



BI-WEEKLY ACTIVITY REPORT

Service Dog Project

WEBSITE ACCOUNT MANAGERS: Nico Afonso, Taji Tahtial

ACCOUNT SUPERVISORS: Bella Soto, Daniel Mu, Isa Xu, Jianing Li
Jiatong Li, Kate Lis, Nadia Kinyany, Sophie Perry, Xinyi Zhao, Youlin Guo

FUNDRAISING ACCOUNT MANAGERS: Giana Carroza, Sabine Fregoso

ACCOUNT SUPERVISORS: Eymee Torres, Hannah Yoshinaga, Tanvi Sethi,
Julia Ramsey, Briana O'Connor, Mathew Khan, Grace O'Brien

Date: October 20, 2022

Date	Activity Name	Description	Objective	Next Steps
10/12/22 Fundraising Team	Potential/Existing Donor Research	Listed and researched potential and current donor organizations within the region	Source organizations/individuals likeliest to donate	Create a master contact list
10/12/22 Fundraising Team	Industry Research; similar organizations	Analyzed successful fundraising of other charity organizations	Create new donation strategies based off previous success	Develop new fundraising strategies
10/12/22 Website Team	Content Synthesis and Summarization	Created descriptions of all website content and Master Doc content	Simplify future content creation by referencing existing information	Create Content for the website; descriptions, integrate videos and articles
10/12/22 Website Team	Competitor Analysis	Compared website content to similar organizations' websites	Uncover what content is missing from the website	Create missing content
10/12/22 Website Team	Website Organization Research	Comparing the organization of similar websites	Guide the development of easy-use website interface; page organization	Derive best organization tactics used and apply them to the website

10/19/22 Fundraising Team	Donor Listing	Compiled a list of potential donors	Create a contact list for outreach	Contact donors in an organized manner
10/19/22 Fundraising Team	Outreach Template Creation	Email templates, call templates, and advice templates to contact external organizations/donors	Streamline outreach efforts by reducing time to create outreach messages	Contact donors professionally
10/19/22 Fundraising Team	Sourcing Volunteers	Compiled list of local organizations likely interested in volunteer work	Increase volunteers/recurring volunteers	Contact organizations likely to volunteer
10/19/22 Website Team	Creating Video Descriptors It's a Wrap, Trainer Talk, Barn & Bray, Meet the Dog	Summarized each YouTube video to create unique headlines and captions	Improve usability, allow for easier access, improve SEO	Integrate videos into website with headlines and descriptors
10/19/22 Website Team	Organizing Pictures and Dog Profiles from Puppy IDs & Meet the Dog	Extracted information on each dog and created a profile	Create a profile for each dog on the website	Complete task, edit writing to fit website's tone
10/19/22 Website Team	Reorganizing Website Tabs, aesthetic adjustments	Changed the appearance and organization of prototype website	Increase website's professionalism, likability, and usability	Continue reorganization and integration of content as it is created

Please let the account managers know if you have any questions or feedback.

Website Team

Nicolas Afonso: nafonso@bu.edu,

Taji Tahtial: ttahtial@bu.edu

Fundraising Team

Giana Carrozza: gianac@bu.edu

Sabine Fregoso: sab22@bu.edu

