Second Harvest

Gift The Code: Amazing Strangers Coding for Charity

Team #6: Amazing Strangers!

Coding for Charity

Scientist — Likeable Lee

Scientist — Caring Charlie

Scientist — Magic Mike

Front — Agile Ashley

Front — Able Alex

Desinger — Creative Christina

Stratgest — Aha! Ada

Challenge 5: Process of capturing and digitizing donor information from raffles

Problem:

- **No raffle purchaser (Buyer) detail is captured in CRM (~18,000 ticket purchases for 2 raffles) → this limits ANY communication between the charity and the Buyer**
- **No real time information on ticket sale status**

IF A PERSON IS ABLE TO LOOKUP/ENTER DATA AT 30 SECS PER RECORD IN CRM
THE VALUE OF THIS SOLUTION IS 1 - 40HR FT EMPLOYEE **4.3YEARS!**
Annual saving of $127,260

-This does not include the opportunity of additional funding from potential raffle buyers-

Solution:

Current	Proposed
1) Charity communicates with Seller on target [pain point: time] 2) Charity post physical raffle tickets to Sellers [pain point: time] 3) Seller walks to physically find Buyers [pain point: time, limited market] 4) Buyers handwrite information on raffle ticket [pain point: time, data] 5) Payment transfer between Seller and Buyer [pain point: time] 6) Payment exchange with Charity [pain point: time]	1) Charity invites Sellers to Raffle Platform [addresses pain point 1,2] 2) Seller sends invitation to potential Buyers to purchase raffle tickets [addresses pain point 3] 3) Buyers complete information online [addresses pain point 4] 4) Payment transfer between Seller and Buyer [remains due to law] 5) Payment exchange with Charity [remains due to law] **6) Charity exports and uploads Buyer information to CRM [PROBLEM SOLVED]**
Alcohol and Gaming Commision restricts the collection of raffle payments online	

DEMO TIME!

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Technology Extensions: DATA DATA DATA!

1. *Geocode -*
    Ability to map raffle sellers and buyers to visualize location value

2. Relationship Tree Influence -
    Features connections between sellers and their buyers

3. Pricing Psychology -
    Creates opportunity to analyze ticket sales by product type to optimize on pricing

Open Source Benefit: Raffle Platform

- Digitalize and collect raffle information

- Unlimited selling opportunity

- Support bulk uploads

- Support multiple raffle events

- Real time ticket sale reporting

- Data analytics

- Export data for CRM uploads

If/when regulations change, payment for raffle purchases can be added!

Judging Criteria:

PROBLEM SOLVER	IMPACT	USER-FRIENDLY	PERFORMANCE	PITCH PERFECT	DESIGN	INNOVATION	PUSHING TECH
Effectively addresses one of the challenges of the assigned charity.	The solution will have an immediate and positive impact on the charity.	The solution can be implemented by the charity with minimal effort.	The solution works and functions as intended.	The pitch of the solution conveyed the problem, solution and feasibility.	The design of the solution was well thought out.	The team has identified a unique way to solve the problem.	The team uses new technology (software and/ or hardware) to solve the problem.

Problem: Challenge #5: Process of capturing and digitizing donor information

Impact: Implementation for January 2017 raffle; digitize ~18,000 purchases, data can be imported into CRM to communicate with new donors **MAILING LIST!,** real time reporting on raffle status

User-friendly: Intuitive to all parties with a clean design [if questions arise Charity has confirmed access to a technology vendor and an in-house programmer)
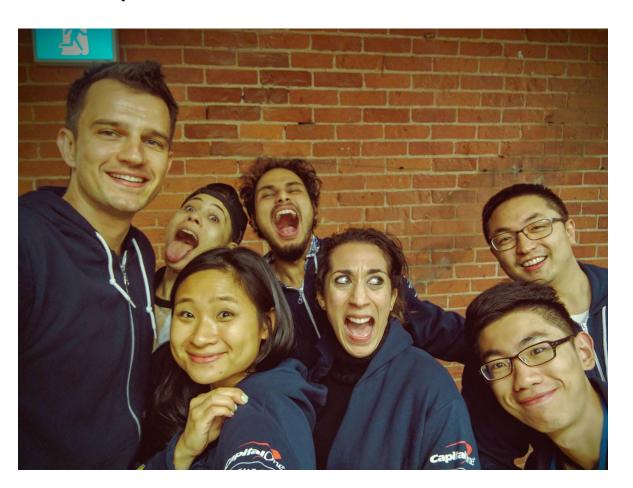
Performance: Technology solution will provide secure login details, real time data, import and export capabilities, data collection, and reporting visibility

Pitch Perfect: Problem, solution, and feasibility accessed and addressed

Design: Framework for each party: Charity (Admin), Volunteer (Seller), and Donor (Buyer)

Innovation: Designed and built a raffle platform with prime time features i.e., real time data and reporting visibility

Pushing Tech: HTML5, CSS3, PHP, MySQL, Apache Server, Sequl Pro, XAMP, Atom.io, Sublime text3, Adobe, Marval

Questions and Answers?

Appendix

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AGENDA

1) Introduction (1.15 min)

2) DEMO (3.5 mins)
    a) Admin (1 min)
        ■ Login
        ■ Dashboard - Import data of Champion (Sellers)
        ■ Export data of Donors (Buyers)
    b) Buyers Journey (2.5 mins) [HAND JUDGES A PHONE TO BECOME A DONOR]

3) Open Source Benefit, Technology Extensions, Marketing Strategy (45 seconds)

Marketing Strategy: Outreach and Funding Sources

1. *Refer a Friend* -
   Raffle ticket purchasers have the ability to forward to friends!

2. Capture a Hero -
   Option to take a selfie and post to social media (Facebook, Google)

3. Champion Circle -
   Award tiering for volunteers (Green, Silver, Gold)

4. Carry Away -
   Hero swag tote grocery bag