

The Givers

Team A01

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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

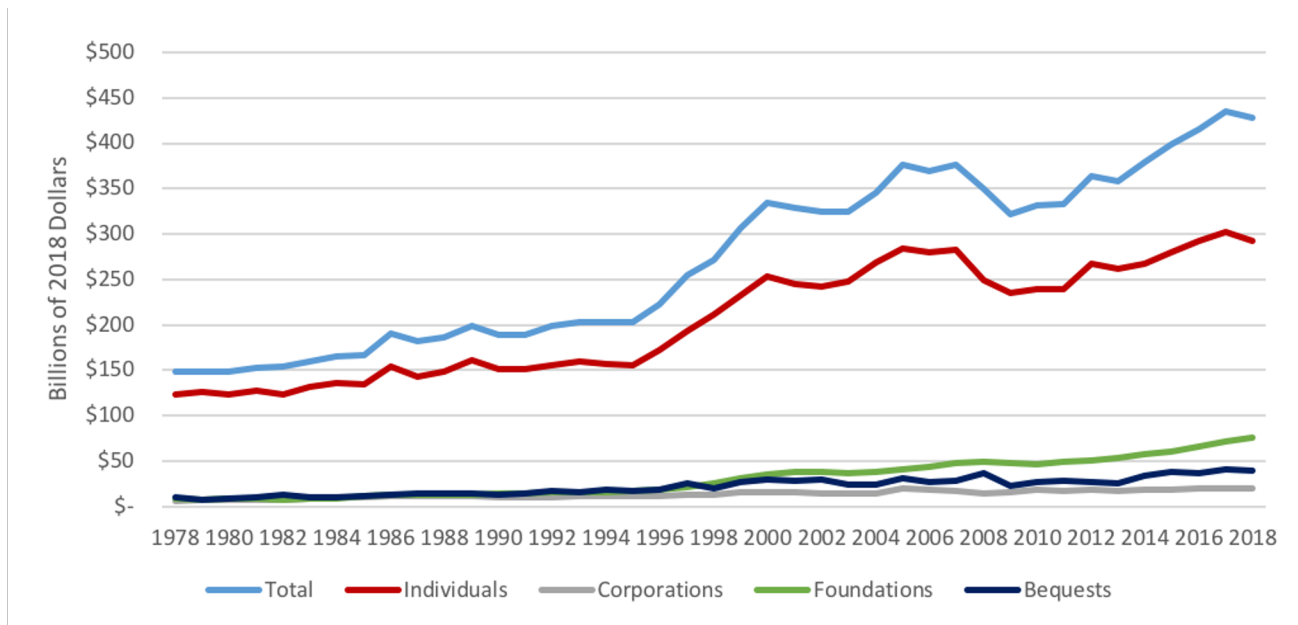
The Story

- 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

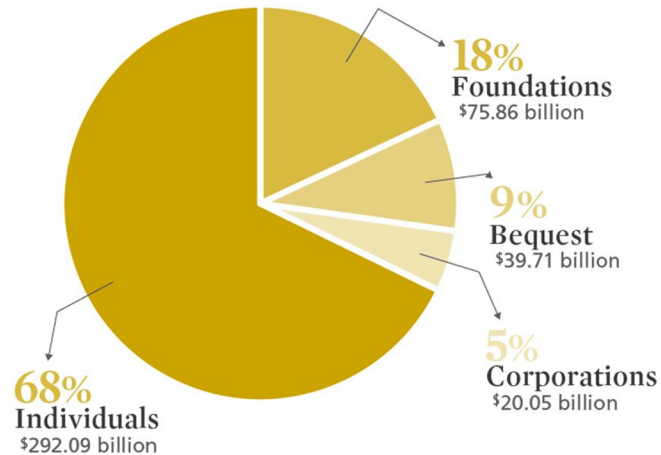
- Donor cultivation, acquisition, retention, communication are big challenges

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

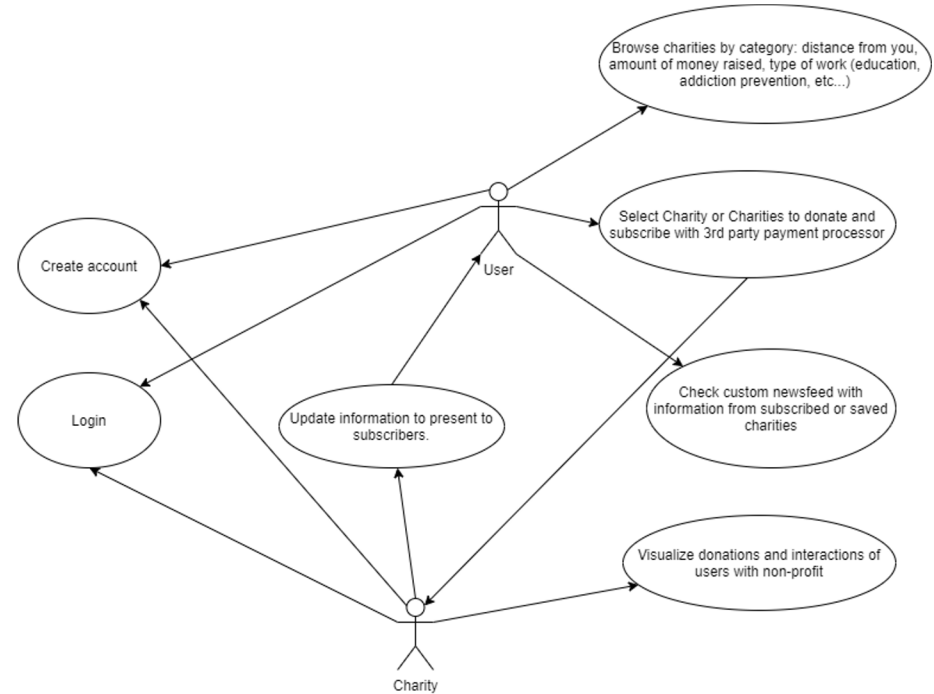
Analogy

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

Solution - Design

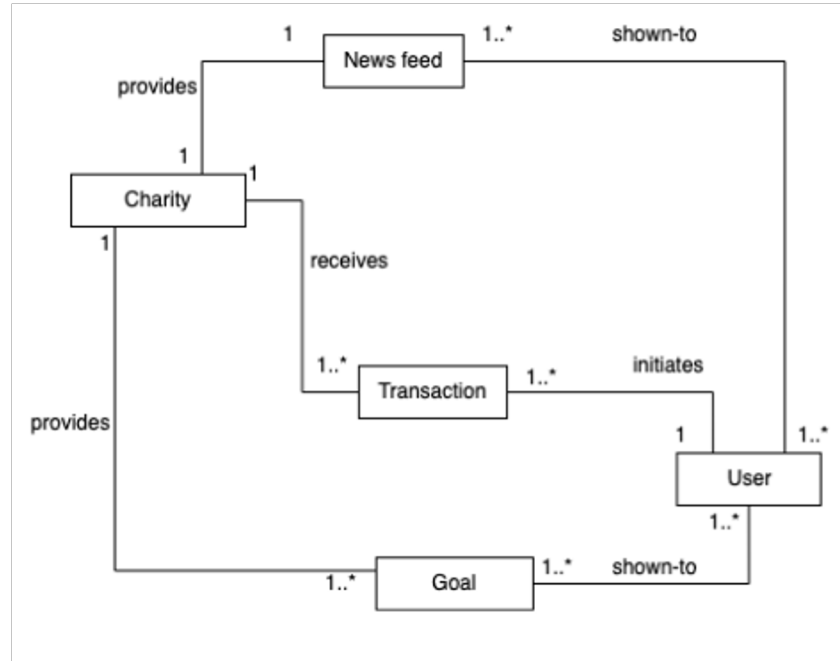
- Requirements:
 - Account creation
 - Login
 - Updating subscriber info
 - Browsing charities
 - Selecting charities to donate
 - Checking newsfeed
 - Visualization of analytics

Use Case Diagram



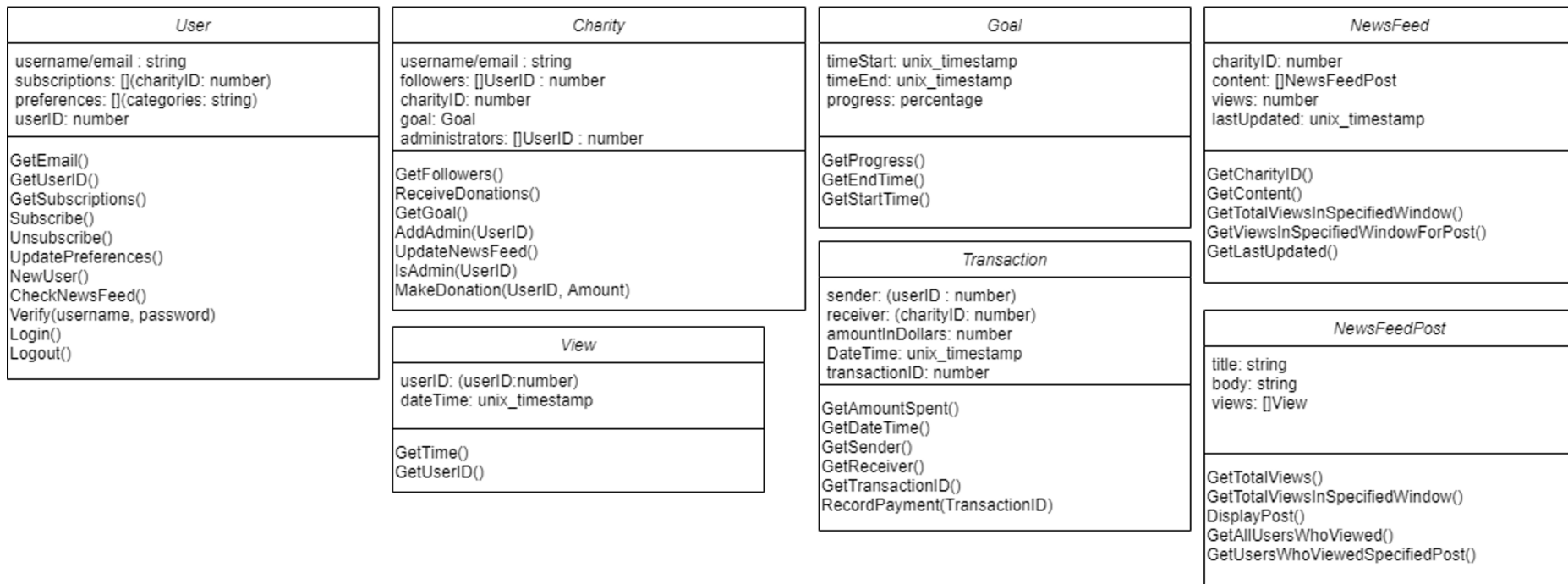
Solution - Design

Class Interaction Diagram



Solution - Design

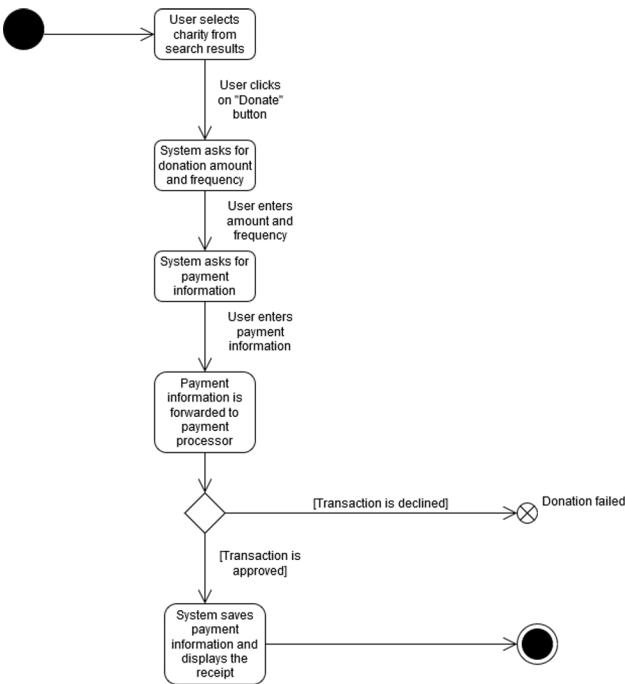
Class Diagram



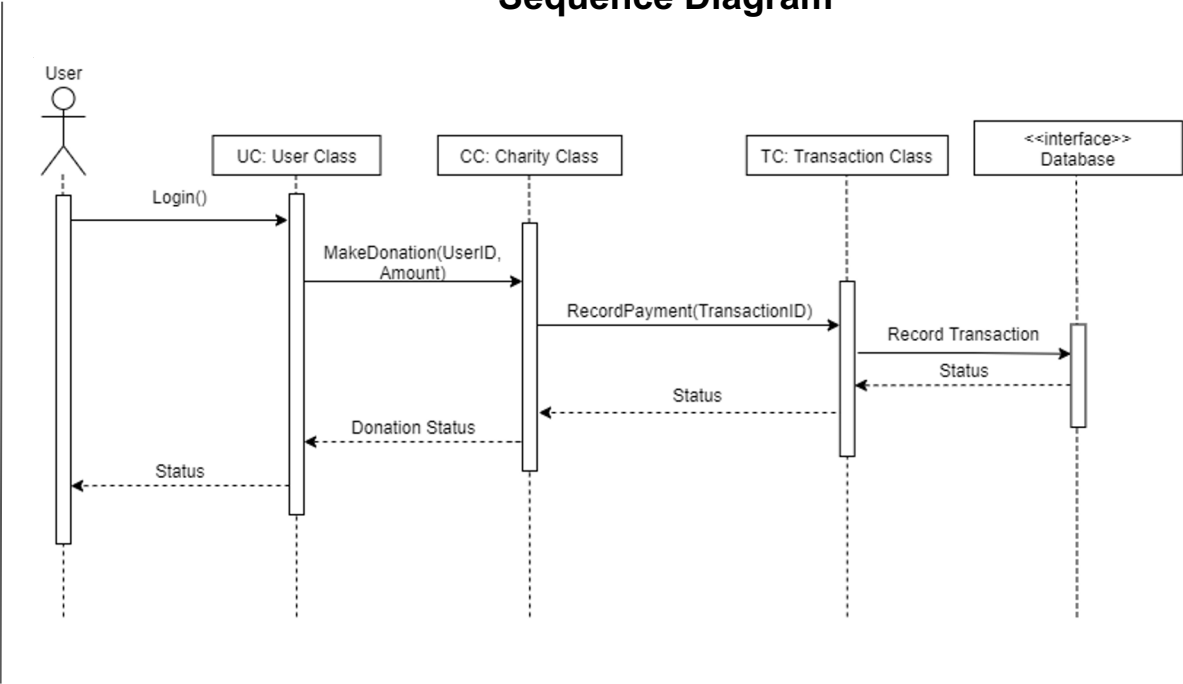
Solution - Design

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?