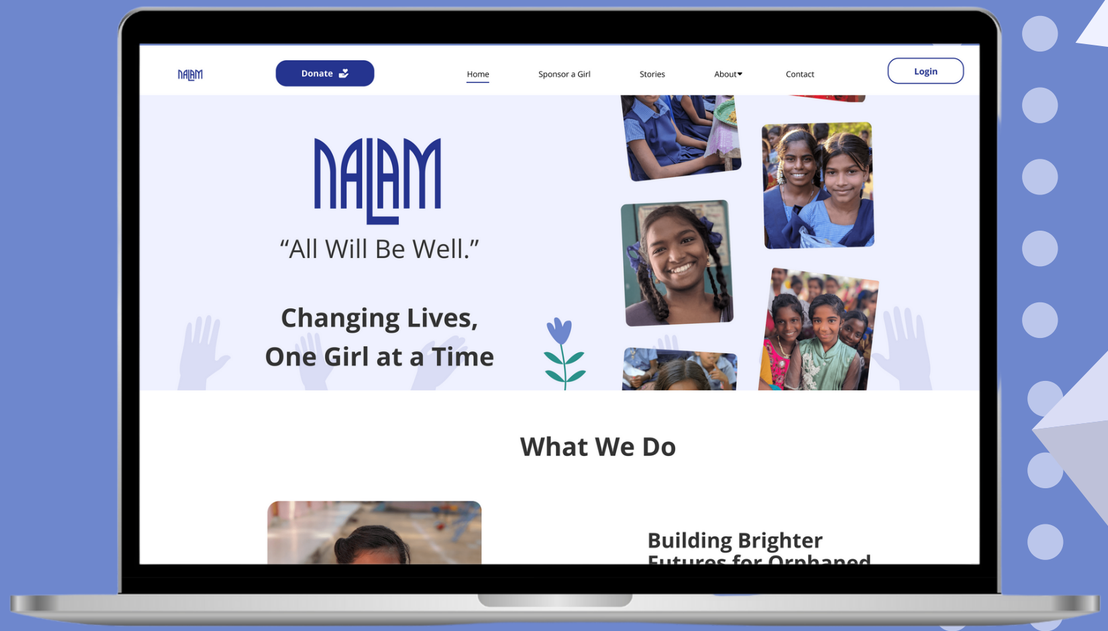
NALAM

X

THE KITTY SCRIPTERS

GIT San Fransico: Hacking for Humanity 2023



Problem Statement

How might we drive donor engagement through story telling

How might we automate NALAM's services and ensure the privacy of the recipient's location and idenity?

Our Objective

WEBSITE

- Improve storytelling
- Fixed Header - Donate
- Highlighted Donation package

EMAIL AUTOMATION

- Reduce admin load
- Increase time for storytelling
- Protecting girls & privacy

JANE SMITH

- heard about NALAM through a friend
- Wants to learn more before she donates

NALAM
Donate
Home
Sponsor a Girl
Stories
About
Contact
Login
NALAM
“All Will Be Well.”
Changing Lives,
One Girl at a Time
What We Do
Building Brighter

NALAM VOLUNTEER TEAM MEMBER FUNDRAISING & SECRETARY

- Current Pain points
  - Time consuming
  - Unorganized
  - Only one person can view at a time

HOW DID WE ADDRESSED IT?

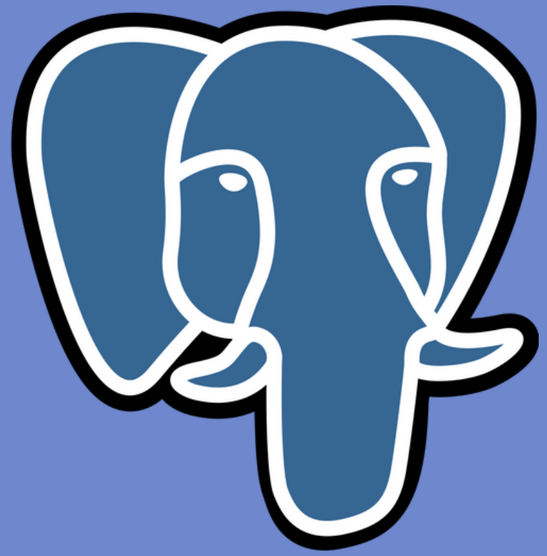
System Automated

Technologies

SendGrid

django

stripe



If we had more time

- User interviews re: donations
- Usability testing - Website
- Analytics - Hot spots
- Schedule automated emails
- Login for volunteers
- Login for donors

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