

South Saskatchewan Community Foundation Insight/Needs chart

Example	Needs(what)	Insight(why)
Warm Color Palette	Create an inviting, trustworthy digital space.	The mixture of calming greens and warm earth tones helps visitors feel grounded and connected to community roots. When people feel emotionally comfortable on a website, they're more likely to explore giving opportunities and take action by donating to causes they care about.
Browser Feature	Allow users to find what they are searching for with ease.	Users have the option to search topics like opportunities and organizations. Users can use filters to find exactly what they are looking for, they can for example find the right volunteer opportunity that suits them. All of this makes the website more user-friendly and easier to navigate through.
Impact Dashboard	Users can see real-time community impact data.	When donors can instantly see how their donations create change, they'll feel more connected to the community and inspired to increase their involvement. The visual representation of impact makes abstract concepts tangible. It also shows donors that their giving is being used properly, which will also build trust between our foundation and the people.
Community Needs Alert(New letter)	Stay informed about urgent local needs.	Donors want to help in critical moments but often learn about needs too late. Real-time alerts about community challenges allow for rapid response and create a sense of immediate impact.
Testimonials Section	Share authentic impactful stories from real community members.	People trust their neighbors more than any institutions, people tend

		to trust proof over promise. When potential donors see genuine stories from locals whose lives have been changed through our foundation support, it creates emotional connections. It shows the impact of giving in a way statistics alone never could.
Mission Journey Timeline(About us section)	Show our community impact history and future vision	Visitors want to know they're joining a proven, forward-thinking organization. When they see our deep roots in South Saskatchewan combined with our innovative vision for the future, they feel confident their support will create lasting positive change. Breaking down complex foundation work into a visual journey makes our impact clear and approachable.
Contact us section	Make reaching out feel warm and approachable	People often hesitate to contact organizations, fearing impersonal responses. When they see friendly staff photos and multiple ways to connect (chat, call, email, visit), they feel more comfortable reaching out. Adding 'We're here to help' messaging and response time expectations creates trust and encourages meaningful conversations about giving.