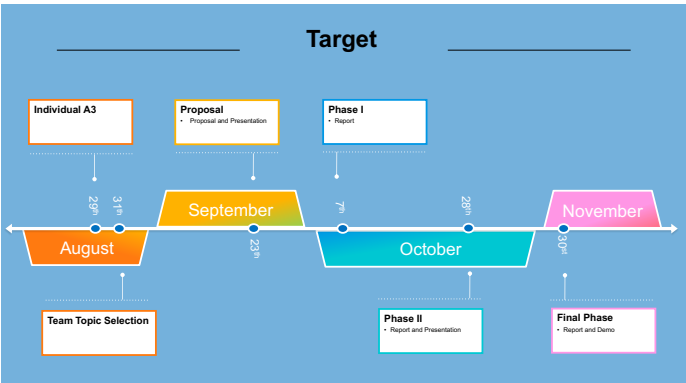| Topic: Fundraising Events Web App | Author: Karolyn Perez Abreu | Date: 8/29/2022 |

1. Problem Background

Donors are disconnected, unaware and uninformed of fun raising events. This occurs due to the fact that most fundraising events are communicated through newspaper, radio or TV, but in today's society the best way to engage with the audience is through the internet or social platforms. A study showed that 73% of donors in 2022 preferred making online donations. Therefore, increasing the ambiguity for donors to choose a safe and easy to use app or website.

2. Target

The target is to maintain donors engaged and connected with fundraisers. Also maintaining donors informed of new activities that may be of their interest.
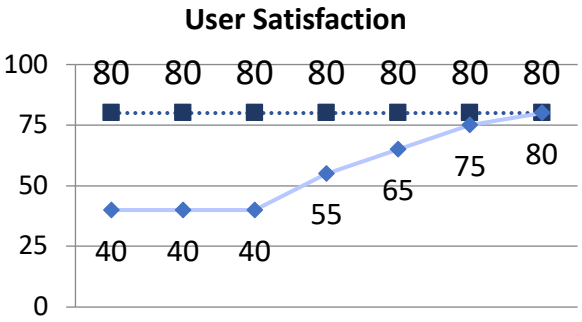

3. Causes

4. Countermeasures

Problem Statement	Finding a good tutor is a long and tedious process filled with uncertainty and doubt.						
Root Cause	Countermeasure/Proposed Solutions	Feasibility	Specific Actions	Effective-	Overall	Action
Ambiguity of platforms	Web Based Platform	3	Create a program.	5	15	Team
Unawareness of events	Connect to Calendar	4	Have tutors profiles with professional info.	5	20	Team
Different kind of donations	Divide by category	5	Search for specific associations	3	15	Team

Check/Evaluat

	AUG-22	SEPT-22	OCT-22	NOV-22	DEC-22	JAN-22	FEB-22
Goal	80	80	80	80	80	80	80
Satisfaction	40	40	40	55	65	75	80

- Conduct a survey to see if 40% of donors are satisfied.
- Minimize the root cause to at least an 80%.
- Monitor the reduction of the other causes.

Act/Standardize

PURPOSE	This Standard Operating Procedure (SOP) provides clarification to programing team regarding the Tutor Search Processes and Procedures.
SCOPE	It has been identified that an ambiguity and unawareness exist in donors when it comes to finding where and when to make donations. Implementing processes and procedures for the Fundraising Events Web App to meet the standard.
RESPONSIBILITIES	All programming team responsible in programing functions are responsible to familiarize and to comply with the contents outlined below.
VERSION CONTROL PROCEDURES	• Develop Fundraising Events web app • Implement tracking the feedback of the donors. • Constantly listening to users' feedbacks. • Communication Plan as part of the Branding for the Project • Rail Tracking System for the development of the Fundraising Events Web Base Platform
ARCHIVING CONVENTIONS	Real Time Archive. Data Base creation for the Fundraising Event Application Web base platform.