

givedirectly

August 26 2020

Donor Product Concept: Donation Tracking System

Josh Cronemeyer

Contents

1. Donation index
2. Donation tracking detail: incomplete
3. Donation tracking detail: complete

Overview

These days people spend money on the web every day. They buy clothes, groceries, etc. and the experience is immediate and transparent. Customers buy a product and immediately start tracking their order from creation to delivery. They engage in the journey, and when it arrives anticipation becomes satisfaction.

Donations, however are not transparent. Donors get a big generic thank you, but nothing to look forward to except for some future solicitations.

Hypothesis

A transparent donation process will create more engaged and satisfied donors.

Proposal

Create a donation tracking system that allows donors to track each and every donation from start to finish. When donors make a donation, they get a thank you email with a tracking link. That tracking page sets expectations for what the journey of those funds will be. When their donation is matched to a recipient they will receive an update and they can see the profile of the recipient. When the recipient receives the funds the donor will be notified and they can watch a prepared statement video from the recipient. It can be a simple thank you, or more detail about the recipient's intentions for the donation.

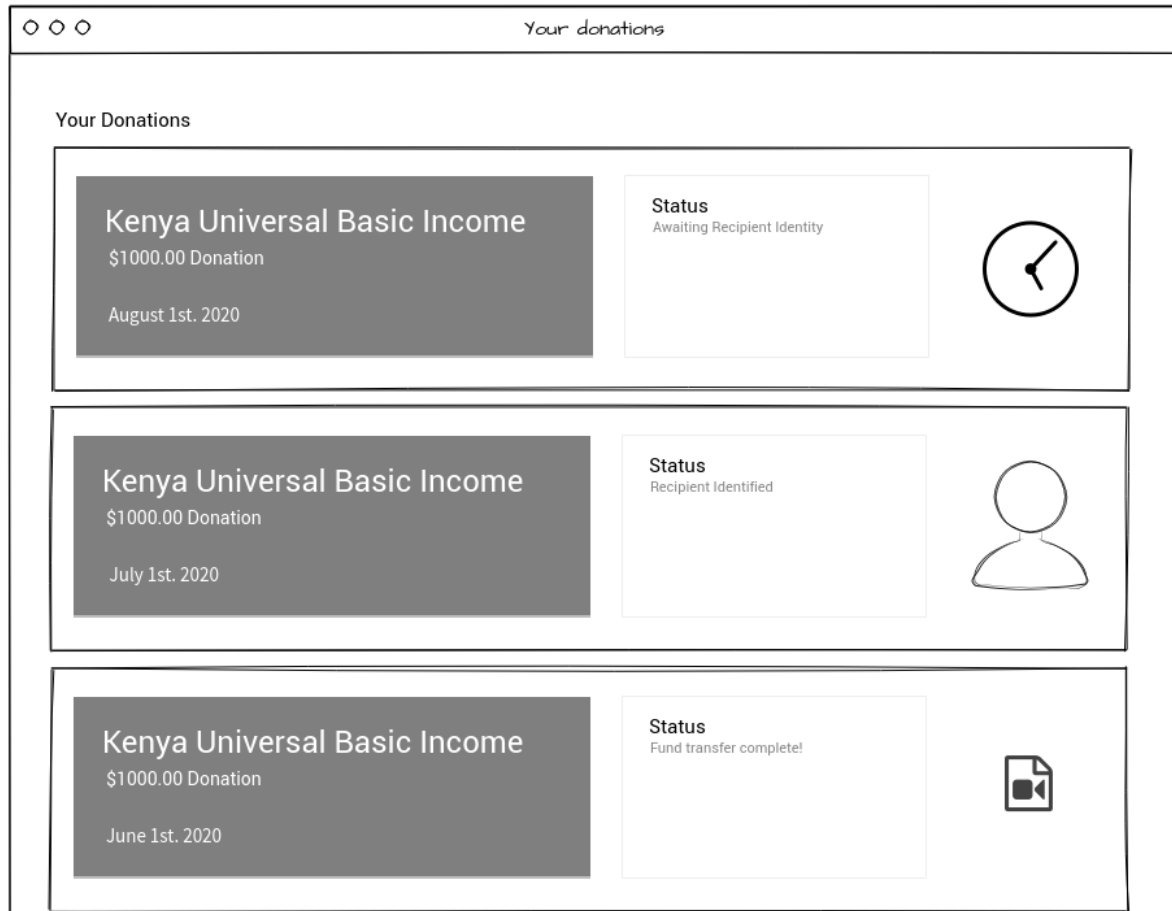
Considerations

Extensibility: This tracking system creates a mechanism for re-engagement with donors that can extend beyond programs that are for individual recipients. What constitutes an update, or a delivery can be unique and appropriate for every program.

Privacy: We want to respect the privacy of recipients. Sharing identities and personally identifiable information should not be possible in this system.

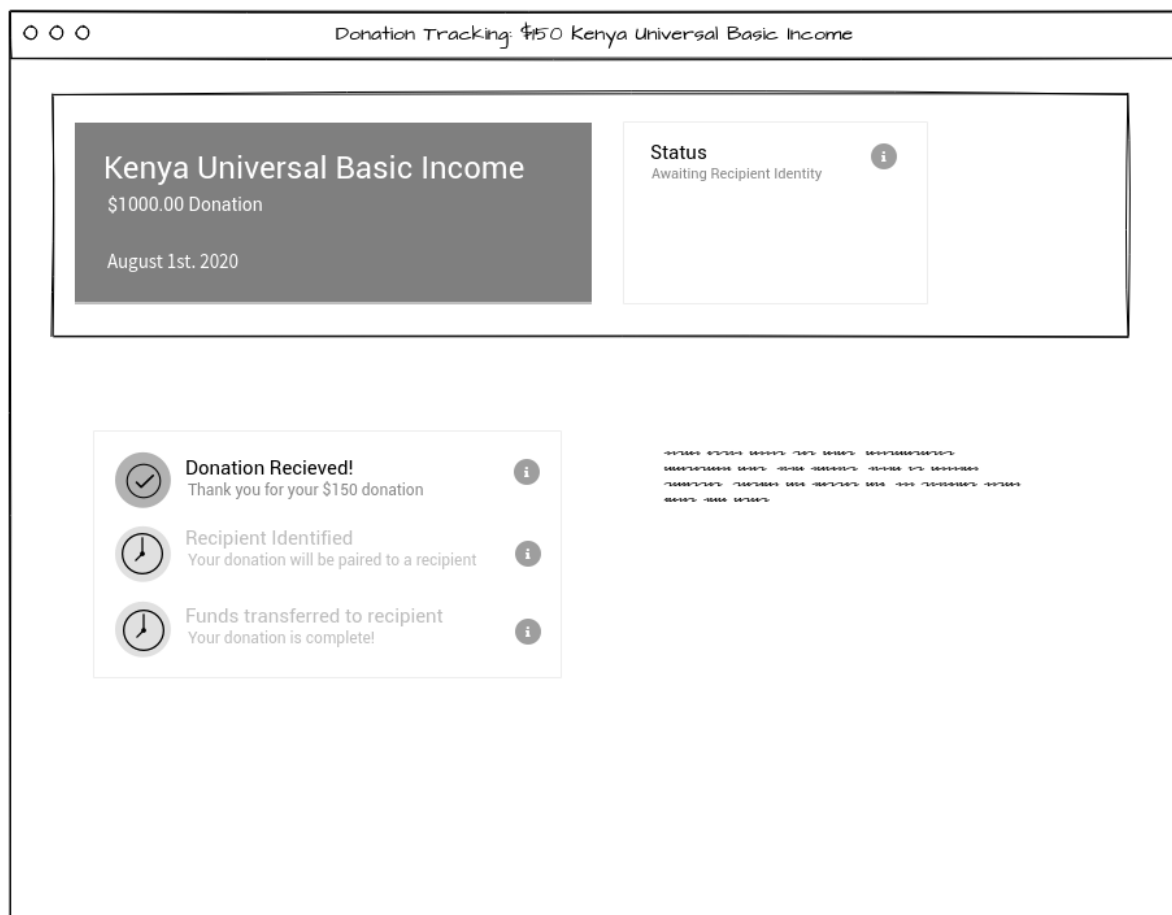
Social media engagement: This system will create emotion and excitement for donors. We want to create meaningful ways for people to share this experience, but I have left exploring the best solutions for that outside the scope of this document.

Donation index



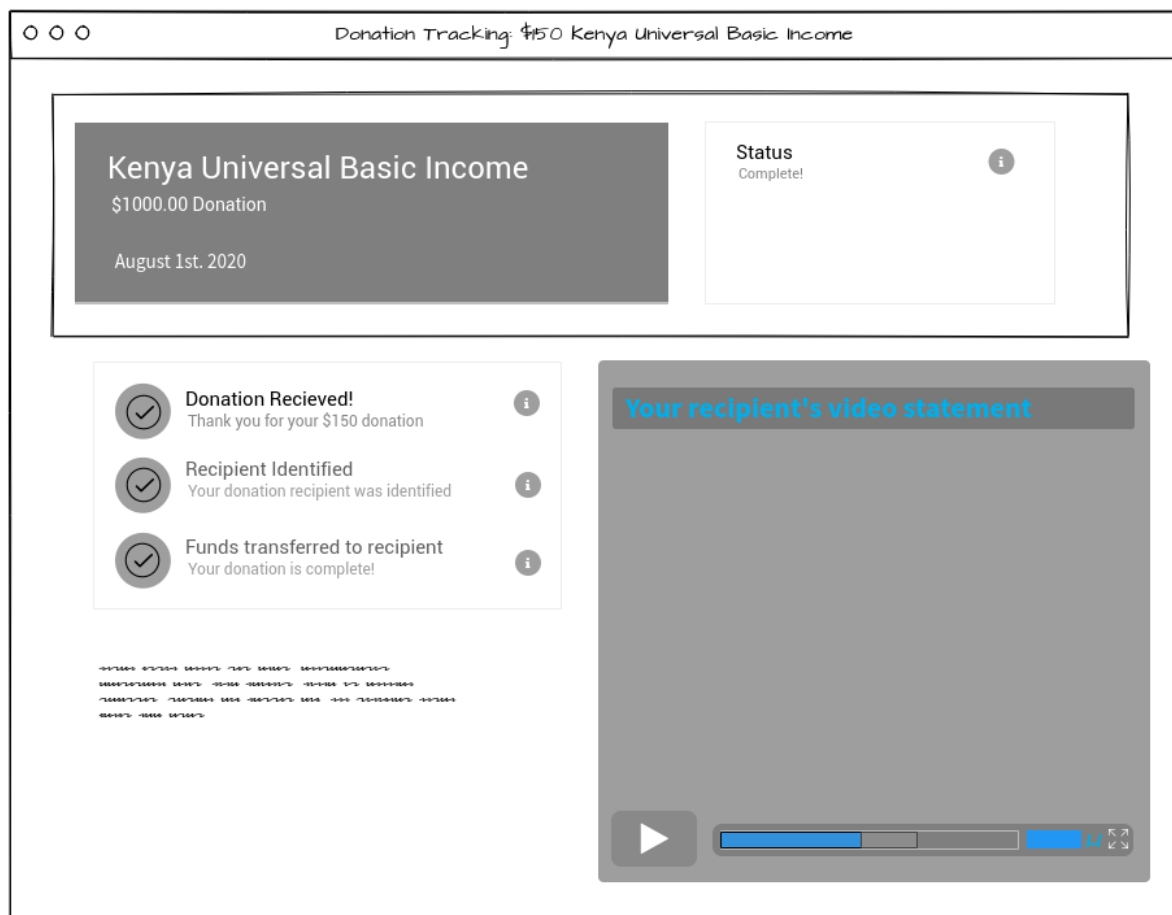
Logged in users can track all their donation activity here.

Donation tracking detail: incomplete



Clicking the tracking link from your donation thank you email will come to this page. It shows the journey your donation will take to completion. Creating transparency and engagement.

Donation tracking detail: complete



In this example of a Universal Basic Income donation the donor can see who received their donation, and view the recipients profile and a prepared video statement about their donation.