



- website needed for a non-profit organization
- make it low-threshold so it's easy for users to get into it
- make it interactive so people feel included

- strengthen and fund charities
- 

Says

Does

- Educate about the less fortunate
- guide donors/volunteers
- provide research data
- invest donations to have a long-term effect
- set sustainable goals
- more transparency

Thinks

Feels

- deeper understanding of community
- empathize with the ones getting help