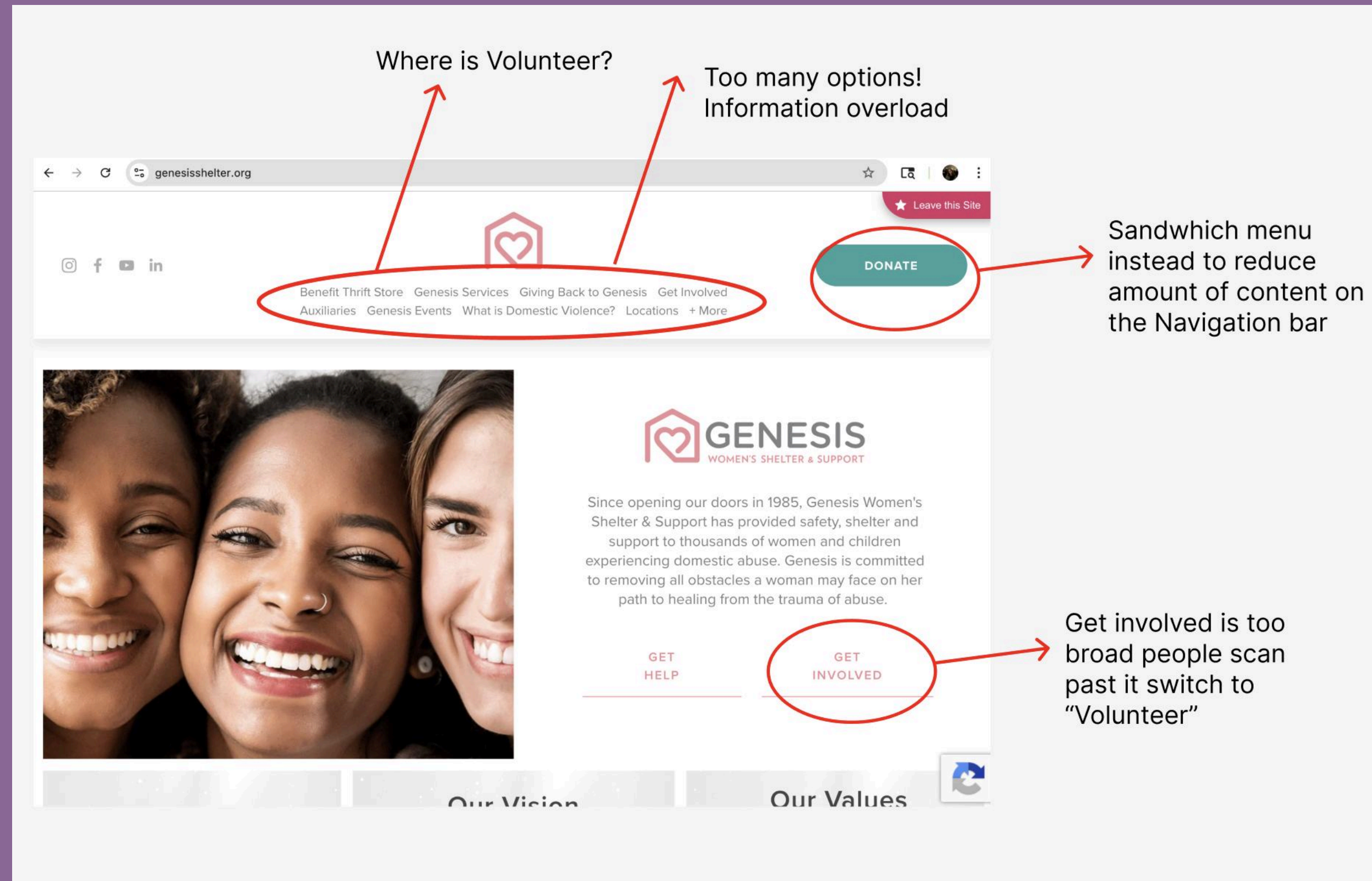
500+

Research - Homepage Redesign

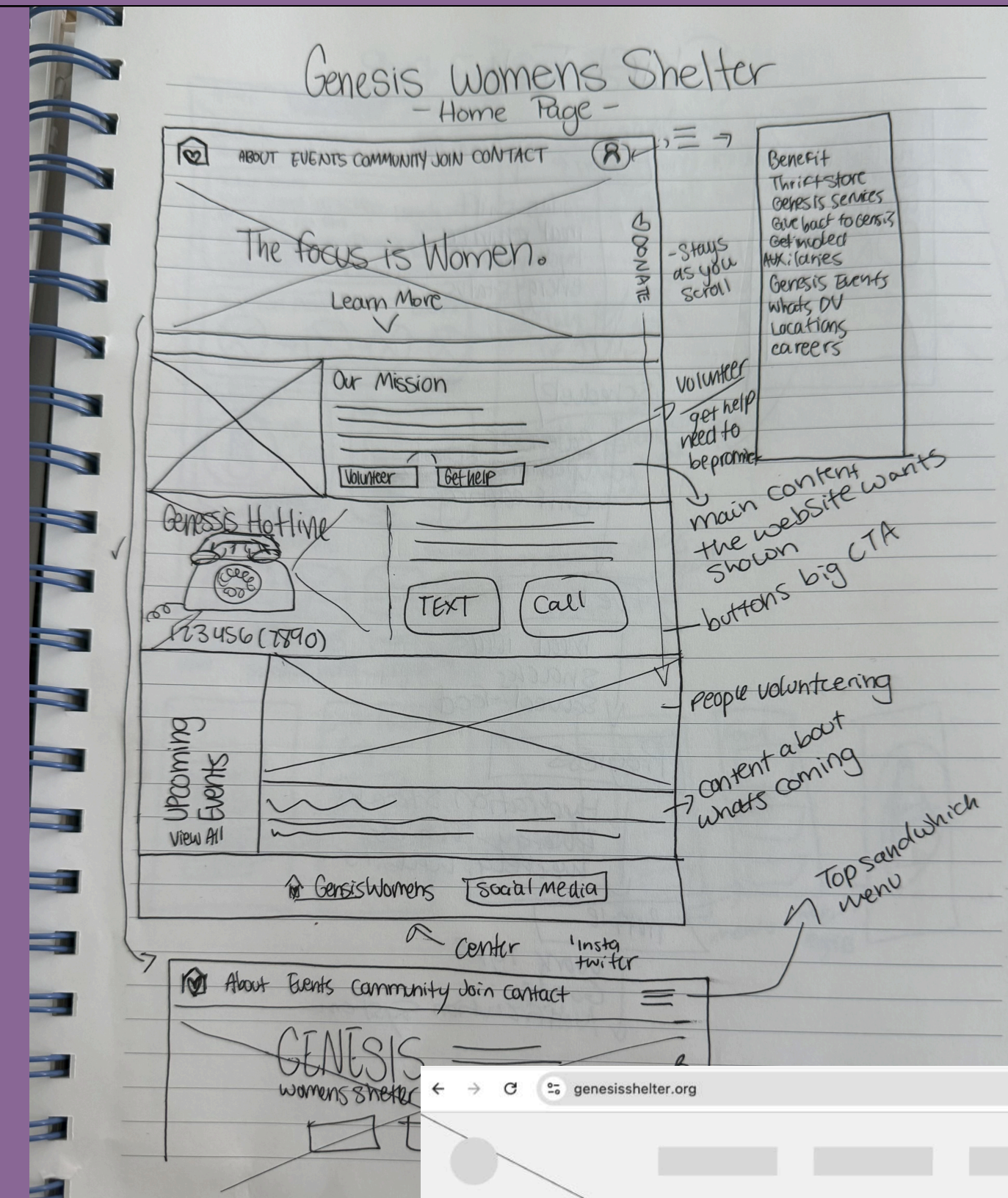
- Conducted 2 user interviews to better understand navigation frustrations and overall website usability.
- Users felt the homepage contained too much information at once, making it overwhelming and difficult to scan.
- Both users mentioned confusion when trying to locate volunteer information and resources.
- The volunteer sign-up process felt too long and required too many steps before reaching the final form.
- Created 2 user flow maps to analyze how users navigated the site and identify areas causing friction or drop-off.
- Research findings guided the redesign toward a cleaner layout, simplified navigation, and faster volunteer access.



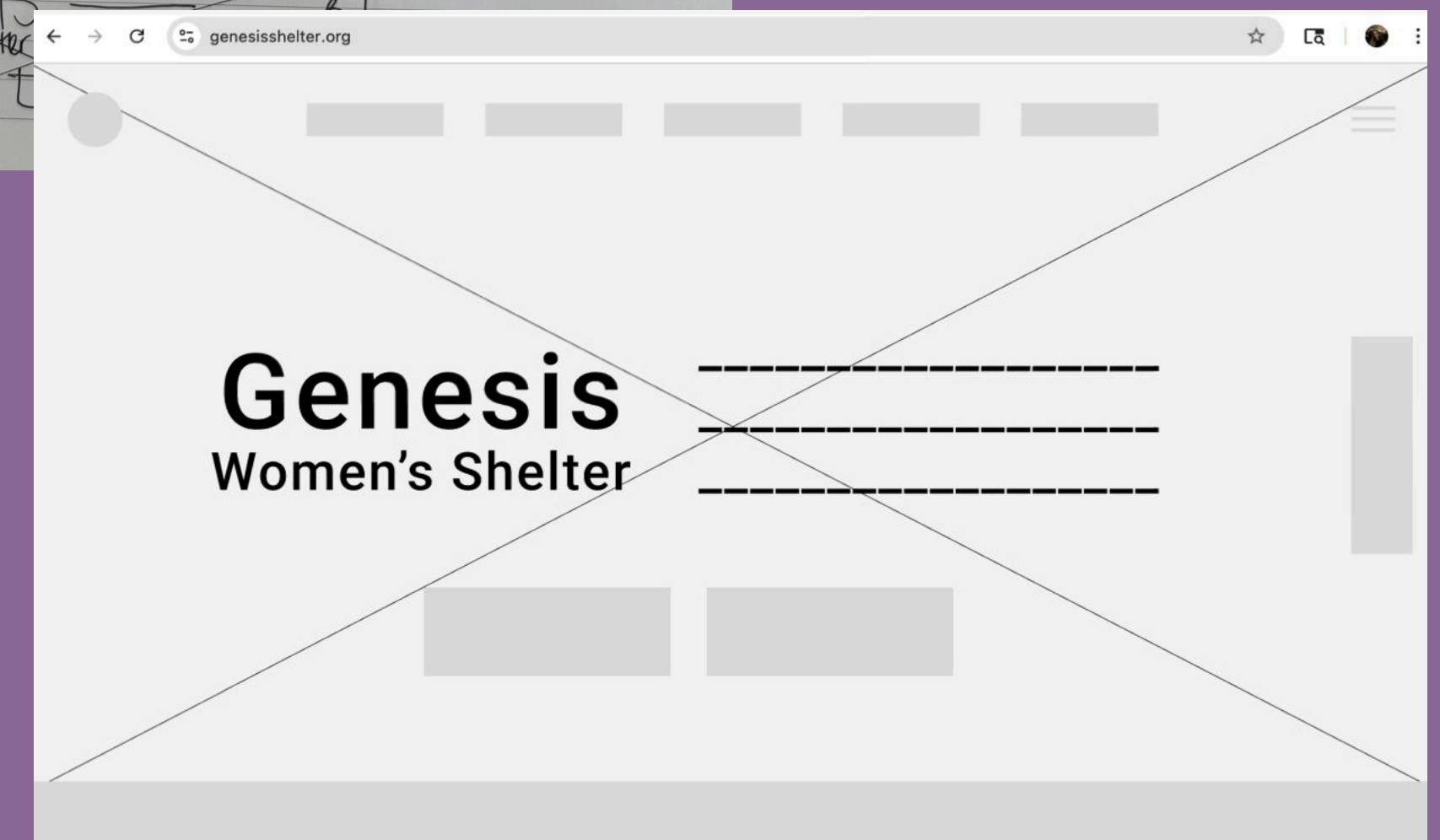
Research - Homepage Redesign



Original homepage break down



Sketching process



Low Fidelity Mock up

How the Homepage Redesign Works

- The homepage redesign simplifies the layout by organizing content into clear sections, stronger visual hierarchy, and focused call-to-action buttons. This helps users quickly find important information without feeling overwhelmed.
- A new side navigation menu opens through the hamburger icon, keeping secondary pages organized and reducing clutter on the homepage.
- The redesign also shortens the volunteer journey by making volunteer information and sign-up options easier to find with fewer steps.



Research - Volunteering Tiers

"I don't know what I'm supposed to do first, or what's expected from me once I sign up... So instead of trying and figuring it out, I just don't start at all."

- Interviewee 1

"...If there were options where you could contribute in smaller ways or on your own schedule, I'd be more likely to get involved again."

- Interviewee 2

"It really started when I joined organizations at school... so I kept joining more orgs and opportunities. It kind of just snowballed from there."

- Interviewee 3

Studies consistently document that the majority of people who participate in a one-off volunteer event express willingness to volunteer again.

Short-term, low-commitment episodic events function as effective recruitment tools for building a pipeline of longer-term volunteers.

Ilyas, et al. (2022). "Repeat and Non-returning Volunteers: The Promise of Episodic Events for Volunteer Recruitment and Retention." *Voluntas: International Journal of Voluntary and Nonprofit Organizations*.

Current Volunteer Form

Volunteer Inquiry Form x

Name
First Name (required) Last Name (required)

Email (required)

Sign up for news and updates

Phone (required)

What led you to want to volunteer with Genesis?
(required)

How did you hear about Genesis? (required)

How often do you want to volunteer?

Are you willing to pay for and complete a background screen if serving at one of our client locations? (\$18)

Select Yes or No v

Will your volunteer work be a part of court ordered community service?
(required)

Select Yes or No v

Do you want to put together a group activity?

If yes, please list the number of people to attend and the activity you are looking for.
If you are not interested in a group activity, simply write no.

PROBLEM 1

Asks for commitment before providing clarity

PROBLEM 2

Financial barrier on the first screen

PROBLEM 3

Court-ordered service question creates stigma

PROBLEM 4

No role visibility

PROBLEM 5

No beginner framing

Redesigning the Form

✕

Your Info Quick Survey Your Tier

Volunteer with Genesis

Tell us a little about yourself. We'll use this to match you with the right volunteer opportunity.

First Name Last Name

Enter First Name Enter Last Name

Email

Enter Email

Phone Number Age

(214) 555-0123 22

Zip Code (optional)

75201

Source

Select Source

Cancel Next Step

CHANGE 1
Info first,
commitment
later

✕

Your Info Quick Survey Your Tier

Quick Survey

Answer 6 questions so we can recommend the best starting point for you. There are no wrong answers.

01 Have you volunteered before?

Never

Once or twice

Regularly in the past

Currently active

02 How comfortable are you with emotionally sensitive environments?

I'd prefer to avoid them

I'm okay if I have guidance

I'm comfortable with training

Very comfortable, I have experience

CHANGE 2
6-question survey
that recommends
a tier

Redesigning the Form

Based on your answers, we recommend

Explore

Start with low-commitment, community-facing tasks, like helping at the thrift store or setting up events. No training required. Just show up and help.

- Thrift store sorting & retail
- Event setup & teardown
- Supply runs & donations drops
- Basic admin tasks

CHOOSE YOUR TIER

We recommended **Explore** based on your survey, but you're welcome to pick any tier that feels right. You can always move between tiers later.

Explore Recommended

Start with low-commitment, community-facing tasks, like helping at the thrift store or setting up events. No training required. Just show up and help.

- Thrift store sorting & retail
- Event setup & teardown
- Supply runs & donations drops
- Basic admin tasks

CHANGE 3
Show what each tier involves before asking for commitment

Explore Recommended

Start with low-commitment, community-facing tasks, like helping at the thrift store or setting up events. No training required. Just show up and help.

- Thrift store sorting & retail
- Event setup & teardown
- Supply runs & donations drops
- Basic admin tasks

🕒 1-2 hours, one-time or flexible

📅 No training required

Engage

Take on regular non-direct roles with a short orientation. You'll support Genesis operations without direct survivor interaction.

- Outreach coordination
- Social media & communications
- STAR program mentoring
- Volunteer coordination support

🕒 Monthly or bi-weekly, flexible hours

📅 Short orientation + background check

Lead

Trained direct-service roles working with or near survivors. Required full trauma-informed care training and background screening.

- Crisis hotline support
- Shelter operations
- Survivor accompaniment
- Peer mentoring of new volunteers

🕒 Weekly commitment, structured schedule

📅 Full trauma-informed training + screening

CHANGE 4
Let them choose a different tier

CHANGE 5
Remove financial and legal barriers from the first touchpoint

Posters that explain the tiers

GENESIS
WOMEN'S SHELTER & SUPPORT

NOW ACCEPTING VOLUNTEERS

Find *your* way to help.

Whether you have one hour or one day a week, there's a place for you at Genesis. Our new tiered volunteer program meets you where you are — no experience needed to start.

THREE WAYS TO GET INVOLVED

TIER 01
Explore

Show up and help — no application, no training. Perfect for first-timers or anyone who wants to keep it casual.

Thrift store Event setup
Donation sorting Supply runs

⌚ 1-2 hours, flexible
☑ No training needed

TIER 02
Engage

Regular non-direct roles with a short orientation. Support Genesis operations and build your skills over time.

Outreach Social media
STAR mentoring Coordination

⌚ Monthly / bi-weekly
☑ Short orientation

TIER 03
Lead

Trained direct-service roles working with survivors. For deeply committed volunteers ready for comprehensive preparation.

Crisis hotline Shelter ops
Accompaniment
Peer mentoring

⌚ Weekly commitment
☑ Full training program

● START HERE ● GROW ● LEAD

Ready to start?

Take our 2-minute volunteer quiz to find out which tier is right for you. No commitment required — just curiosity.

[TAKE THE QUIZ](https://genesishshelter.org/volunteer) genesishshelter.org/volunteer

Genesis Women's Shelter & Support
Dallas, Texas | 40+ years of service
24/7 Crisis Hotline: (214) 946-HELP

Every hour helps.
@genesishshelter | info@genesishshelter.org

GENESIS
WOMEN'S SHELTER & SUPPORT

DALLAS, TEXAS

VOLUNTEERS NEEDED

Someone *needs* what you *have*.

You don't need experience. You don't need a lot of time. You just need to **show up**. Genesis Women's Shelter helps survivors rebuild their lives — and we can't do it without people like you.

“
It felt more like something we were all doing together rather than something I had to figure out by myself.”
— GENESIS VOLUNTEER

40+
YEARS SERVING DALLAS

3,500+
CLIENTS HELPED YEARLY

1 hr
MINIMUM TO START

WAYS YOU CAN HELP

Thrift store

Sort donations, help customers, stock shelves

Outreach & events

Set up events, support community campaigns

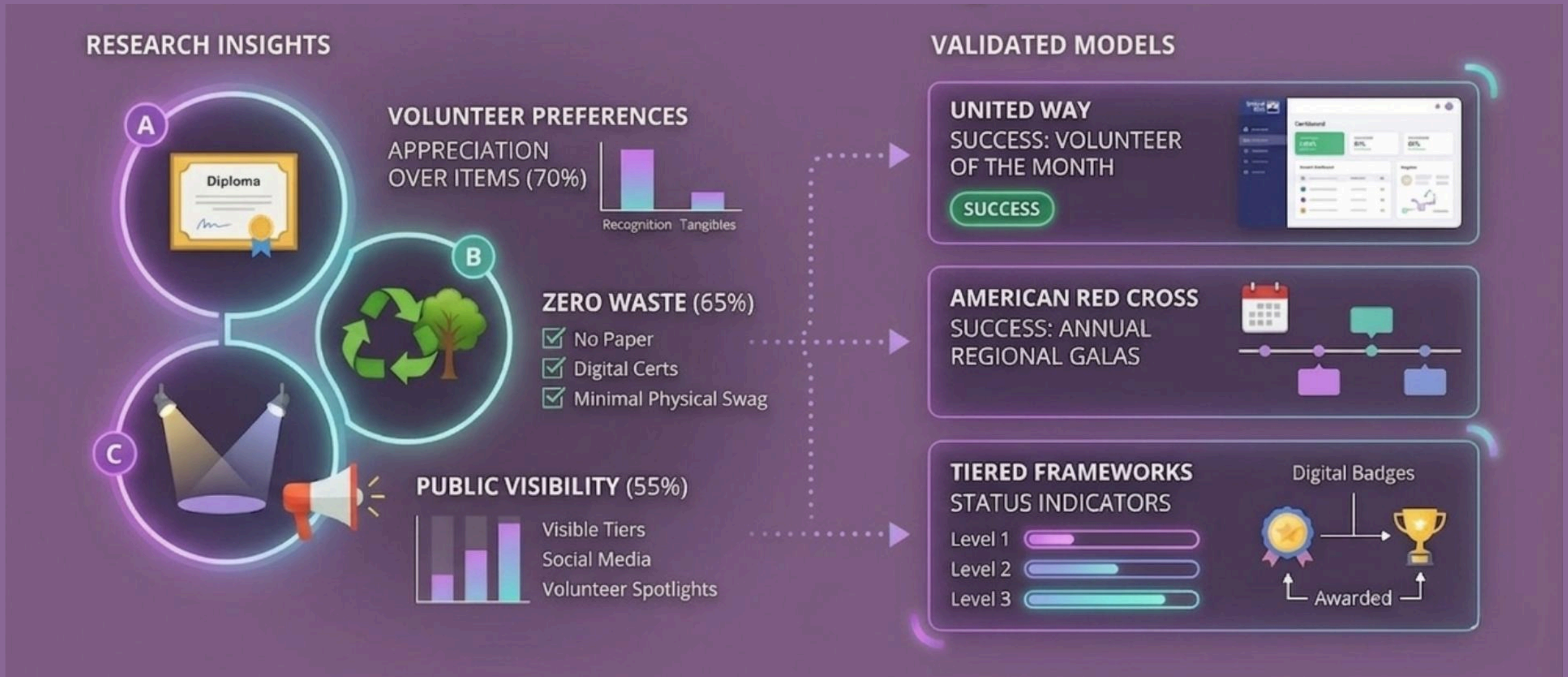
Mentoring

Guide youth through the STAR program

Donation drives

Organize supply runs and collection efforts

Designing Volunteer Insights



The Rewards Architecture

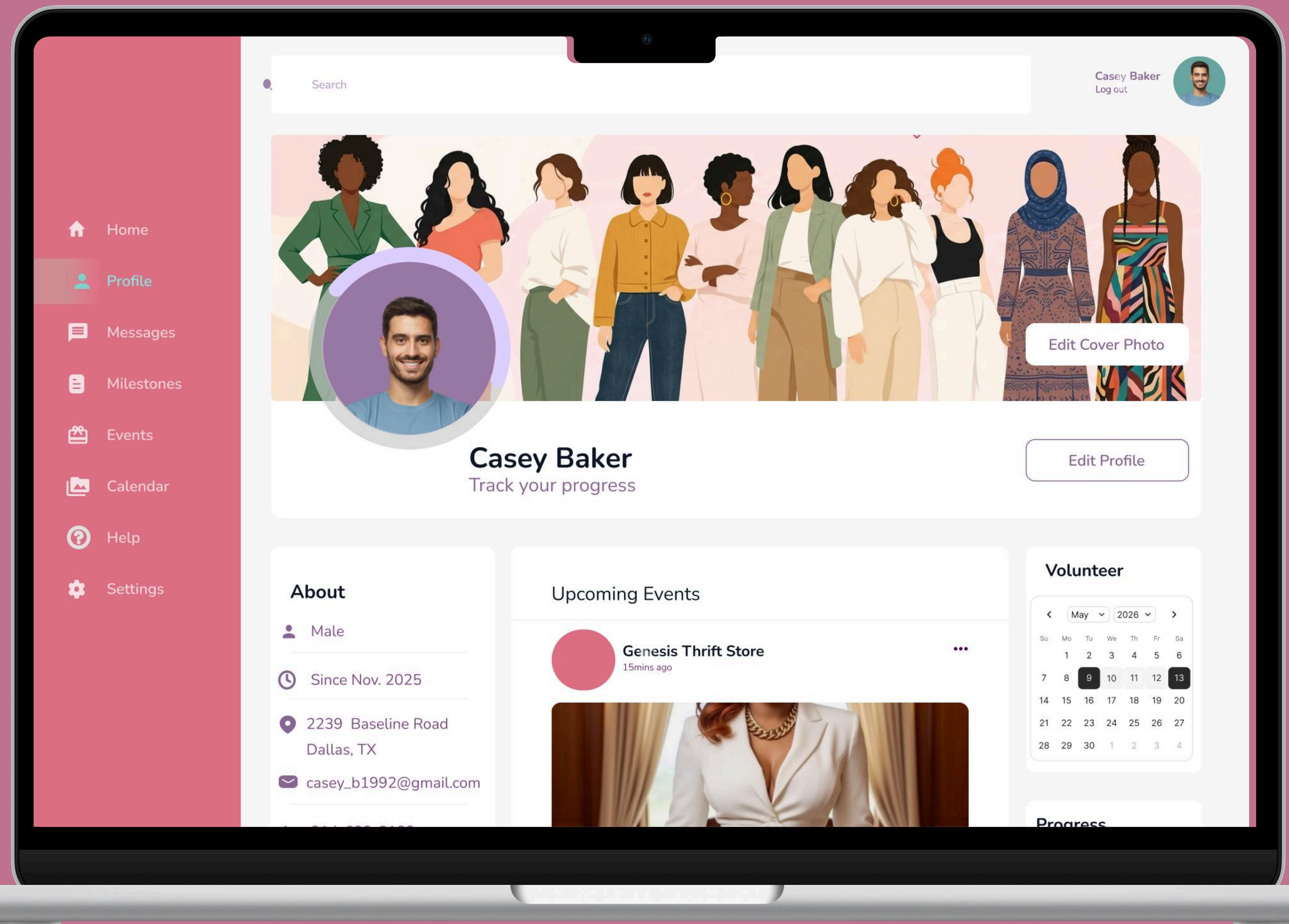


- Automated email notifications trigger instantly when points are earned or milestones are unlocked, all stages and notifications automated via volunteer portal

The Volunteer Portal

DESIGNING THE USER EXPERIENCE

We designed the volunteer portal as a native addition to the existing Genesis Women's Shelter website to minimize user friction. Rather than forcing volunteers to navigate an entirely separate platform, integrating the portal directly into the current ecosystem provides a seamless, unified user experience. This structural decision allows us to easily leverage the site's existing databases, ensure data security, and implement an automated reward system without requiring the organization to purchase or manage costly third-party software licenses.



How the Prototype Works

PHASE 1 ONBOARDING ACCESSIBILITY

- Home Page Simplified navigation structure for frictionless discovery.
- Volunteer Form Streamlined data fields to shorten registration time.

VOLUNTEER PORTAL INTEGRATION

- Central Schedule Simple calendar interface for picking shifts.
- Progress Tracking Real-time visibility into logged volunteer hours.

GAMIFICATION AND RETENTION

- Rewards System Automated deployment of badges and milestone tiers
- Shelter Portal Sync Integrating internal databases with the user interface.

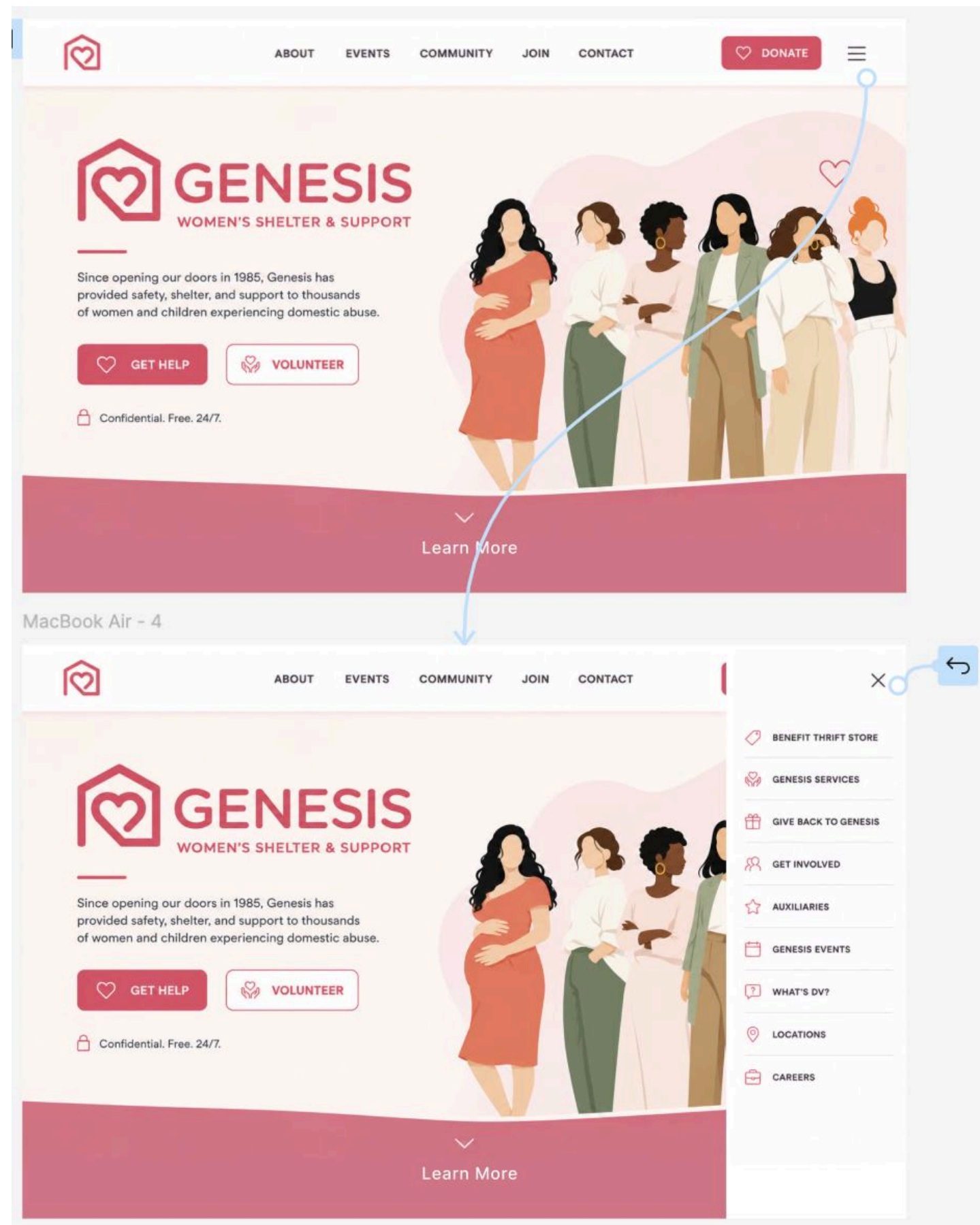
APRIL 2026

TODAY

MAR 2027



Prototype in Action



Key Performance Indicators

-40%

Simple home navigation and streamlined intake forms remove initial user friction.

0

Central portal automates scheduling and deploys digital milestone certificates instantly.

+25%

50 point elite tier and milestone gala build and ongoing sense of loyalty and community.

Q&A

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