

# GoFundMe



	<b>Helpful</b> to achieving their objective	<b>Harmful</b> to achieving their objective
<b>Internal origin</b> (attributes of the product)	<b>Strengths</b> <ul style="list-style-type: none"><li>• Provides many categories and subcategories for fundraising</li><li>• Easy sign-up to start a campaign</li><li>• Straightforward layout showing fundraising goal and progress</li><li>• Easily share fundraiser via social media</li></ul>	<b>Weaknesses</b> <ul style="list-style-type: none"><li>• Almost too easy to set up a campaign, attracting scam artists</li></ul>
<b>External origin</b> (attributes of the environment)	<b>Opportunities</b> <ul style="list-style-type: none"><li>• relatively well-recognized crowdsourcing platform</li></ul>	<b>Threats</b> <ul style="list-style-type: none"><li>• People creating a dishonest campaign, tricking other people into giving them money</li></ul>

# Giveforward



	<b>Helpful</b> to achieving their objective	<b>Harmful</b> to achieving their objective
<b>Internal origin</b> (attributes of the product)	<b>Strengths</b> <ul style="list-style-type: none"> <li>• Personalized approach for supporting family and friends</li> <li>• Other options besides giving money (ex. meal, item on wish list, or words of encouragement)</li> <li>• Easily give and track donations</li> <li>• Create fundraising teams</li> <li>• Assigned fundraising coach</li> </ul>	<b>Weaknesses</b> <ul style="list-style-type: none"> <li>• Smaller audience may result in less donations from strangers</li> </ul>
<b>External origin</b> (attributes of the environment)	<b>Opportunities</b> <ul style="list-style-type: none"> <li>• May appeal to people looking for other ways of giving besides money</li> <li>• Niche target users for medical related campaigns</li> </ul>	<b>Threats</b> <ul style="list-style-type: none"> <li>• May not be as well-known as GoFundMe</li> </ul>

# JustGiving



## Helpful

to achieving their objective

## Harmful

to achieving their objective

### Internal origin

(attributes of the product)

#### Strengths

- Many categories for making donations
- Simple interface for seeing donation status (target goal, amount raised, and percentage reached)

#### Weaknesses

- Campaigns targeted to appeal to certain countries

### External origin

(attributes of the environment)

#### Opportunities

- May attract users looking for campaigns in target list of countries: Australia, Hong Kong, Ireland, United Arab Emirates, and United Kingdom

#### Threats

- Campaigns may not appeal to audience outside of target countries