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Since these 12 organizations have a similar mission as Surgery on Sunday Louisville does, they have quite a few business processes in common. Their business model relies heavily on volunteerism and donations to keep functioning. Additionally, in order to spread awareness and information that inspires volunteers and donors, these organizations use social media and press releases. Some of the listed organizations are volunteer networks that centralize many different kinds of volunteer programs, which leads to greater success than if each program operated alone. A few of them also provide professional training to their physicians or volunteers to ensure the best care for their patients or clients.

The most important business processes for these organizations is volunteer work, fundraising, donations, and testimonials. Without these processes, the organizations would cease to exist. A website that promotes these processes should encourage volunteerism and donations on its homepage. Links for additional information about volunteering and donating should be easily visible at the top of the page. Even better, such organizations should feature true inspiring stories and testimonies of how they have changed people’s lives. A user-friendly website will also include relevant statistics and utilize a modern, sleek design. Some organizations that implement these best practices include [A Broader View](https://www.abroaderview.org/), [Smile Train](https://www.smiletrain.org/), [Oral Cancer Foundation](http://oralcancerfoundation.org/), [Mercy Medical](http://mercymedical.org/), and [SOS (Lexington)](http://www.surgeryonsunday.org/). Each of these organizations have websites that allow users to easily contribute to the most important business processes: volunteerism and donations. They also feature inspiring stories with photos of clients that make users want to donate and volunteer. A few organizations that need to improve their website include [Mission Cataract USA](http://missioncataractusa.org/), [HealthCare Volunteer](http://www.healthcarevolunteer.com/), [Autism Spectrum Disorder Foundation,](http://myasdf.org/site/) and [Gift of Vision](https://www.giftofvision.org/). While they still contain links to support their main business processes, the websites appear cluttered, outdated, and a bit overwhelming to use.

Surgery on Sunday Louisville should feature patient photos, stories, and testimonies (with their permission) as well as quickly identifiable statistics such as how many lives they’ve reached and their prospects for expansion. Potential volunteers become more motivated when they see a life-changing program and feel like they can become a part of something big. They do have links for volunteering and donating, but they should become the focus of the website. Although the SOS website should still include ‘About Us’, ‘Get Help’, and other information, the main goal of the website should be to facilitate and inspire new volunteers, donors, and awareness that boosts organization success. This particular WordPress design looks a little outdated and less like the sleek, modern aforementioned websites. Website design itself isn’t a major business process, but it largely contributes to the success or failure of the organization’s marketing and outreach. People are more likely to share a good-looking website, which would increase traffic to their main business processes, volunteerism and donations. SOS should avoid adding too many features to their website that distract the user from the intended objective.

The least common business processes that we found were scholarships, surgeon training and international relations. While these are important business processes for other organizations, these are not business processes that SOSL should look into at the moment. Surgery on Sunday Louisville’s focus is on providing surgeries by surgeons and hospitals who volunteer their time and resources. SOSL does not need to worry about training surgeons because they need to find physicians as well as other clinical volunteers who are licensed and trained. International relations is another process that is not the focus of SOSL.

Surgery on Sunday Louisville should consider including testimonials or reports that show donors and potential donors how their donations benefit the mission of SOSL. Also, testimonials are a great way to inform about the organization. Another business process that would help SOSL would be to enhance their events page.

The website for [Oral Cancer Foundation](http://oralcancerfoundation.org/) is easy to navigate and is informative. As soon as you click on the website, a pop-up on the site, powered by MailMunch, asks the user if they would like to sign up for their newsletter and it asks for specific information; if you are a volunteer, dentist, doctor, nurse, patient, etc. This is great because those who do sign up can be added to the organization’s database. This feature is great for marketing and for keeping track of potential volunteers, doctors, donors, patients, etc. The organization’s website also has a donations button that allows users to donate via different payment methods such as Paypal, Visa, Mastercard, American Express, and Discover. It is important to allow different payment options because not all users may have Paypal and it makes it easier for donors. SOSL should consider adding more payment options for donors to increase donations. Also, having other payment options for donors could help SOSL save money on fees if there are lower service fees. Another activity that SOSL should consider is adding testimonials to their site. Many of the different websites we came across had testimonials on their site, such as [Mission Cataract USA](http://missioncataractusa.org/) which had both patient and physician testimonials. Testimonials would be great for SOSL because they can be an effective marketing tool and could help drive in more donations and volunteers.