Finding the Missing Story

A Website Audit and Interview Framework

ORGANIZATION
Youth Volunteer Corps

SCOPE
Self-initiated

WHEN
June 2026

Youth Volunteer Corps engages young people ages 11-18 in team-based community service across the United States and Canada. Its work gives teenagers opportunities to contribute, build skills, and develop a lasting commitment to service.

01 The challenge

When I reviewed its website in June 2026, I found credible impact numbers, recognizable partnerships, and personal stories in its blog. But the homepage didn't connect those elements through one young person's experience. A parent or donor could learn what YVC did without seeing what it meant in a teenager's life.

02 What I found

Give photographs a story. Identify the young people and why the moment matters.

Connect numbers to experience. Show what an hour of service meant, beyond counting it.

Bring lasting impact forward. Bring "Brooks' YVC Story," linking service with a career, onto the homepage.

Make the mission concrete. Show "a lifetime ethic of service" through a person's experience.

Establish the stakes. Name what teenagers face and what service could change.

03 The recommendation

Lead with a short video, approximately 90 seconds, in which a young person describes one afternoon or project in their own words. Give visitors someone to remember. With appropriate permission, the interview could also inform donor appeals, grant narratives, and website copy.

04 The proposed interview guide

I developed three questions for an interview with YVC's CEO:

1. When have you seen a skeptical or hesitant young person change their perspective through YVC? What happened, and when did you notice the change?

2. What have alumni told you years later that surprised you? What did they take away that you hadn't necessarily set out to give them?

3. What single moment do you wish every parent or donor could see? One afternoon, project, or conversation.

Each question has a job: uncover a change, discover an unexpected lasting outcome, or bring a specific scene into focus.

WHAT THIS WORK SHOWS

I identified a gap between the information an organization provided and the experience its audience needed, then developed a clear recommendation and a practical tool for gathering the stories behind it. This work shows audience awareness, editorial judgment, and interview design: helping an organization turn its mission into something people can understand and remember.

PROJECT STATUS Independent work; the audit was not presented to YVC. No implementation or audience results are claimed.

Based on a June 2026 website review. Not commissioned or endorsed by Youth Volunteer Corps.