



# Every Donation. Every Child. Every Step Visible.

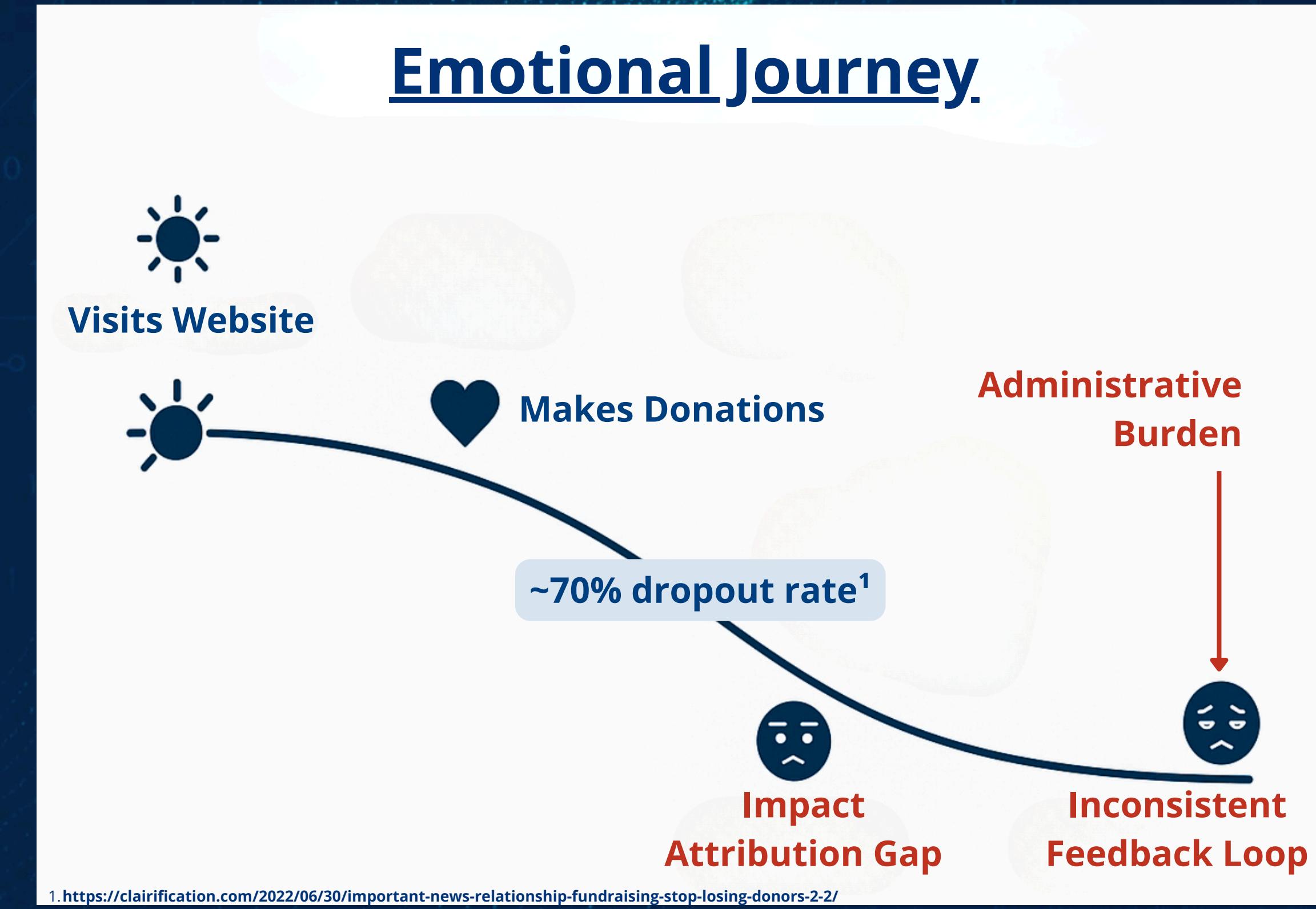
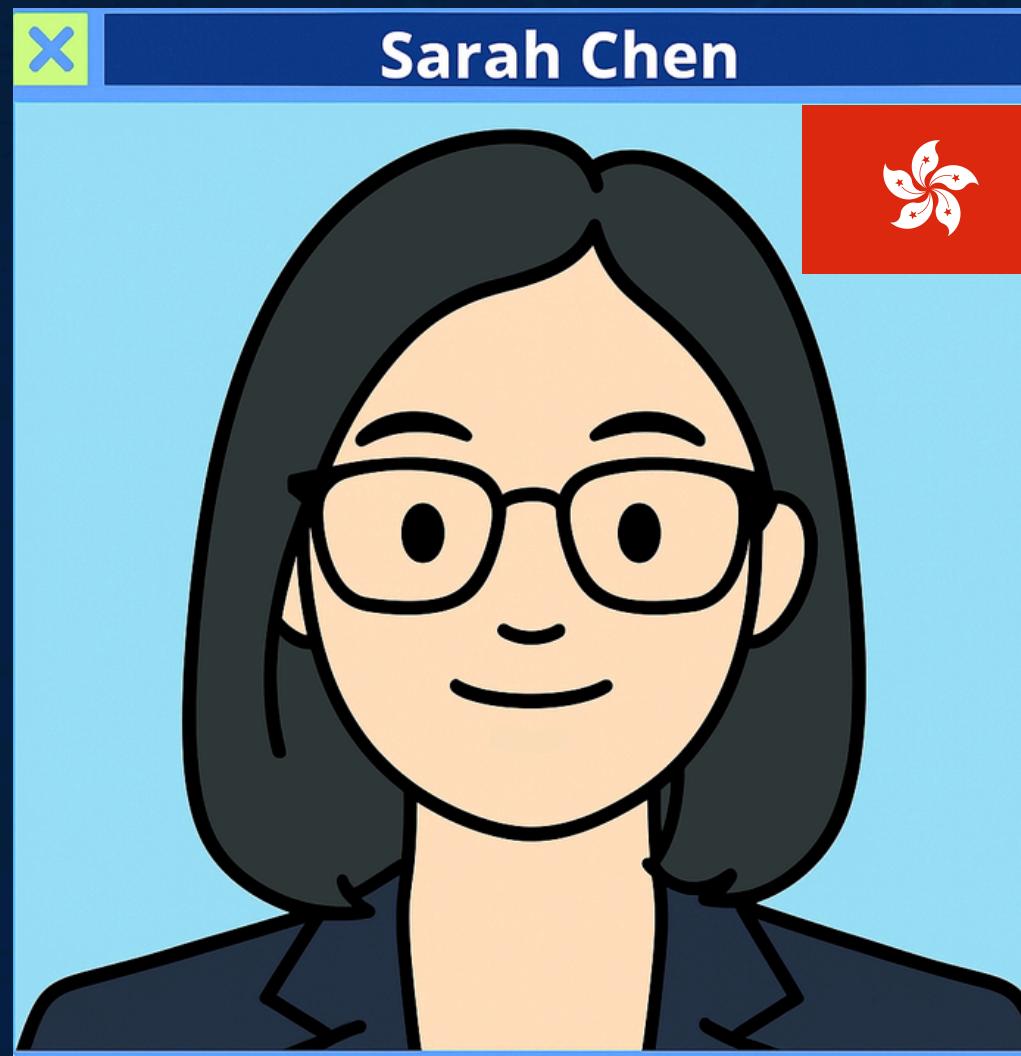
Morgan Stanley Code to Give Singapore 2025  
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Organised by:

Morgan  
Stanley



# Donor Journey Map



## Problem Statement

“

"How might we transform one-time donors into engaged community champions through transparent, gamified giving experiences that create lasting psychological connections between donors and the specific campaigns they help?"

”

# Our Solution

*Transforming Donors into Community Champions*



# Product Demo

A screenshot of a web browser showing a campaign management application. The URL in the address bar is http://localhost:5173/editcampaigns. The page title is 'Campaign Management'. The main heading is 'Manage Your Hong Kong Campaigns' with the subtext 'Create and manage campaigns for schools and communities across Hong Kong.' Below the heading is a red button labeled '+ Create New Campaign'. The background features a photograph of two people in athletic wear performing push-ups on grass. A modal window is open in the foreground, titled 'Create New Campaign' and 'Step 1: Campaign Details'. It contains fields for 'Campaign Name \*' (with placeholder 'e.g., Emergency Relief Fund') and 'Description \*' (with placeholder 'Describe your campaign goals and the community it will help...').

http://localhost:5173/editcampaigns

Campaign Management

## Manage Your Hong Kong Campaigns

Create and manage campaigns for schools and communities across Hong Kong.

+ Create New Campaign

Create New Campaign

Step 1: Campaign Details

Campaign Name \*

e.g., Emergency Relief Fund

Description \*

Describe your campaign goals and the community it will help...

# Product Demo



A screenshot of a web application titled 'leaderboard' at <http://localhost:5173/leaderboard>. The page features a background image of a person wearing a blue and white striped shirt. At the top, there is a navigation bar with links: Arc, File, Edit, View, Spaces, Tabs, Archive, Extensions, Window, Help, and a status bar showing battery level (31%), signal strength, and the date/time (Mon Aug 25 6:10AM). Below the navigation is a banner with the text 'Top Contributors' and a dropdown arrow.

The main content area displays four summary statistics in colored boxes:

- 3 Total Donors
- HK\$21,650 Total Raised
- 4 Active Campaigns
- 2 Regions

Below these stats is a 'Filter Rankings' section with four tabs: All Time (selected), This Year, This Month, and This Week. Underneath the tabs are dropdown menus for 'All Regions' and 'All Schools'. A large, empty table area is labeled 'Top Contributors'.

# Product Demo



**Send Newsletter**

Campaign ID: 27

Create a newsletter for: **Fuk Wing Street Government Primary School**

**Newsletter Caption \***

Write your newsletter message to supporters...

This message will be sent to all campaign supporters.

**Newsletter Image \***

Click to upload newsletter image

PNG, JPG up to 5MB

**Campaign Summary**

Goal: \$50,000	Raised: \$0
Supporters: 303	Progress: 0%

## PROJECT REACH

**Thank you, Lee Ka Yong!**

Your generous **\$50** donation to **Kwun Tong Government Primary School** is making a real difference!

**Your Impact Matters**

Your **\$50** contribution to **Kwun Tong Government Primary School** will help support students in need.

Every donation brings us closer to making education accessible for all.

## PROJECT REACH

**CONGRATULATIONS!**

**Mavis Goh, You've Earned a New Badge!**

A circular badge with a pink border and hearts, containing the text "Thank You Sponsor".

You're now part of an exclusive group of champions!

# Future Impact



# Appendix

