



The one-stop shop for social impact

QTMA March Pitch Day

03/18/2021

47%

of homeless individuals in Kingston
cannot secure emergency shelter

28.8%

of Kingston households earn less
than \$40,000 CAD annually

1 in 8

of Kingston households earn families in
the Kingston region are food-insecure

TEAM



Langni
PM



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Senior BA



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UI/UX



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Brandon
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Lexi
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RESEARCH

How might we increase donation dollars to organizations in Kingston and beyond?

RESEARCH

“What’s holding you back from donating more?”



“There are so many organizations seeking donations that it gets overwhelming”

“I honestly just don’t think about it often enough... I’ll donate every once in a while when something catches my eye.”



“There’s little transparency on where my money will go and I’m not always confident I’m making the most impact.”



RESEARCH

KEY INSIGHT:

Social impact in the form of donations is transactional in nature.

$$f(\text{propensity to donate}) = \text{perceived benefits} - \text{perceived costs}$$

SENTIMENT

“I feel good about this!”

DRIVEN BY

1. Knowledge of impact
2. Social validation
3. Personal reasons

SENTIMENT

“This wasn’t too difficult.”

DRIVEN BY

1. Time savings
2. Complexity reduction
3. Familiarity

RESEARCH

KEY INSIGHT:

Social impact in the form of donations is transactional in nature.

Individuals are most likely to offer their valuable dollars if they believe the opportunity is “worth it.”

$$f(\text{propensity to donate}) = \text{perceived benefits} - \text{perceived costs}$$

SENTIMENT

“I feel good about this!”

DRIVEN BY

1. Knowledge of impact
2. Social validation
3. Personal reasons

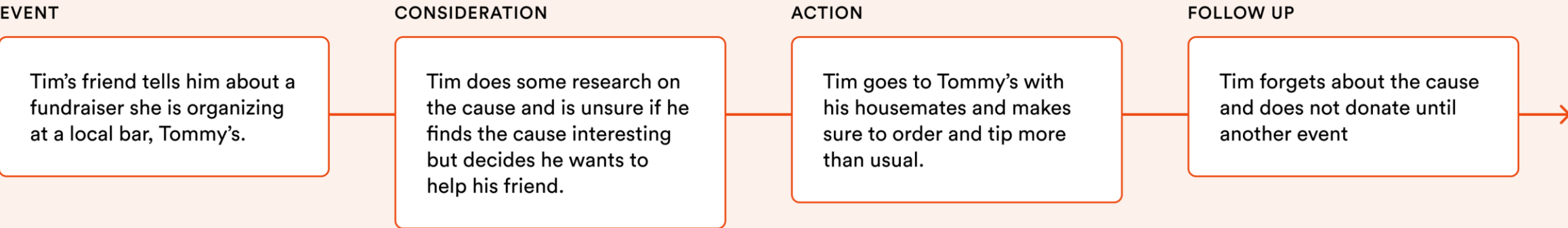
SENTIMENT

“This wasn’t too difficult.”

DRIVEN BY

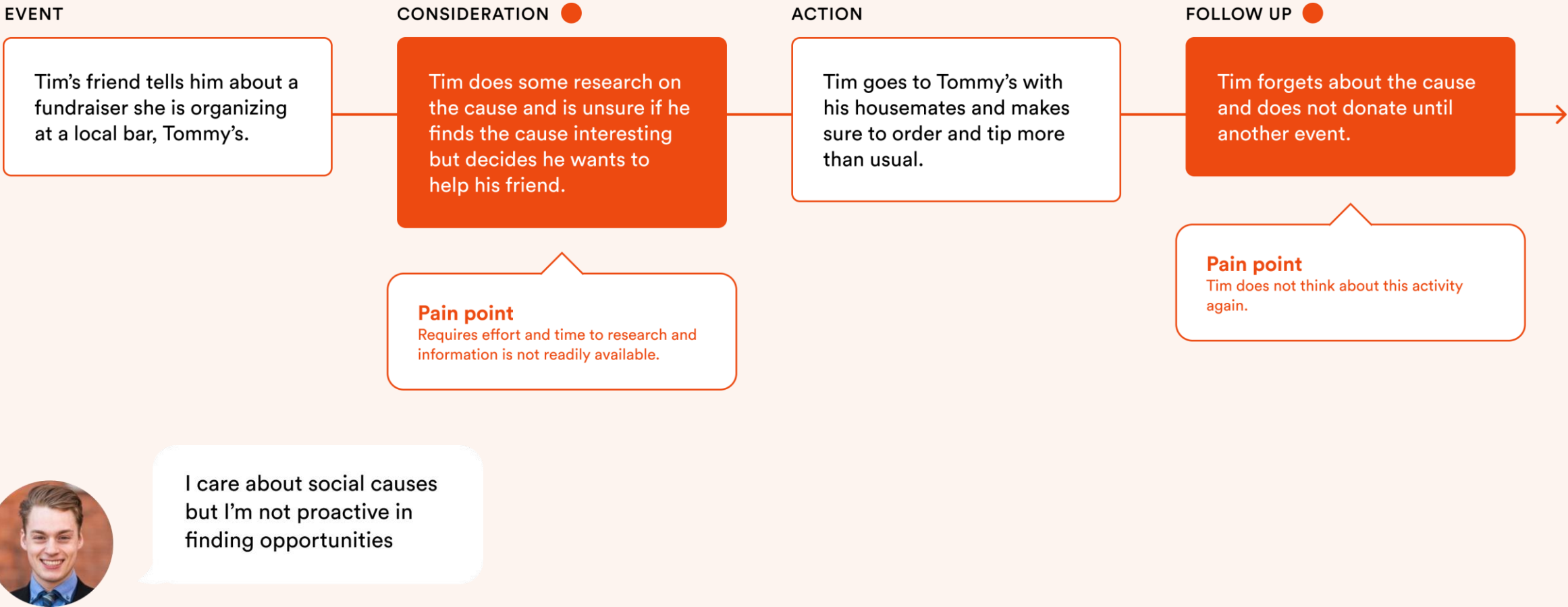
1. Time savings
2. Complexity reduction
3. Familiarity

How can we make the Voluntera experience better than existing options?

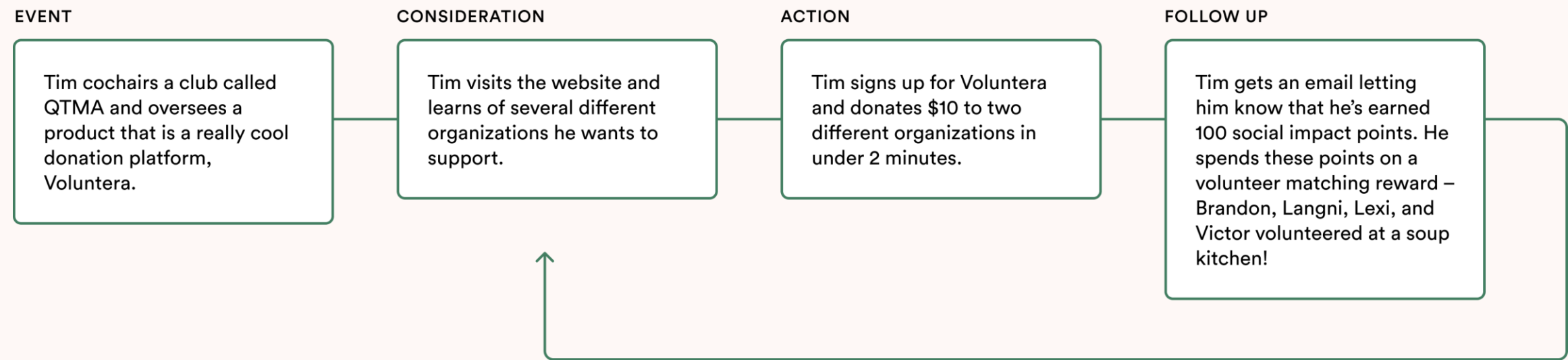


I care about social causes but I'm not proactive in finding opportunities

How can we make the Voluntera experience better than existing options?



How can we make the Voluntera experience better than existing options?



I care about social causes but I'm not proactive in finding opportunities

IDEATION

What value proposition do we need to provide to users?

01

Opportunity accessibility

02

Ease of contribution

03

Personal “social impact” rewards

What value proposition do we need to provide to users?

01

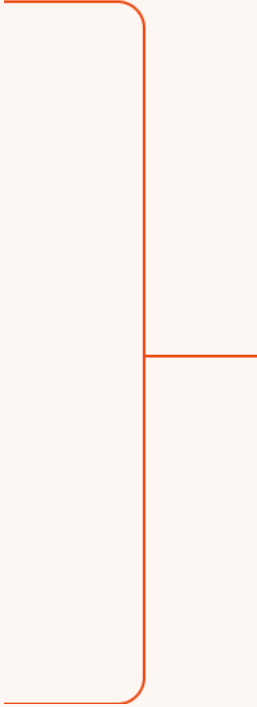
Opportunity accessibility

02

Ease of contribution

03

Personal “social impact” rewards

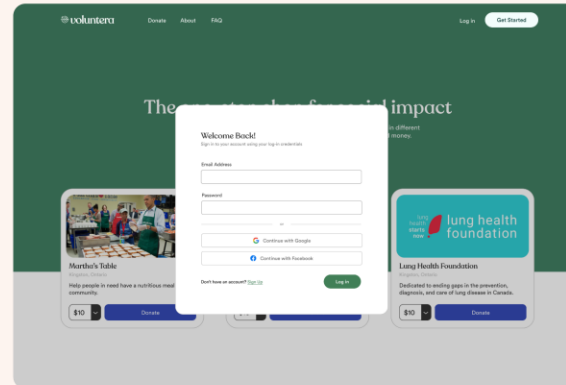
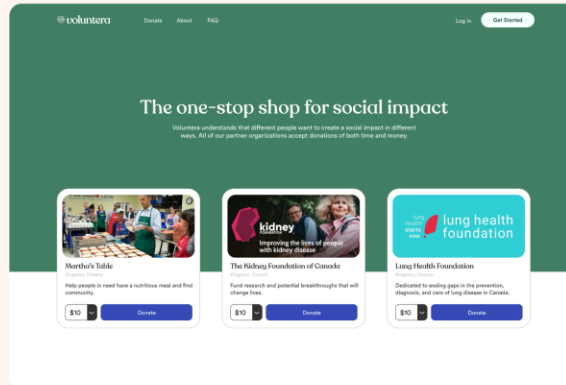


Voluntera is a **web-app** where you can **easily find and contribute** to local donation opportunities and **earn social impact points**.

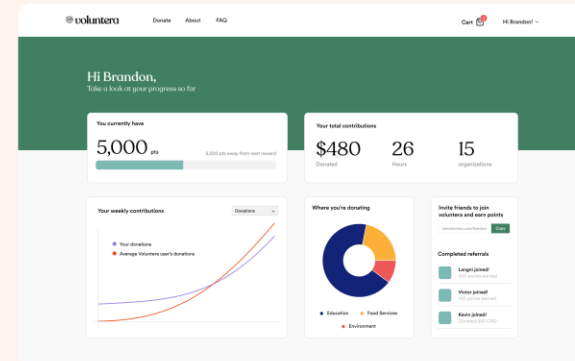
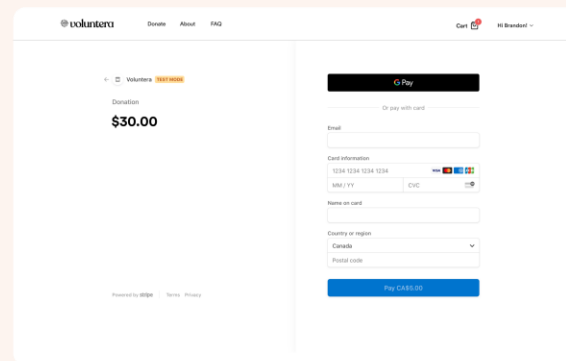
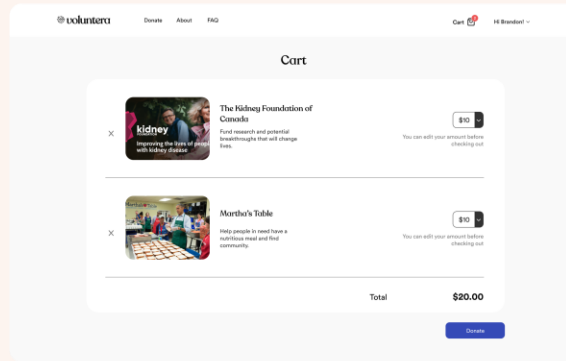
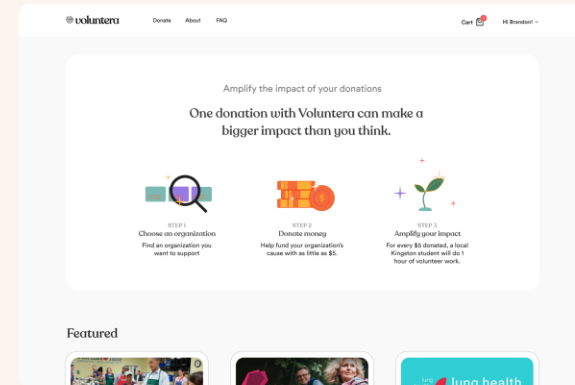
IDEATION

Voluntera must provide features to support each pillar of the value proposition

OPPORTUNITY ACCESIBILITY



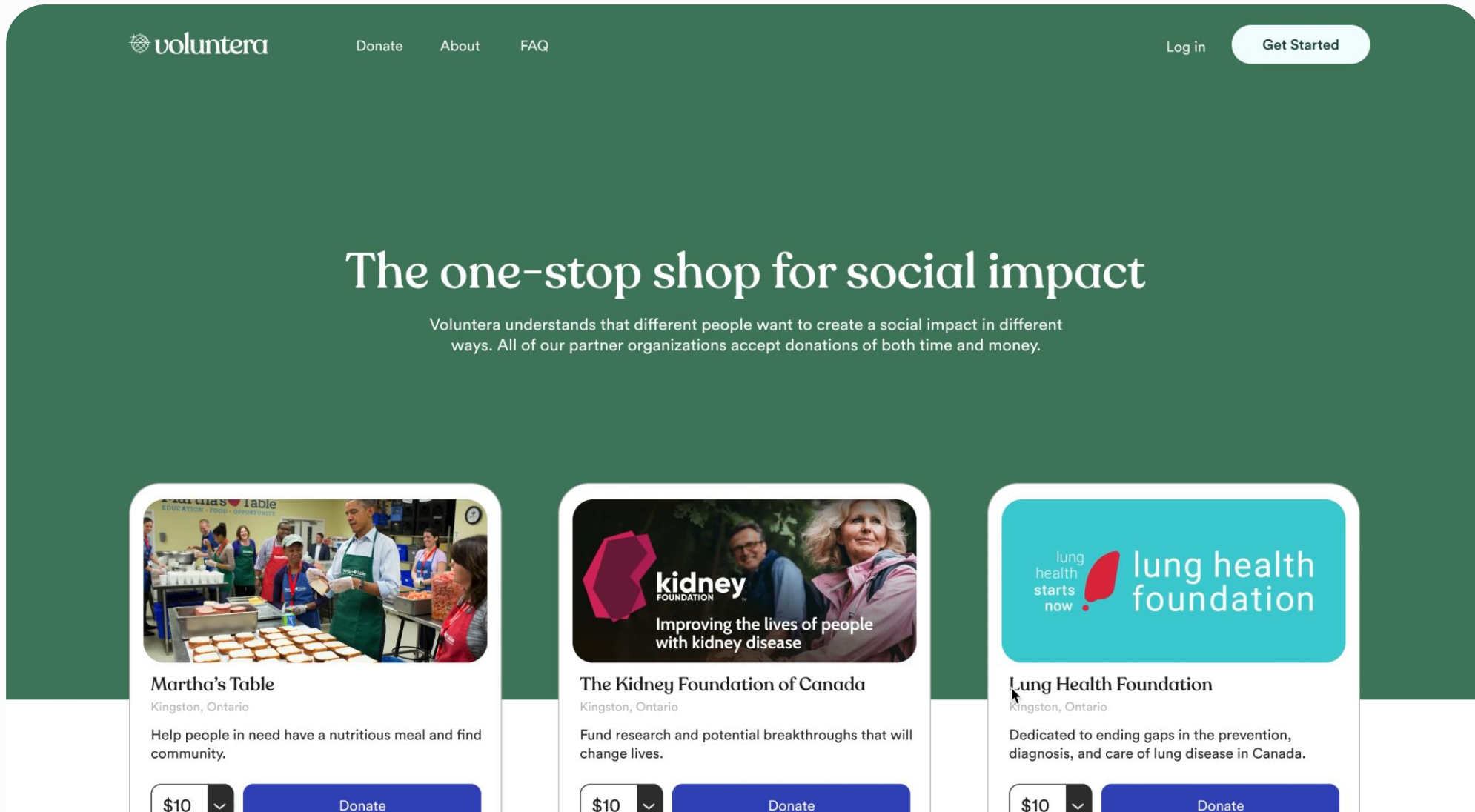
EASE OF CONTRIBUTION



EASE OF CONTRIBUTION

SOCIAL IMPACT

01. Opportunity Accessibility




The screenshot displays the Voluntera website's homepage. At the top, there is a navigation bar with the Voluntera logo on the left, and links for 'Donate', 'About', and 'FAQ' in the center. On the right side of the navigation bar, there are links for 'Log in' and a 'Get Started' button. The main heading reads 'The one-stop shop for social impact'. Below this, a subheading states: 'Voluntera understands that different people want to create a social impact in different ways. All of our partner organizations accept donations of both time and money.' The page features three featured partner organizations, each with a card containing an image, the organization's name, location, mission statement, and a 'Donate' button with a '\$10' dropdown menu.

voluntera Donate About FAQ Log in Get Started

The one-stop shop for social impact


Voluntera understands that different people want to create a social impact in different ways. All of our partner organizations accept donations of both time and money.



Martha's Table
Kingston, Ontario

Help people in need have a nutritious meal and find community.


\$10 Donate



The Kidney Foundation of Canada
Kingston, Ontario

Fund research and potential breakthroughs that will change lives.

\$10 Donate



Lung Health Foundation
Kingston, Ontario

Dedicated to ending gaps in the prevention, diagnosis, and care of lung disease in Canada.

\$10 Donate

02. Ease of Contribution



Martha's Table

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\$10

▼

Donate



The Kidney Foundat

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Fund research and potenti change lives.

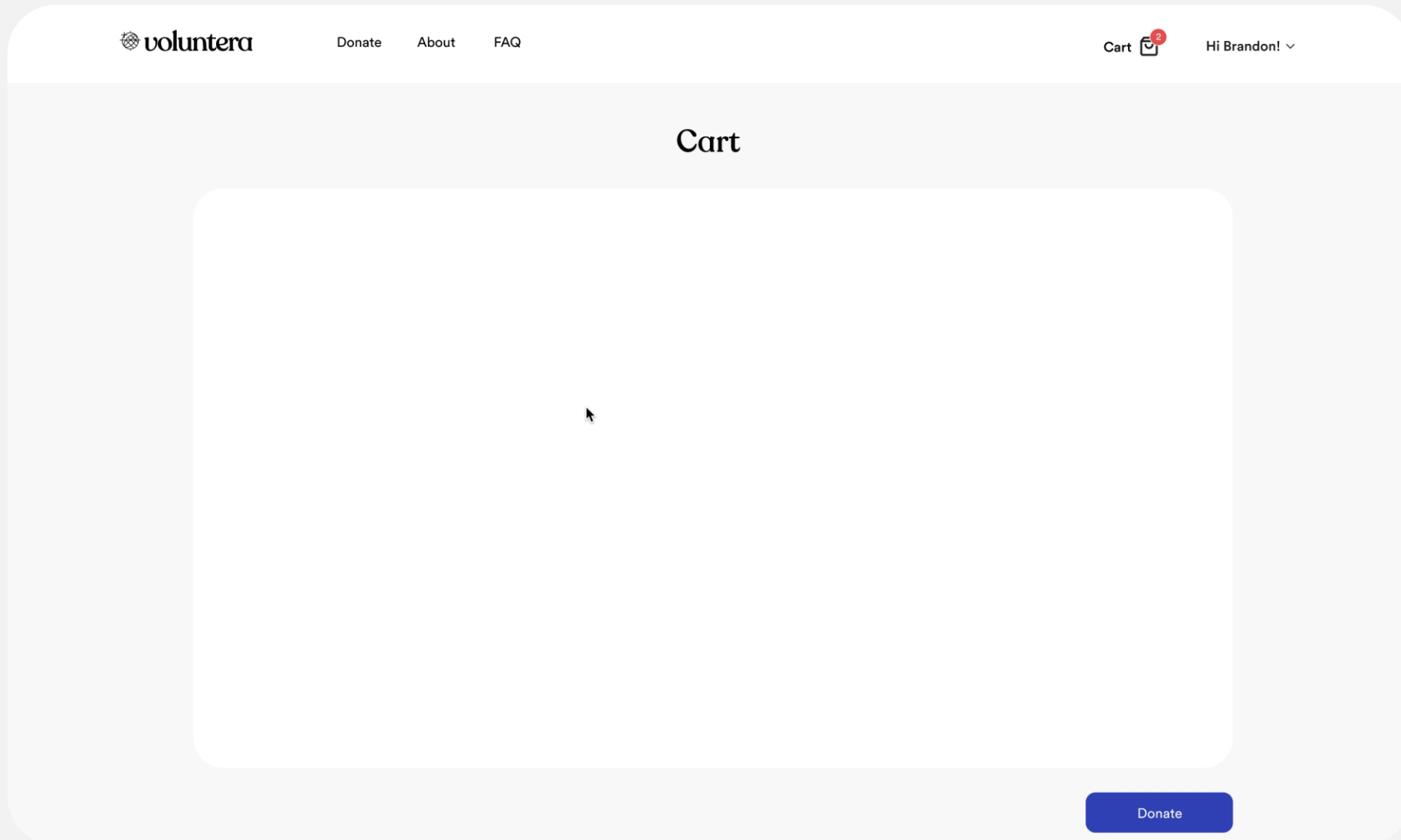
\$10

▼

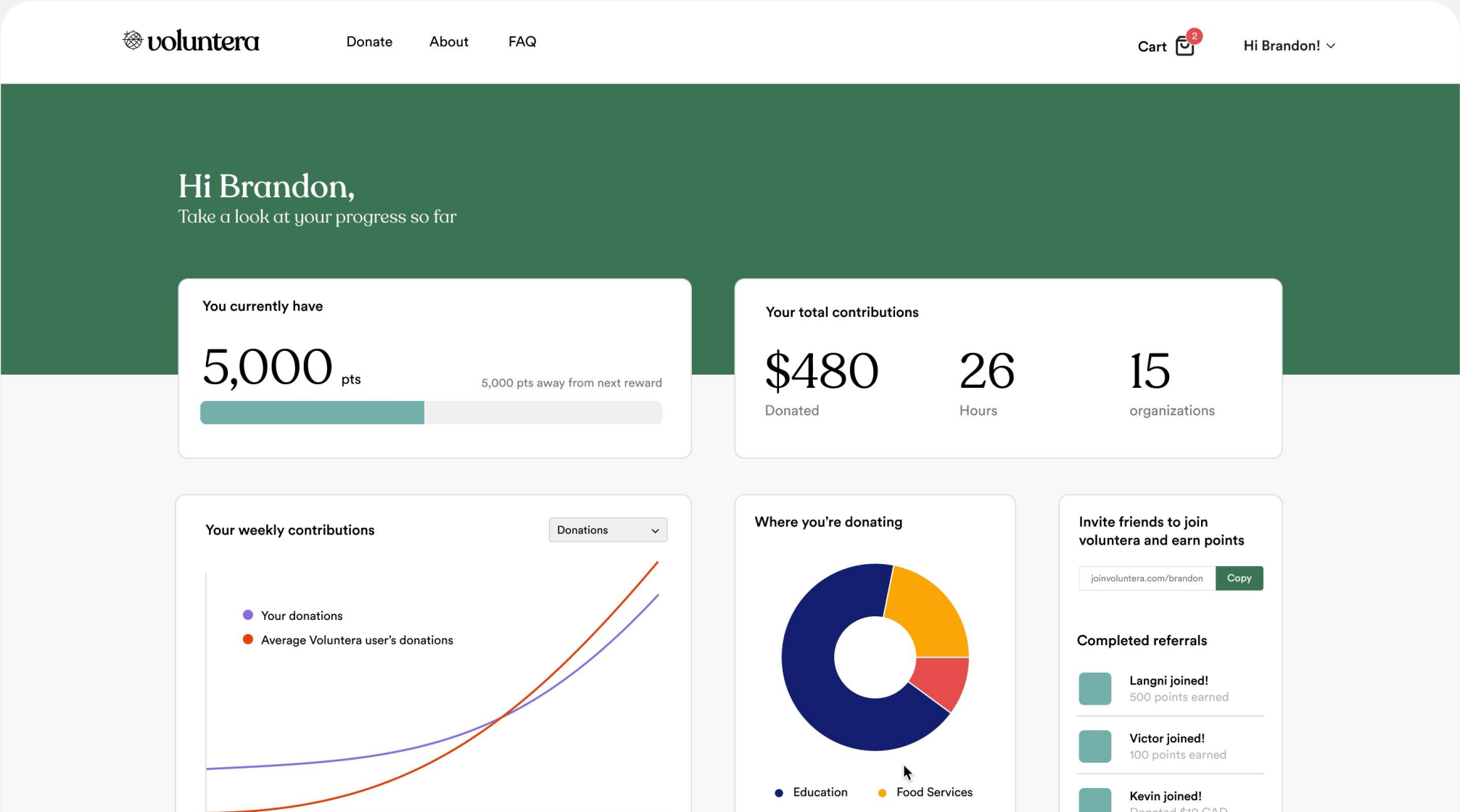
Recommended



02. Ease of Contribution



03. Personal Progress + Impact

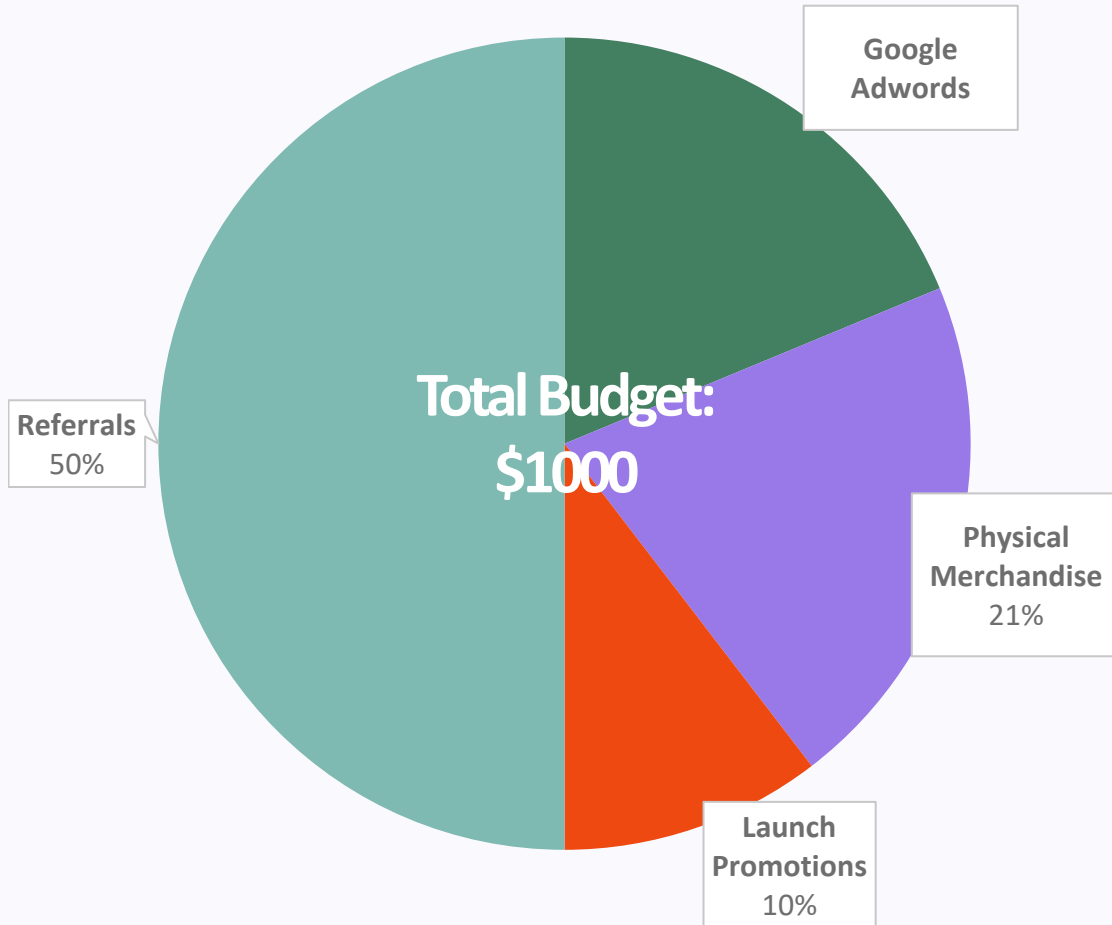


COMPETITORS

	COMMUNITY-BASED CURATION	PERSONALIZATION	EASE OF USE	SOCIAL IMPACT REWARDS	IMPACT TRACKING
	●	●	●	●	●
	●	●	●	●	●
	●	●	●	●	●
	●	●	●	●	●

GO-TO MARKET

How do we bring Voluntera to market?



PAID MARKETING

- 1 Google AdWords
- 2 Physical Merchandise
- 3 Launch Contest
- 4 Referrals

OTHER ACTIVITIES

- 5 Email Marketing
- 6 SEO
- 7 Social Media

GO-TO MARKET

Google AdWords

6411

Impressions

0.9%

Click-through rate

\$13

CAC

GOAL

Acquire new users through Google Search

DETAILS

Month-long Google AdWords campaign targeting the Greater Toronto Area and Kingston

RESULT

Lower than industry standard click-through rates;
CAC significantly higher than user LTV.



Google Ads

- + volunteer
- + donation
- + social impact
- + non-profit
- + charity

Ad · voluntera.ca/

Maximize Your Social Impact | Get Your Donations Matched | Volunteer to Earn Donations

Voluntera is the One-Stop Shop for Social Impact Donate or volunteer at your favourite profits to get your hours and donations matched

Launch Contest

32

Users acquired within
the first week

\$100

Spent on promotions
and contests

\$90

Collected in donations
during promotional period

GOAL

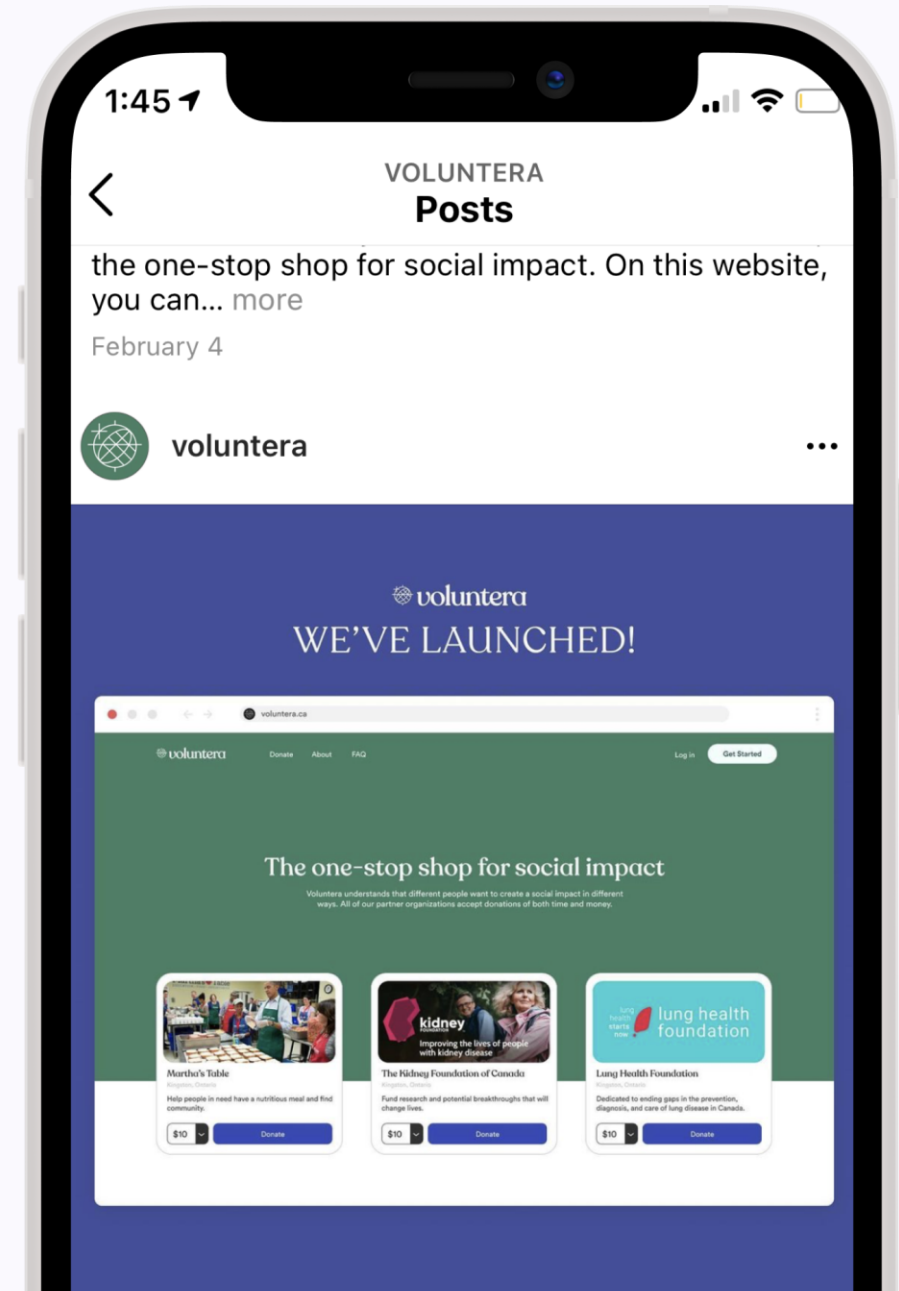
Improve brand visibility within key demographics; new user acquisition

DETAILS

Contests and giveaway promotions drawing in high potential segments. Targeted promotions in strategic social media groups.

RESULT

High number of sign-ups at low CAC



GO-TO MARKET

Referrals

18

Daily user gain

\$400

Referral programs

GOAL

Enhance platform loyalty and source high potential users

DETAILS

Promotional referrals targeting the most active Voluntera users. Generating sign-ups from high-potential new users.

**Invite friends to join
voluntera and earn points**

joinvoluntera.com/brandon

Copy

GO-TO MARKET

Unpaid Activities

01 New users

SEO

- Landing page and social media accounts optimized for keywords
- Organically drive traffic without marketing spend on branded terms
- Voluntera.ca is the top search result for brand-related search terms

02 Recurring Users

SENDGRID

- Email campaign targeting existing users to encourage repeat usages



22.5%
email engagement rate

03 Others

INSTAGRAM

- Social media presence to promote Voluntera and related user-acquisition activities

hello@voluntera.ca

- Support email to bolster user engagement



78%
Traffic generated
non-paid sources

GO-TO MARKET

Next Steps

GOAL

Sustain platform growth while maintaining user engagement

01 Existing Strategy

USER REFERRALS AND EMAILS

Month-long Google AdWords campaign targeting the Greater Toronto Area and Kingston

02 New Strategy

CO-MARKETING WITH PARTNER ORGANIZATIONS

Lower than industry standard click-through rates;
CAC significantly higher than user LTV.



What has Voluntera achieved in 2 months?

\$205

Collected in Donations

100

Registered Users

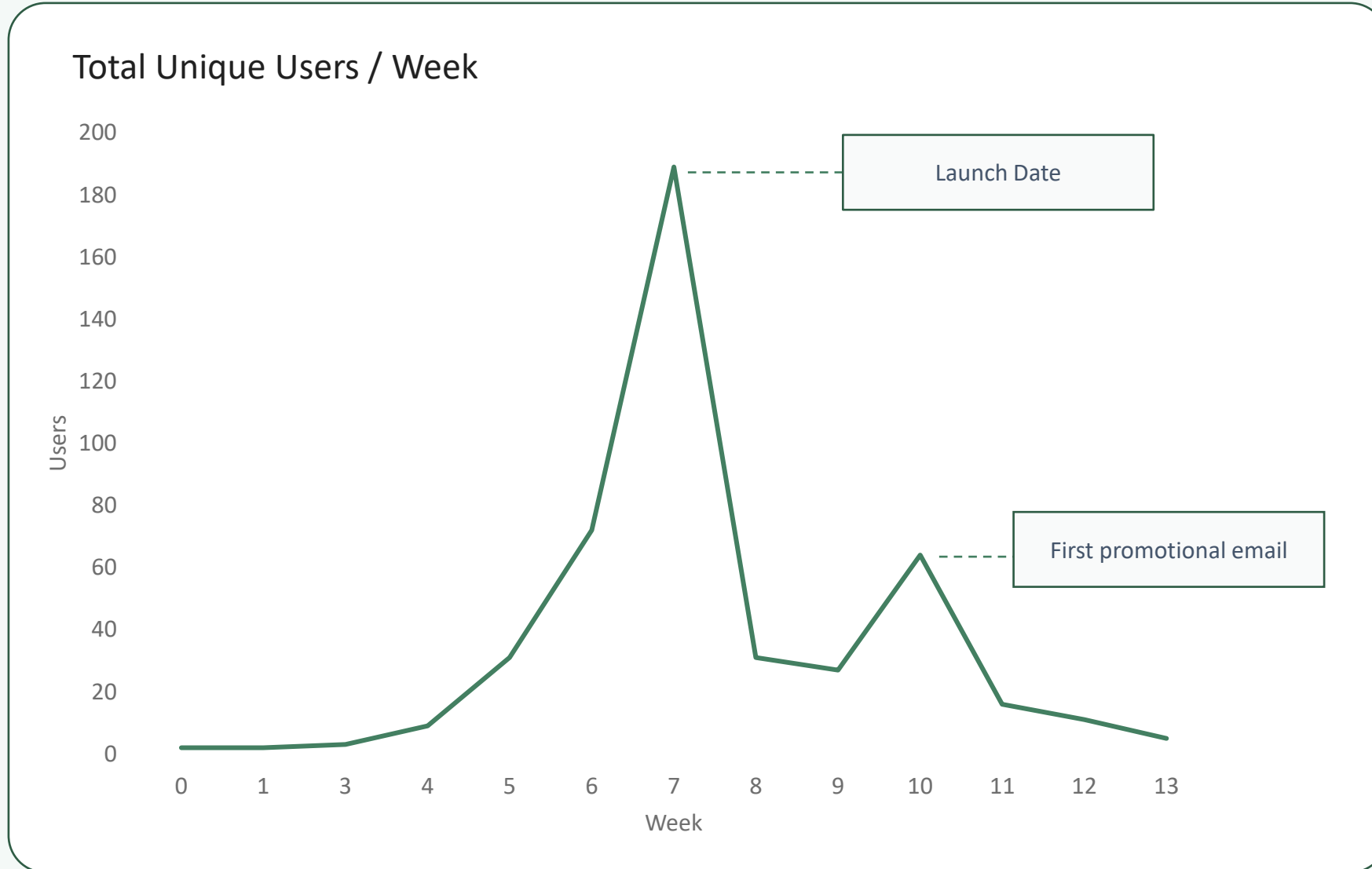
10

Partnered Organizations



Current Results

What does Voluntera's user acquisition look like?



410

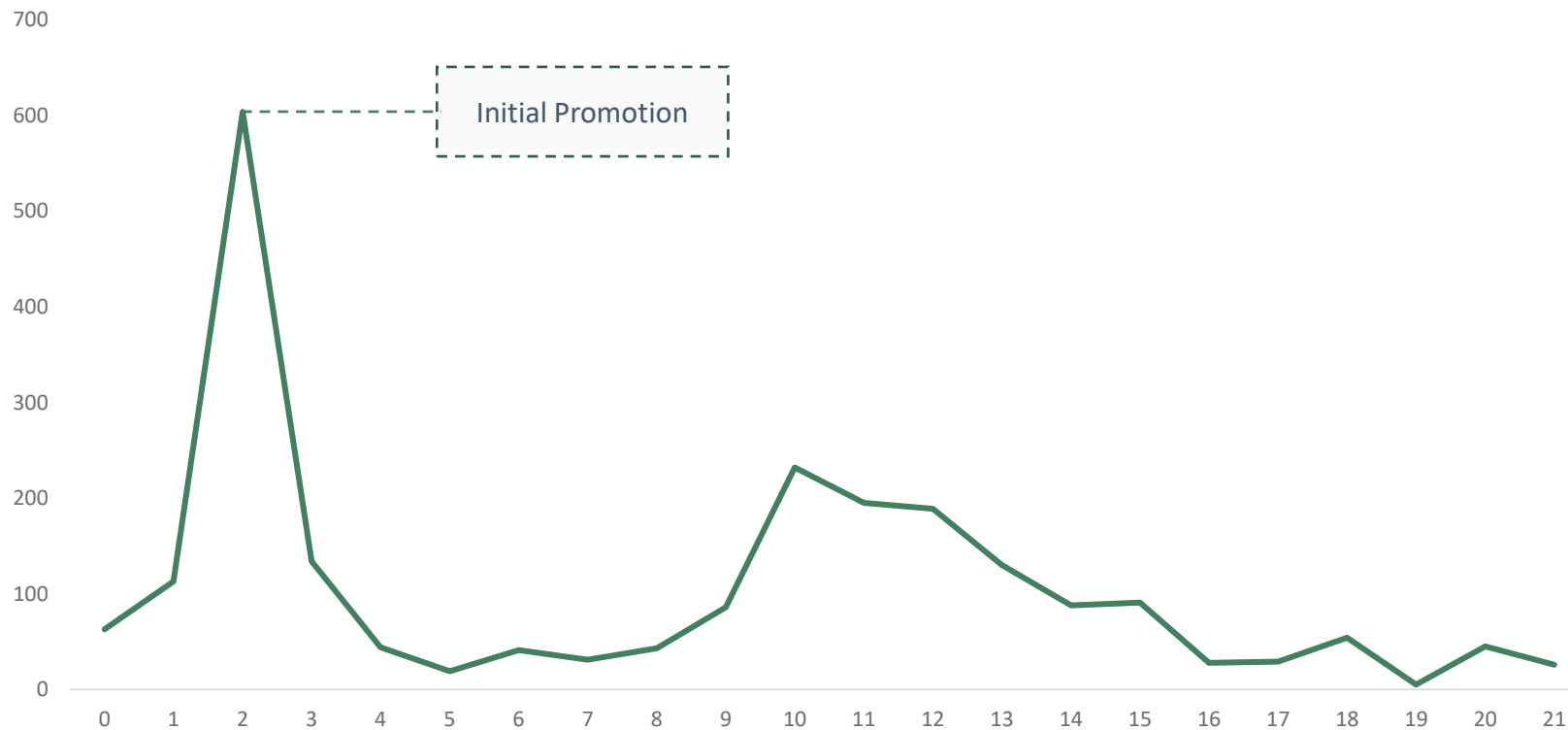
Unique user site visits

11.3%

Recurring Users

What does Voluntera's user engagement look like?

Page Views (3 Weeks Post Launch)



6.8k

Total Page Events

2.9k

Total Page Views

1.2k

User Engagement
Events

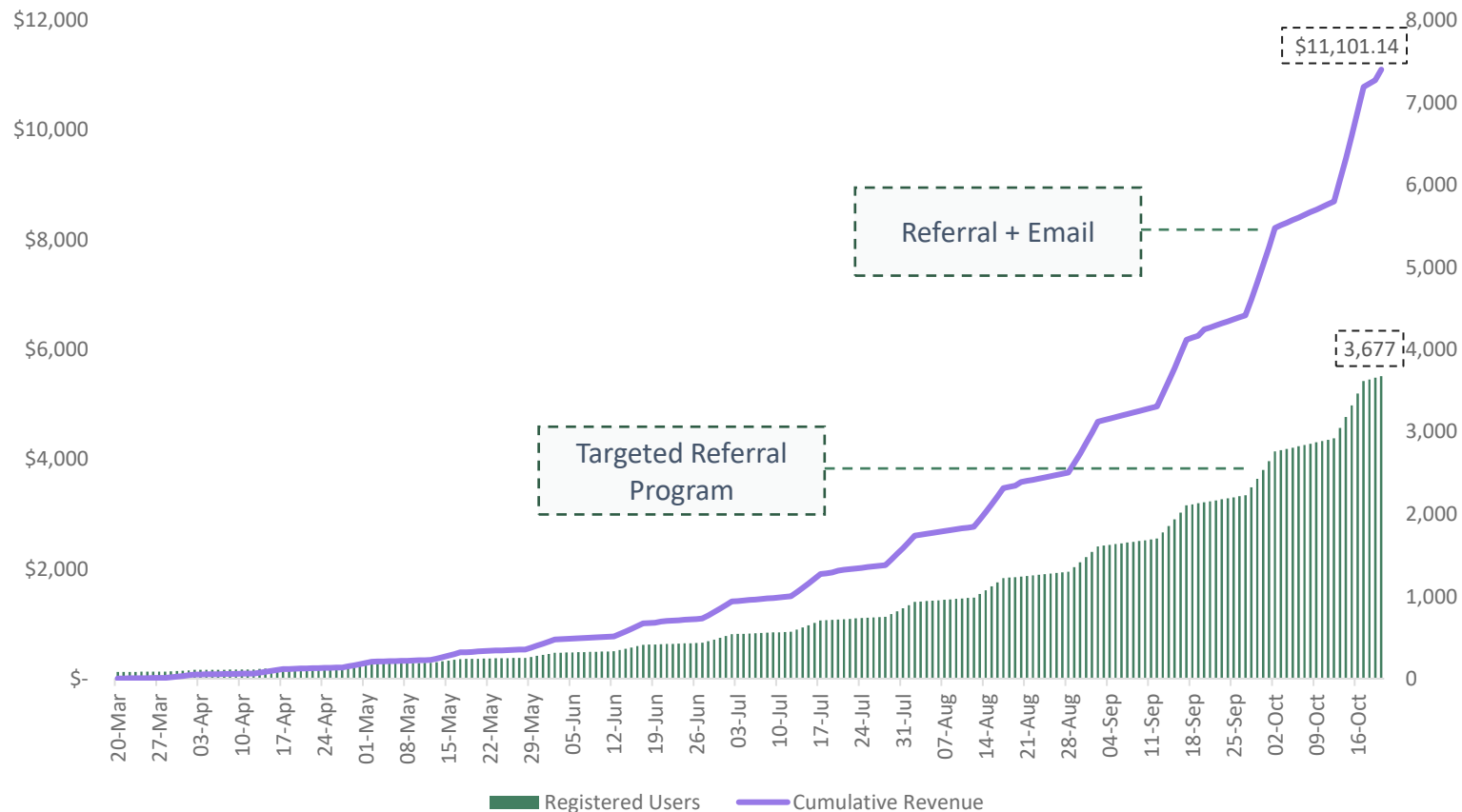
2.3K

Page Views Within 3
Weeks of first promotion

PROJECTIONS

Voluntera is on track to generate over \$10,000 in donations in the next 6 months

Total Revenue vs. Registered Users – Next 6 Months



18%

organic user growth

\$3

net revenue per user

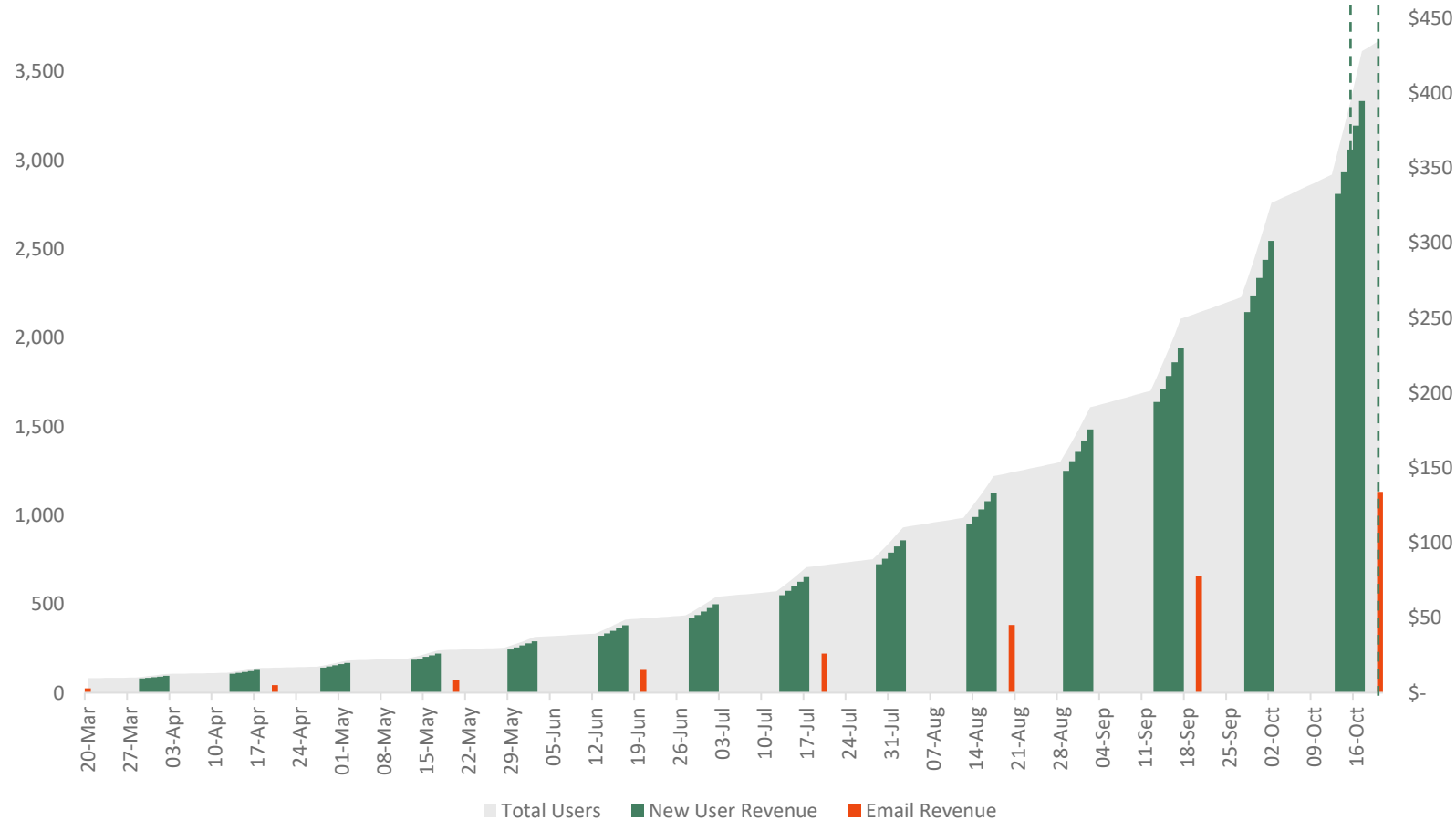
Bi-weekly

referral and email campaigns

PROJECTION

Voluntera in 6 Months

User Growth vs. Referral & Email Campaigns



7

average engagement
instances per user

14.3%

incremental engagement
via email

8.5%

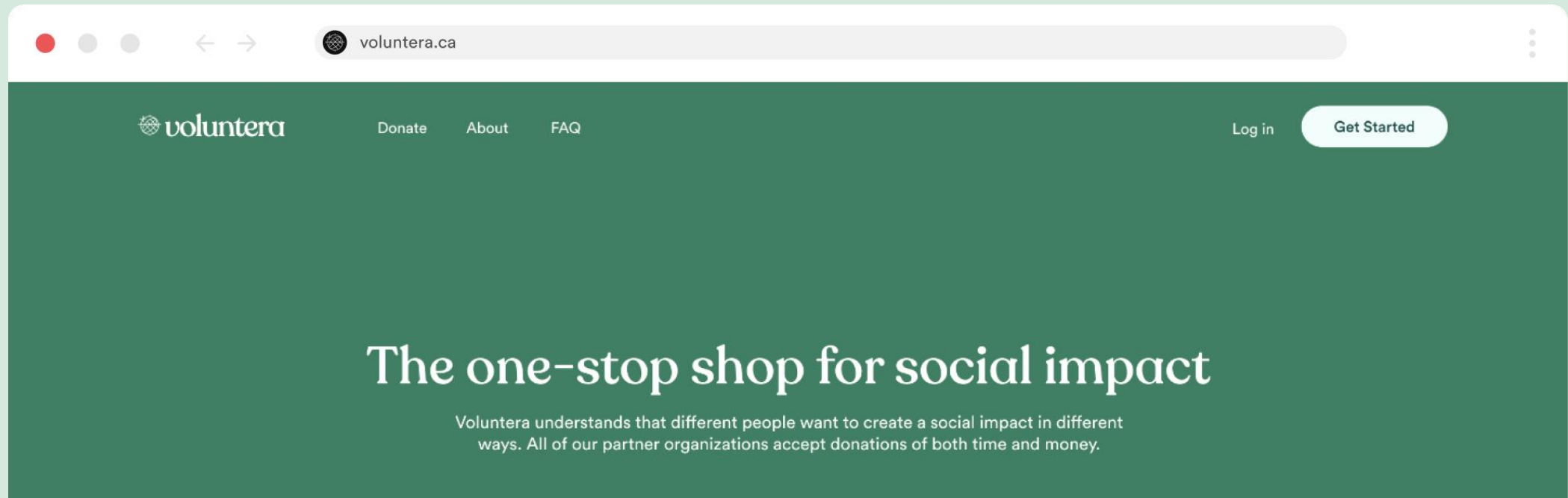
click-through rate

20%

referral rate per campaign

THANKS FOR LISTENING. QUESTIONS?

Don't forget to check us out at voluntera.ca



Step 1: Choose and sign up for an opportunity below.

<div> <div>Hide fields</div> <div>Filter</div> <div>Group</div> <div>Sort</div> <div></div> <div>...</div> </div> <div></div>						
<input type="checkbox"/>	Organization	Opportunity	Location	Sign-up to Volunteer	Learn More	
1	Partners in Mission Food Bank	Food Bank Volunteer	Kingston	https://www.kingstonfoodbank.ca/get-involved/volunteer	https://www.kingstonfoodbank.ca/get-involved/volunteer	
2	Daily Bread Food Bank	Food Bank Volunteer	Toronto	https://dailybread.volunteerhub.com/lp/individuals	https://www.dailybread.ca/volunteer/	
3	United Way Waterloo Region Communities	Health and Wellness Kits - Virtual Kit Making	Virtual	https://volunteerwr.ca/report.php?ListType=Volunteer PositionsA&ID=22006&MenuItemID...	https://volunteerwr.ca/report.php?ListType=Volunteer PositionsA&ID=22006&MenuItemID...	
4	Mississauga Food Bank	Food Bank Volunteer	Mississauga	https://themississaugafoodbank.volunteerhub.com/	https://themississaugafoodbank.volunteerhub.com/	
5	
5 records						
<div>Airtable</div> <div>Download CSV View larger version</div>						

Step 2: Fill out this form to let us know you volunteered!

Match my Hours!