List of problems:

1. No centralized database
   1. Writing grants takes 10 hours for HOOF - by having all files centralized, this time could be reduced by half. Halving the time would allow double the amount of grants to be written, ideally doubling the revenue from grants.
2. No electronic donations
   1. According to same article as number 4 the most common donors donate by text - but no number to this.
   2. <http://news.gallup.com/businessjournal/192689/charitable-giving-donors-focus-one-two-organizations.aspx> covers engagement of us charities
   3. Average online donation size is 178$ - far dwarfing the offline donation size of $20.
   4. $2,769 in public donations
   5. https://npengage.com/nonprofit-fundraising/5-facts-about-online-average-gift-size/
3. No data backups
   1. the average company loses $163,674 in unused labor and lost revenue for each hour of downtime due to data loss.
   2. https://www.storagecraft.com/blog/numbers-cost-data-loss-smaller-scale/
4. Lack of marketing
5. No social media presence
   1. Related to 5 - according to article below engaged donors are likely to donate 50% more, so marketing and media presence deficit is costing them 33% of their potential donor revenue.
   2. Going from average donation size of $178 - this could increase donations up to as much as $267. Thus the lack of social media engagement is costing an average of $89 per online donation.
   3. [https://www.marketingweek.com/2016/03/14/charities-suffering-donor-apathy](https://www.marketingweek.com/2016/03/14/charities-suffering-donor-apathy/)
   4. HOOF had 157 people like it on Facebook - according to this study, growing from a similar level of visitors to nearly 1,000 increases visits by 20%, therefore hoof could be losing that amount of revenue through lack of engagement.
   5. https://pdfs.semanticscholar.org/1569/38879739a57a8fe5f46554d32f089e88387a.pdf
6. Lack of volunteer information
7. No easy communication with board members, donors, event attendees, volunteers, local schools,
8. Poor event management
   1. Riding academy
   2. Fundraising (should capture data between all bidders and winners in silent auction) build donor database.
      1. Relied on people walking in on silent auction during a horse show.
   3. Need electronic infrastructure for that
9. No merchandise
   1. Trade show gifts ie mints or some other shit
10. No web forms to solicit sign ups

SOURCE LIST