

Athena Connect

Transforming the Digital Donor Experience for Shield of Athena

1 Organization Context

Shield of Athena is a nonprofit organization that provides lifesaving support to women and children experiencing conjugal and family violence. Its multilingual services, emergency shelters, and outreach programs rely heavily on donor support. An improved online donor experience represents a significant opportunity to strengthen long-term engagement and sustain these vital programs.

2 Challenge Summary

The hackathon challenge asks:

How might technology transform the online donor experience for Shield of Athena?

The goal is to design digital solutions that:

- foster a deeper emotional connection between donors and the mission,
- make the donation process more interactive, rewarding, and transparent,
- encourage long-term engagement and community sharing,
- and ensure the experience is inclusive for all age groups.

3 Project Vision

Athena Connect is our proposed solution: a unified digital ecosystem combining a redesigned website, a donor-focused chatbot, and a frictionless, transparent donation system. It is designed to transform a simple act of giving into a meaningful, human-centered experience.

Our vision is to create a donor journey that:

- **inspires** through storytelling,
- **builds trust** through transparency,
- **empowers** donors with choice and clarity,
- **engages** through personalization and interaction,
- and **retains** donors by showing real-world impact.

4 MVP Overview

The MVP consists of three integrated components that together elevate the donor experience:

1. A donor-centered website redesign
2. An intelligent support chatbot (“Athena Guide”)
3. A transparent, frictionless donation and payment system

Each component directly addresses one or more judging criteria: relevance, feasibility, design, innovation, and social impact.

5 Pillar 1: Donor-Centered Website Redesign

Goal: Strengthen emotional connection and clarity by making the website warm, intuitive, and impact-focused.

Core MVP Features

- **Impact Pathways** A visual, interactive way for donors to explore how different programs work (shelter, counselling, children’s services, legal and social support).
 - Real impact metrics (e.g., families supported this month).
 - Example cost breakdowns (e.g., “\$60 = one counselling session”).
 - Anonymized stories to humanize the mission.
- **Emotional Storytelling** Respectful, anonymized narratives that highlight resilience and hope while protecting survivor safety.
- **Modern, Inclusive Design** Large text options, clean layout, bilingual content, senior-friendly UX, and mobile-first navigation.
- **Clear Calls-to-Action** Donors instantly see where to give, what their support means, and how they can stay involved.

6 Pillar 2: Donor Support Chatbot (“Athena Guide”)

Goal: Reduce uncertainty, increase clarity, and support donors of all ages through an accessible, friendly, always-available assistant.

Core MVP Features

- **Donation Support Mode**
 - Answers FAQs about how donations are used.
 - Explains Impact Pathways in simple, human language.
 - Helps donors choose between one-time or monthly giving.
- **Impact Story Helper** Provides short anonymized stories or updates tied to donor-selected programs.
- **Age-Inclusive Interaction** The chatbot offers:
 - simplified explanations for younger donors or first-time givers,
 - and more detailed breakdowns for experienced donors.
- **Warm, Human Tone** A supportive voice that celebrates donor participation and reinforces their impact.

7 Pillar 3: Transparent and Frictionless Donation System

Goal: Make donating fast, intuitive, secure, and emotionally rewarding.

Core MVP Features

- **Three-Step Donation Flow**
 1. Choose amount
 2. Choose Impact Pathway (optional)
 3. Complete payment
- **Modern Payment Options**
 - Credit card
 - Apple Pay / Google Pay (future-ready)
 - Monthly recurring donations
- **Impact Confirmation Screen** A transparent and immediate response showing:
 - what the donation supports,
 - how it contributes to current goals,
 - and a warm thank-you message.

- **Donor Receipt + Micro-Impact Summary** A clean email thanking the donor and summarizing, in one sentence, the real-world difference they supported.

8 Inclusivity Considerations

To ensure the experience crosses the age gap and reaches all communities, Athena Connect includes:

- large, readable fonts and simplified layouts,
- bilingual content (English/French),
- mobile-first responsive design,
- child-friendly visual explanations of impact,
- clear paths for seniors with minimal digital literacy,
- trauma-informed design principles.

9 Impact and Feasibility

Relevance: Athena Connect directly supports the need for a richer, more transparent, and engaging digital donor journey.

Feasibility: Each MVP component is modular, realistic, and deployable using common web technologies.

Technical Strength: The design emphasizes accessibility, intuitive UX, and scalable structures.

Creativity: Impact Pathways, donor storytelling, and the Athena Guide chatbot bring fresh, human-centered innovation to nonprofit giving.

Social Impact: A stronger donor experience leads to more stable funding for shelters, counselling, and services for women and children experiencing violence.

10 Conclusion

Athena Connect reimagines the online donor experience as transparent, emotional, and deeply human. Through storytelling, interactive impact visualization, modern payment flows, and a warm donor-support chatbot, this MVP lays the foundation for long-term donor engagement and meaningful community partnership.

Our mission is simple: transform generosity into connection, and connection into lasting impact.