



## KCA University Foundation — Fundraising & Donations App (manuscript)

### Overview

A mobile-first donations app (Android + iOS) plus a responsive admin web console will let donors browse Foundation campaigns (Scholarships, Endowment, Infrastructure, Research/Innovation/Outreach), make one-off or recurring gifts via multiple Kenyan and international payment channels (Lipa na M-Pesa Paybill, mobile money, card, bank transfer), track impact, receive automated receipts, and join named/sponsored programs. The admin console gives campaign managers tools to create campaigns, manage beneficiaries, reconcile transactions, send donor communications, and produce reports for stewardship and audits. (Design decisions reflect KCA Foundation's existing campaign structure and local payment habits).

### Goals & success metrics

- Increase online mobile donations
- Convert one-time donors to recurring supporters
- Reduce friction at checkout
- Accurate, auditable reconciliation for 100% of transactions.

Key metrics to track: number of donors, donation value, recurring donors, campaign conversion rate, average donation size, donor LTV, receipts issued, refunds/chargebacks.

### Target users & personas

- Individual alumni and parents (mobile-first, M-Pesa users).
- Corporates (CSR teams — want receipts and branding for named endowments).
- High-value donors (endowment prospects — need pledge workflows).
- Foundation staff / campaign managers / finance / communications.

### Platform & tech recommendations (brief)

- Mobile app: Flutter (single codebase iOS+Android) — good for rapid delivery and native performance.
- Admin web console: React (Next.js) or plain React + Tailwind.
- Backend: Node.js (Express) or Python (FastAPI).
- Database: PostgreSQL for relational data (donors, campaigns) + Redis for caching/queues.
- Payment integrations: Safaricom M-Pesa Daraja API (Lipa na M-Pesa / Paybill), card gateway (Stripe or Flutterwave), bank transfer support with reconciliation.
- Auth & Identity: OAuth 2.0/JWT; optional social login (Google, Apple) and phone number verification (OTP).
- Hosting: AWS / GCP / Azure; use managed services for DB and backups.

### Main navigation / screens

1. Welcome / Onboarding (brief, optional)
2. Home / Campaigns — carousel: Scholarships, Endowment, Infrastructure, Research & Outreach; featured campaigns and progress bars. (Match KCA's existing campaign categories).
3. Campaign detail — description, impact metrics, beneficiary stories, funding goal, progress, donate CTA, share button.
4. Donate flow (fast, one-screen option + expanded options): amount picker, preset amounts, custom amount, donation purpose (Scholarship / Endowment / Infrastructure / Research/Outreach / General), recurring toggle, donor details, payment method.
5. Payment methods — M-Pesa Paybill (instructions & auto-confirm via Daraja), mobile money, debit/credit card, bank transfer (with upload of deposit slip / transaction ID).
6. My donations / Receipts — list of donations, PDF receipts, tax/charity receipts generation.
7. Impact / Stories — short impact updates per campaign (photos, short videos, milestones).
8. Profile & Settings — donor info, saved payment methods, communication preferences, recurring donation management.
9. Notifications / Inbox — donation confirmations, campaign updates, stewardship messages.
10. Admin contact / Help — FAQ + contact KCA Foundation support (use existing contact numbers/email).

### Donate flow (detailed steps)

- Step 1: Select campaign & amount (quick amounts: 500, 1,000, 5,000, 10,000 KES; custom).
- Step 2: Choose recurrence (one-time / monthly / yearly) + donor anonymity option.
- Step 3: Select payment method: M-Pesa Paybill (auto-filled Business No.), Card (Stripe/Flutterwave), Bank transfer (show account details), US/Intl donors — card or Wise/PayPal instructions. Display fees & breakdown.
- Step 4: Confirm — show donor name, campaign, amount, fees, impact estimate.
- Step 5: Process payment → show success screen + generate receipt. If M-Pesa: use Daraja callback/webhook to confirm and mark donation complete.