



BUSINESS ANALYSIS

Assignment 1
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Based on the list of websites we viewed for non-profit organizations we found the most common business processes are volunteer, donations, services and mission.

Volunteers are a great resource for charitable nonprofits. Many charitable nonprofits have no paid staff and are run entirely on volunteers. Donations are the most important part of a non-profit organization. Most of the non-profit organizations run on donations. Non-profit organizations strengthen communities by providing the educational, health, and social services that citizens need and which the government cannot fully provide. The mission statement can drive interest in the non-profit organizations contributing the achievement of the ultimate nonprofit's goals and it is a public relations tool to draw volunteers, donors and members.

The least common business processes are Human Resources and Fundraising. Not all non-profit organizations have the funds to hire Human Resources specialists/managers so they often include human resources as staff members who are volunteers to take care of the responsibilities but they do not have Human resources qualification. Some nonprofit organizations unfortunately do not come close to the meeting expenses and IRS requirements for the fundraising events and many have problems raising money because they follow every believable opportunity.

Non-profit organization's best resource can be their website to market their selves. A non-profit version should be easy to navigate, user-friendly, and as visually appealing as possible. It can spread awareness, inspire people to donate and recruit volunteers.

The best practice uses of the web to support business process are organizations like Habitat for Humanity, Stand up for kids and Children International from our list. All the organizations have a donate button which gives people the option to donate in a simple process and is secure for the donors. All the organizations have a social media focal point like Facebook, twitter, Instagram, YouTube, etc. They also have the volunteer tab on their websites which gives a brief description about how the volunteers helps the organizations and attract viewers to join them. The websites have most recent news (pictures and videos) to keep the viewers updated about the organization's activities. The websites also have a "who we are" or "about us" tab that gives us information about the organizations and what their mission and goals are. They have a link to the annual report which gives a detailed information about the organization and their achievements for the prior years. Children International and Habitat for Humanity organizations have a search bar which makes easier for the user to look up something which is not visible on the website.

As a non-profit organization, HOOF should consider adding more features on their website to represent the organization in a better way. Some of the features they need to add in their website is volunteer tab to seek help from people. Services/activities provided to inform viewers about the latest updates about their organization. How to help tab, which can encourage the viewers on how to help the organization needs. An active donate button which can accept online payments and it can also have one time/monthly/yearly options to donate. It can be easier for the donors to set it as auto-payment. HOOF needs social media focal point which can include Twitter, Google Plus, YouTube, Instagram, Snapchat, etc.to market their organization.

HOOF should have a login/sign up button so that the organization have a digital information about the members and donors which can give a detailed transaction summary about their donations. HOOF should consider having the search bar for easy navigation.