Software Requirements Specification

for

Fundraising Management

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1.Introduction

1.1 Purpose

The purpose of this document is to provide a detailed description of the Fundraising Management Web Application. The objective is to give a comprehensive overview of the Fundraising Management Web Application. It provides a comprehensive knowledge of the requirements and specifications needed to construct the application by outlining its features, capabilities, and limitations. Also, it outlines the requirements and specifications for the development of the application, ensuring a clear understanding of its features, functionality, and constraints.

1.2 Scope

The Fundraising Management Web Application aims to streamline and enhance the management of fundraising campaigns and donor relationships for nonprofit organizations and fundraising professionals. It provides a user-friendly platform for planning, executing, and tracking fundraising efforts, with features such as donor relationship management, campaign planning, donation tracking, communication and engagement, volunteer management, grant management, data security, integration, and customization.

1.3 Document Conventions

- IEEE standards for documenting software requirements have been followed.
- Use of standardized terminology and notation for consistency.

1.4 Intended Audience

- Development team responsible for building the application.
- Project stakeholders, including nonprofit organizations and fundraising professionals.
- Quality assurance team for testing and validation.
- Documentation team for reference and future maintenance.

2.Overview

The Fundraising Management Web Application is a comprehensive online platform designed to maximize donor engagement and contribution by effectively managing fundraising campaigns and donor relationships. Key features of the application include.

2.1 Donor Relationship Management

- Centralized database of donors and prospects.
- Tracking of donor interactions, communication history, contributions, and engagement activities.

2.2 Campaign Planning and Execution

- Campaign goal setting and audience definition.
- Creation of fundraising events and design of marketing materials.
- Integration with online donation platforms for secure and convenient donation collection.

2.3 Donation Tracking and Reporting

- Efficient tracking and management of donations received.
- Recording of donor details, contribution amounts, and payment methods.
- Generation of reports and analytics for fundraising performance evaluation.

2.4 Communication and Engagement

- Effective communication with donors through email campaigns, newsletters, and personalized messages.
- Tools for segmenting donor lists, scheduling automated communications, and tracking engagement metrics.

2.5 Volunteer Management

- Features for recruiting, managing, and communicating with volunteers.
- Assignment of tasks, tracking of volunteer hours, and provision of training materials.

2.6 Grant Management

- Functionality to track and organize grant opportunities.
- Submission of grant applications and maintenance of grant records.

2.7 Data Security and Privacy

- Incorporation of data encryption, access controls, and regular backups to protect sensitive information.
- Compliance with data protection regulations, such as GDPR.

2.8 Integration and Customization

- Integration with popular CRM systems and fundraising platforms.
- Customization of the application to match the branding and specific needs of each nonprofit organization .

3.Functional Requirements

3.1 User Management

User management is a crucial aspect of the Fundraising Management Web Application, which includes registration, login, and profile-setting functionalities. These features allow users to create accounts, securely access the application, and manage their personal information effectively.

3.1.1 Registration

- The application shall provide a registration interface for new users to create an account.
- Users shall be required to provide necessary information such as name, email address, and password.
- The registration process may include additional fields based on the organization's requirements, such as phone number or organization affiliation.
- The application shall validate user inputs to ensure data accuracy and prevent errors during registration.

- Upon successful registration, users shall receive a confirmation email or notification to verify their email address.

3.1.2 Login

- The application shall provide a login interface for registered users to access their accounts.
- Users shall be able to log in using their registered email address and password.
- The application shall authenticate user credentials and grant access to authorized users.
- The login process should include mechanisms like CAPTCHA or two-factor authentication for enhanced security.
- In case of failed login attempts, appropriate error messages should be displayed, and users should be given the option to reset their password.

3.1.3 Profile-Setting

- Once logged in, users shall have access to a profile-setting section to manage their personal information.
- Users should be able to view and edit their profile details such as name, contact information, and organization affiliation.
- The application should provide options to update the password and manage email notification preferences.
- Users may have the ability to upload a profile picture or customize their profile with additional details.
- The profile-setting section should enforce data validation rules to ensure data integrity and accuracy.
- Changes made to the user profile should be reflected across the application.

These user management features contribute to creating a personalized and secure experience for users within the Fundraising Management Web Application. It allows users to create accounts, securely log in, and manage their profile information efficiently.

Overall, the user management functionality of the Fundraising Management Web Application enables users to create accounts, securely log in, and personalize their profiles to enhance their experience and access the various features of the application.

3.2 Donor Relationship Management

- The application shall provide a user interface to maintain a centralized database of donors and prospects.
- The application shall enable tracking of donor interactions, including communication history, contributions, and engagement activities.
- The application shall allow users to search and retrieve donor information from the database.

3.3 Campaign Planning and Execution

3.3.1 Functional Feature: Campaign Planning

- Users can plan and organize fundraising campaigns within the application.
- They can set campaign goals, define target audiences, and create fundraising events.
- This feature allows users to strategize and manage their fundraising campaigns effectively.
- The application shall provide features for users to plan and organize fundraising campaigns.
- Users shall be able to set campaign goals and define target audiences.

3.3.2 Functional Feature: Marketing Material Design

- Users can design marketing materials such as flyers, posters, and online banners.
- They can customize the content and branding to promote their fundraising campaigns effectively.
- This feature helps create visually appealing and compelling materials to attract donors.
- The application shall allow users to create fundraising events and design marketing materials.

3.4 Donation Tracking and Reporting

3.4.1 Functional Feature: Donation Recording and Tracking

- The system enables efficient tracking and management of donations received.
- Users can record donor details, contribution amounts, and payment methods.
- This feature allows users to keep track of donor contributions and manage donation information effectively.

3.4.2 Functional Feature: Reporting and Analytics

- Users can generate reports and analytics to gain insights into fundraising performance.
- They can analyse donor retention rates, campaign success metrics, and fundraising trends.
- This feature provides valuable data and insights for decision-making and improving fundraising strategies.
- The application shall track and manage donations received by recording donor details, contribution amounts, and payment methods.
- Users shall be able to generate reports and analytics to gain insights into fundraising performance, donor retention rates, and campaign success metrics.

3.5 Communication and Engagement

3.5.1 Functional Feature: Email Campaigns and Newsletters

- Users can create and send email campaigns and newsletters to donors.
- They can customize the content, target specific donor segments, and schedule automated communications.
- This feature helps nurture donor relationships, keep them informed, and engage them effectively.

3.5.2 Functional Feature: Personalized Messages

- Users can send personalized messages to donors based on their preferences or previous interactions.
- This feature allows users to communicate with donors on an individual level, strengthening the donor-organization relationship.
- The application shall facilitate effective communication with donors through email campaigns, newsletters, and personalized messages.
- Users shall be able to segment donor lists and schedule automated communications.
- The application shall provide tools for tracking engagement metrics to measure donor response and participation.

3.5 Volunteer Management

- The application shall offer features to recruit, manage, and communicate with volunteers.
- Users shall be able to assign tasks to volunteers and track their hours.
- The application shall provide a platform to deliver necessary training materials to volunteers.

3.6 Grant Management

- The application shall provide functionality to track and organize grant opportunities.
- Users shall be able to submit grant applications and maintain records of successful grants.
- The application shall help streamline the grant-seeking process for organizations.
- Users can track and organize grant opportunities within the application.
- They can maintain a database of grant details, deadlines, and application requirements.
- This feature helps organizations streamline their grant-seeking efforts and stay updated on potential funding opportunities.

3.7 Data Security and Privacy

- The application shall incorporate data encryption to ensure the security of donor and organizational data.
- Access controls shall be implemented to restrict access to sensitive information.
- The application shall perform regular backups to protect against data loss.
- The application shall comply with data protection regulations, such as GDPR, to ensure privacy.

3.8 Integration and Customization

- The application shall integrate with popular CRM systems and fundraising platforms for seamless data synchronization.
- The application shall be customizable to match the branding and specific needs of each nonprofit organization.
- The application is designed to integrate with popular CRM systems and fundraising platforms.
- Data synchronization between the application and external systems allows for seamless data exchange.

- This feature enhances the organization's existing tools and ensures data consistency across platforms.

The functional requirements and their corresponding functional features provide a comprehensive set of capabilities for the Fundraising Management Web Application. These features enable nonprofit organizations and fundraising professionals to effectively plan, execute, and track their fundraising efforts while maximizing donor engagement and contribution.

4. Non-Functional Requirements

4.1 Performance

- The application should provide fast response times and handle concurrent user interactions efficiently.
- The system should be capable of handling a large volume of donor and campaign data without performance degradation.

4.2 Security

- Donor and organizational data should be securely stored and transmitted using encryption techniques.
- Access controls should be implemented to ensure that only authorized users can access sensitive information.
- The application should undergo regular security audits and vulnerability assessments.

4.3 Usability

- The user interface should be intuitive, user-friendly, and responsive.
- The application should provide clear instructions and guidance to users.
- It should support multiple languages and accessibility features to cater to a diverse user base.

4.4 Reliability

- The application should have a high level of availability and minimal downtime for uninterrupted usage.
- Backup and recovery mechanisms should be in place to ensure data integrity and continuity of operations.

4.5 Scalability

- The system should be designed to accommodate future growth in terms of the number of users, campaigns, and donations.
- It should be capable of handling increased data storage and processing requirements without performance degradation.

4.6 Compatibility

- The application should be compatible with a range of web browsers and devices to ensure broad accessibility.

- It should support integration with popular CRM systems and fundraising platforms without compatibility issues.

4.7 Maintainability

- The codebase should be well-structured, modular, and maintainable to facilitate future updates and enhancements.
- Proper documentation should be provided for developers and system administrators to understand and maintain the application.

4.8 Compliance

- The application should comply with data protection regulations, such as GDPR, and ensure the privacy and security of donor data.
- It should adhere to industry best practices and standards for software development and data management.

These non-functional requirements help the Fundraising Management Web Application's overall quality, usability, security, and scalability.

5. Additional Requirements

5.1 Social Media Integration:

- The application shall provide integration with popular social media platforms, such as Facebook and Twitter.
- Users shall be able to share fundraising campaigns and events on social media to expand their reach and maximize donor engagement.

5.2 Mobile Compatibility:

- The application shall be responsive and compatible with mobile devices, ensuring a seamless user experience on smartphones and tablets.
- Users shall be able to access and use the application's features on the go, allowing for greater flexibility in managing fundraising efforts.

5.3 Offline Mode:

- The application shall provide limited functionality in offline mode to allow users to access certain features and perform essential tasks without an internet connection.
- Users shall be able to update donor information, track donations, and perform basic functions until a connection is restored.

5.4 Gamification:

- The application may include gamification elements to incentivize donor engagement and participation in fundraising activities.

- Users can earn badges, rewards, or recognition for reaching fundraising milestones or actively contributing to campaigns.

5.5 Automated Fundraising Recommendations:

- The application may employ machine learning algorithms to provide personalized fundraising recommendations to users.
- Based on historical data and donor behaviour, the system can suggest optimal fundraising strategies and target audience segments for specific campaigns.

5.6. Donor Surveys and Feedback:

- The application shall allow users to create and distribute donor surveys to gather feedback and insights.
- Users can analyse survey responses to improve fundraising strategies, understand donor preferences, and enhance donor satisfaction.

5.7 Multi-language Support:

- The application shall support multiple languages to cater to diverse user groups and facilitate global fundraising efforts.
- Users shall have the option to select their preferred language for the application's interface and communication materials.

5.8 Offline Donations Management:

- The application shall support the management of offline donations received outside of online platforms.
- Users can record and track offline donations, associate them with donor profiles, and include them in reports and analytics.

5.9 Third-Party Integrations:

- The application may integrate with third-party services, such as payment gateways or email marketing platforms, to enhance functionality and streamline processes.
- Integration with financial systems can enable automated donation reconciliation and financial reporting.

5.10 User Permissions and Roles:

- The application shall provide role-based access control, allowing users to have different levels of access and permissions based on their roles within the organization.
- Administrators can define user roles, assign permissions, and restrict access to sensitive data or features.

These additional requirements enhance the functionality and usability of the Fundraising Management Web Application, providing users with advanced features, integration capabilities, and customization options to meet their specific needs and maximize fundraising effectiveness.

6. API Documentation

The API Documentation provides detailed information about the Application Programming Interface (API) of the Fundraising Management Web Application. It includes the following sections:

6.1 Introduction:

An overview of the API, its purpose, and the benefits of integrating with the application.

6.2 Authentication:

Instructions on how to authenticate API requests, including the required headers, tokens, or keys.

6.3 Endpoints:

A comprehensive list of API endpoints, along with their purpose, input parameters, and expected responses.

6.4 Request/Response Formats:

Information about the supported request and response formats, such as JSON or XML.

6.5 Error Handling:

Guidance on handling and interpreting error responses from the API.

6.6 Rate Limiting:

Details about any rate limiting policies or restrictions on API usage.

6.7 Examples:

Sample API requests and responses to demonstrate the usage and functionality of each endpoint.

6.8 Integration Guidelines:

Best practices, tips, and guidelines for integrating with the API, including recommended security measures and data handling practices.

7. Support:

A committed technical support staff will back the Fundraising Management Web Application and offer users assistance and direction. You can contact this assistance through a variety of methods, including email, phone, and a ticketing system. The program will run smoothly with the assistance of the technical support staff, which will also help diagnose problems and offer solutions to technical problems.