**La Capitolare AI Fundraising System - User Walkthrough**

**Overview**

The La Capitolare AI Fundraising System is an innovative platform designed to leverage artificial intelligence to enhance fundraising efforts for the world's oldest operational library - La Capitolare Library in Verona, Italy. This document provides a comprehensive walkthrough of each page and its functionality.

**Navigation**

The system features a consistent navigation bar at the top of every page, allowing easy access to all main sections:

* Home
* Donor Intelligence
* Manuscript Matching
* Campaign Simulator

**Home Page**

**Purpose**

The Home page serves as the entry point to the system, providing an overview of the three core AI-powered fundraising features.

**Key Elements**

* **Title and Introduction**: Brief description of the system and its purpose for La Capitolare Library
* **Feature Cards**: Three interactive cards highlighting the main features
  + Each card provides a brief description of the feature's purpose
  + Cards are clickable and navigate to the respective feature page
  + Visual design encourages exploration with subtle hover effects

**Use Case**

The Home page orients new users to the system's capabilities and provides quick navigation to the main features. It's designed for both first-time users getting an overview and returning users who need quick access to specific tools.

**Donor Intelligence Dashboard**

**Purpose**

This page harnesses AI to analyze and score potential donors based on their likelihood to support manuscript preservation efforts.

**Key Elements**

* **Dashboard Header**: Title and brief description of the feature
* **Filtering Controls**:
  + Sort By dropdown (Affinity Score, Giving Capacity, Most Recent)
  + Filter Category dropdown (All Donors, History Interest, Art & Culture, Religious Texts)
* **Donor Cards**: Grid of cards displaying AI-analyzed donor information
  + Donor name and affinity score percentage
  + Giving capacity estimate
  + Interest areas relevant to manuscript preservation
  + Recent engagement history
  + AI-generated insights about donor preferences
  + Action buttons for viewing details and initiating contact

**Use Case**

Fundraising staff can use this dashboard to:

* Quickly identify the most promising potential donors
* Filter donors by specific interests that match fundraising priorities
* Review AI-generated insights before making contact
* Prioritize outreach efforts based on data-driven scoring
* Access detailed donor profiles for personalized engagement strategies

**Manuscript-Donor Matching**

**Purpose**

This feature uses AI to match specific manuscripts needing preservation with the donors most likely to support them, based on interests, giving history, and other factors.

**Key Elements**

* **Selection Controls**: Dropdown menu to select a specific manuscript
* **Manuscript Details Card**:
  + Title and time period
  + Visual placeholder for manuscript image
  + Conservation needs assessment
  + Estimated preservation cost
  + Historical significance description
* **Matching Donors Table**:
  + Ranked list of donors most likely to support the selected manuscript
  + Match score visualization showing percentage match
  + AI-generated reasoning for each match
  + Quick access to contact donors directly

**Use Case**

Collection curators and fundraising staff can:

* Select specific manuscripts that need funding for preservation
* View all relevant details about the preservation needs and costs
* Immediately see which donors are most likely to support that particular manuscript
* Understand why these donors are good matches through AI-generated reasoning
* Initiate targeted outreach campaigns focused on specific manuscripts

**Campaign Simulator**

**Purpose**

This advanced feature uses AI to simulate and optimize fundraising campaigns before they launch, predicting outcomes and suggesting improvements.

**Key Elements**

* **Campaign Parameters Form**:
  + Basic information (name, target amount, duration)
  + Target audience selection
  + Communication channels selection (with multi-select)
  + Primary messaging theme selection
  + Advanced options for campaign configuration
* **Simulation Results Card** (appears after running simulation):
  + Key metrics summary (projected funds, success probability, donor count, average donation)
  + AI-generated optimization insights
  + Projected timeline visualization
  + Export and refinement options

**Use Case**

Fundraising strategists can:

* Design hypothetical campaigns with different parameters
* Test various approaches before committing resources
* Receive AI-powered predictions about campaign performance
* Get specific recommendations to optimize fundraising efforts
* Compare different campaign strategies to maximize results
* Export reports for stakeholder presentations

**Technical Integration Points**

The system is designed with clear integration points for connecting with the .NET Core API:

1. **Donor Intelligence**:
   * API endpoint for retrieving donor data with scoring
   * Filtering parameters passed to API
   * Pagination support for larger donor databases
2. **Manuscript-Donor Matching**:
   * API endpoint for manuscript catalog
   * API endpoint for manuscript details by ID
   * API endpoint for donor matches by manuscript ID
3. **Campaign Simulator**:
   * API endpoint to submit campaign parameters
   * API endpoint to retrieve simulation results
   * Export functionality for simulation reports

**Future Enhancements**

The system is designed to accommodate future enhancements:

* Donor profile creation and editing
* Manuscript addition and management
* Campaign execution tracking against simulations
* User role management for different staff functions
* Integration with email/CRM systems for direct outreach
* Expanded analytics and reporting capabilities

This walkthrough document provides a comprehensive overview of the La Capitolare AI Fundraising System's pages, functionality, and use cases, serving as both a reference guide and an introduction to the system's capabilities.