1. Top Funnel
- Easiest way to get involved with the greatest number of people willing to respond.
- Usually a one-time, short-term commitment
- Doesn’t usually involve interaction with children in care.
- Will have the greatest impact when used to guide people to the next level of involvement.

Examples
- Christmas present drive
- Easter basket drive
- School supply drive
- Cleaning supplies or canned food drives

2. Mid-Funnel
- A medium level of time/resource investment
- Involves ongoing interaction with staff, families and/or children
- Often requires training and a background check
- High impact opportunities that would garner more involvement if people know why it was important and how to get started.

Examples
- Volunteer as a Guardian ad Litem (Voices for Children) - court advocate
- Mentoring (Big Brothers/Big Sisters)

3. Bottom-Funnel
- Long term commitment
- Lowest level of participation
- Usually requires training, background check, paperwork, a homestudy and longer term relationship with social workers.
- Many people who are in this part of the funnel have had previous experience with Top or Mid Funnel activities.

Examples
- Become a foster caregiver
- Adopt a waiting child