**Phase 10: Final Presentation & Demo Day**

**1. Pitch Presentation**

* **Slide Content:**
  + **Problem:** Low donor trust, scattered donation records, no reward system.
  + **Solution:** CharityConnect CRM
    - **Smart Donor Cart:** Select multiple campaigns; total auto-calculated.
    - **Loyalty Points & Badges:** Rewards gamify donations.
    - **Transparency Dashboards:** Donors see how contributions are utilized.
    - **Email Alerts:** Automated thank-you & large donation notifications.
  + **Implementation Phases:** Phase 1–9 summary, showing Admin + Developer tasks.
  + **Impact:** Improved donor engagement, efficiency in campaign management.
* **Visuals:**
  + Screenshot of donor portal showing cart and badges.
  + Dashboard showing campaign progress.
  + Flow diagram of donation → donor → campaign → beneficiary process.

**2. Demo Walkthrough**

* + - The demo video link is as follows:  
      https://youtu.be/x3Ka60TnkY4

**3. Feedback Collection**

* **Methods:** Google Form + verbal interview.
* **Questions:**
  + Did donor portal provide clear transparency on fund usage?
  + Was the Smart Cart experience intuitive?
  + Are loyalty points and badges motivating?
  + Are reports and dashboards easy to interpret?
* **Outcome:** Feedback used to refine Flows, dashboard layout, and UI.

**4. Handoff Documentation**

* All the documentation of all the phases is shared on the github link

**5. LinkedIn / Portfolio Project Showcase**

**https://github.com/Aarushi2772/TCS\_Salesforce\_CharityConnect\_CRM\_project/tree/main**