# The Givers

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### Introduction

- What is The Givers?
  - Platform for charities and donors to engage with each other
  - Single account for donating to any charity on the platform
  - Personalizing recommendations based on location, causes and more
  - Presenting a news feed for updates on charity operations
  - Crediting charities for fundraising efforts

### Status Quo

- Each charity builds its own website
- Donors visit one website at a time to donate
- Researching charities is tedious for donors
- Charities create newsletters to communicate with donors
- Donations made up 2.04% of U.S. GDP in 2018 (Giving USA)
- Total donations declined by \$7.2 billion (adjusted for inflation) in 2018 (Giving USA)

### **Observations**

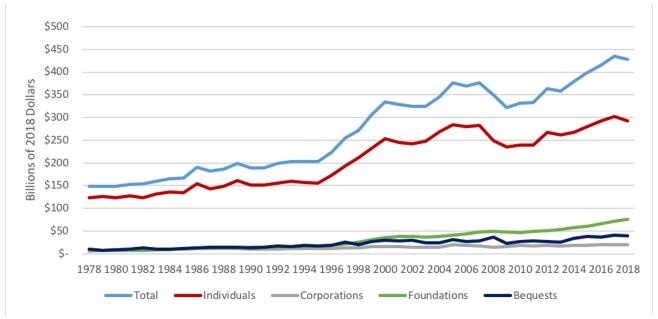
- Why is the status quo problematic?
  - Disconnect between charities and donors
  - Inefficient means adopted by charities for reaching out to its audience
  - Decline in a sector important to the US economy

### The Story

- Generous citizens who wish to give back to the society
  - Cannot easily find the charities they identify with
  - Have to visit one charity website at a time to donate
- Promising charities who wish to expand their donor base
  - Individual websites have a limited outreach
  - Cannot deliver message to all of their target audience
- Current means of reaching out to donors is inefficient
  - Mailing newsletters is costly
  - Few recipients of newsletters are converted to regular donors

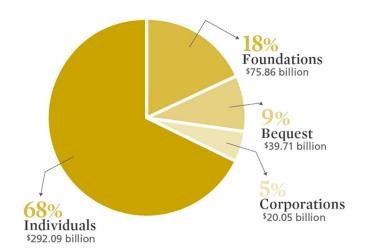
### Insight - Requirements

Donor cultivation, acquisition, retention, communication are big challenges
 Donations from 1978 - 2018 (United States Congress Joint Economic Committee)



# Opportunity - Analysis

- Addressing donor retention
  - Giving by individuals decreased as a percentage of total giving in 2018 to 68% from 70% in 2017 (Giving USA)



Source: Giving USA and Campbell & Company

### Opportunity - Analysis

- Donors have varied interests
  - Donations in 2018:
    - International affairs increased by about 9.6% to \$22.88 billion
    - Environment and animal organizations increased by about 3.6% to \$12.70 billion
    - Arts, culture, and humanities stayed roughly the same at \$19.49 billion
    - Education decreased by 1.3% to \$58.72 billion

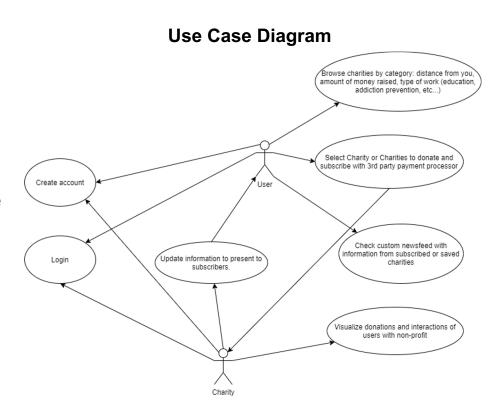
### Opportunity - Analysis

- Directly address donor retention, communication, and interests
- A central place to manage donors, campaigns, and communications
- A central place for donors to interact with many charities

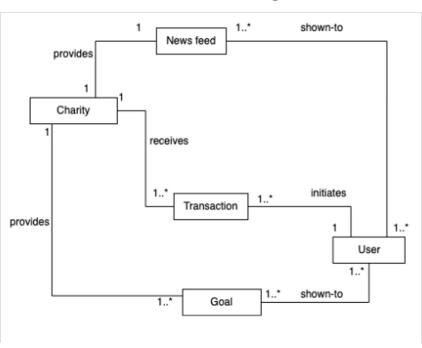
### Analogy

- Spotify for making donations and discovering charities
  - Recommendation system that based on user preferences
  - Categorize and view charities according to related categories and statistics

- Requirements:
  - Account creation
  - Login
  - Updating subscriber info
  - Browsing charities
  - Selecting charities to donate
  - Checking newsfeed
  - Visualization of analytics



#### **Class Interaction Diagram**



#### **Class Diagram**

username/email: string
subscriptions: [](charityID: number)
preferences: [](categories: string)
userID: number

GetEmail()
GetUserID()
GetSubscriptions()
Subscribe()
Unsubscribe()
UpdatePreferences()
NewUser()
CheckNewsFeed()
Verify(username, password)

Login()

Logout()

Charity

username/email: string
followers: []UserID: number
charityID: number
goal: Goal
administrators: []UserID: number

GetFollowers()
ReceiveDonations()
GetGoal()
AddAdmin(UserID)
UpdateNewsFeed()
IsAdmin(UserID)
MakeDonation(UserID, Amount)

View

userID: (userID:number)
dateTime: unix\_timestamp

GetTime()
GetUserID()

timeStart: unix\_timestamp timeEnd: unix timestamp progress: percentage GetProgress() GetEndTime() GetStartTime() Transaction sender: (userID: number) receiver: (charityID: number) amountInDollars: number DateTime: unix\_timestamp transactionID: number GetAmountSpent() GetDateTime() GetSender() GetReceiver() GetTransactionID()

RecordPayment(TransactionID)

Goal

NewsFeed

charityID: number
content: []NewsFeedPost
views: number
lastUpdated: unix\_timestamp

GetCharityID()
GetContent()
GetTotalViewsInSpecifiedWindow()
GetViewsInSpecifiedWindowForPost()
GetLastUpdated()

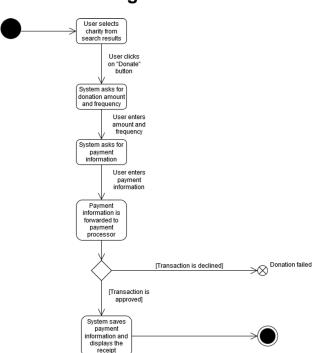
title: string
body: string
views: []View

GetTotalViews()
GetTotalViewsInSpecifiedWindow()
DisplayPost()
GetAllUsersWhoViewed()
GetUsersWhoViewedSpecifiedPost()

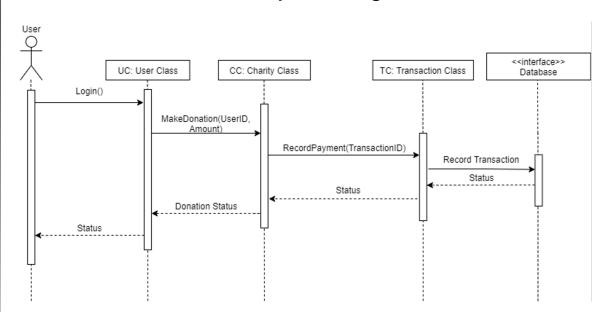
NewsFeedPost

#### **Selecting Charities to Donate**

#### **State Diagram**



#### **Sequence Diagram**



### Advantage

- Single platform to securely streamline the process of donating and finding new charities
- Visual analytics for charities that want more engagement with donators
- Categorization algorithm that organizes charities by features such as cause or location

### Ethos & Future Work

- Implementing the platform with HTML and Flask
- Providing marketing and analytics for charities
- Transparency on how charities are using their money
- Address the issues of donor cultivation, acquisition, retention, and communication

### Post Implementation Review

- Good time management allowing for regular meetings with members
- Equal share of contribution from each member
- Managing to meet all deadlines of deliverables
- Failed to exhaustively look for errors in assignments
- Failed to have adequate discussion before modifying documents
- Making mistakes due to incorrect assumptions made on deliverables
- Could have gone over assignments more thoroughly to find defects
- Could have discussed among members on changes made to documents
- Could have asked the professor more questions & asked for clarifications on what we didn't understand

# Questions?