

Pain Points

<p>superficial people</p>	<p>Had no way to know where his money is going and didn't look it up</p>	<p>Barrier for donation - knowing where your money is going</p>	<p>Barrier for donation - own personal financial situation</p>
<p>scared to scuba dive with sharks</p>	<p>In all honesty, he doesn't know where his money goes</p>	<p>Barrier for donation - picking and choosing the "right" organizations to donate to</p>	<p>Barrier for donation - making sure your donation has the most impactful/health utility</p>
<p>Skeptical of nonprofit/charity as the exploit vulnerable animal populations</p>	<p>Hardest part about donating is you end up on the mailing list</p>	<p>Hardest part about donating is you have to put in the effort to do it. YOU have to put in the research</p>	<p>"I just want them to take my money and not be bothered"</p>
<p>Once you donate once, you'll always get more and more info and things in the mail</p>	<p>I can't support everything or otherwise</p>		

Previously Donated Orgs

<p>Donated to ASPCA</p> <p><i>Did you know?</i> Since 1966, ASPCA has been the largest animal welfare charity in the United States. ASPCA is a 501(c)(3) nonprofit organization.</p>	<p>Donated to WWF</p> <p><i>Did you know?</i> WWF is a global conservation organization that works to protect the world's most endangered species and their habitats. WWF is a 501(c)(3) nonprofit organization.</p>	<p>Donates to the Disney wildlife comms Conservation Fund</p> <p><i>Did you know?</i> The Disney Wildlife Comms Conservation Fund is a 501(c)(3) nonprofit organization that supports conservation efforts around the world. The fund was established in 1996 and has since donated over \$10 million to various conservation organizations.</p>	<p>Supported WWF through the mail (check donations)</p> <p><i>Did you know?</i> WWF has a long history of accepting mail donations. You can support WWF's conservation efforts by sending in a check for any amount. WWF will then use the funds to support its conservation programs.</p>	<p>Gets ASPCA on checks & address labels</p> <p><i>Did you know?</i> ASPCA has a long history of accepting checks and address labels. You can support ASPCA's animal welfare efforts by sending in a check or address label for any amount. ASPCA will then use the funds to support its animal welfare programs.</p>	<p>Gives money to the church</p> <p><i>Did you know?</i> The church has a long history of supporting various charitable organizations. You can support the church's charitable efforts by giving money to the church. The church will then use the funds to support its charitable programs.</p>	<p>Says that Accessibility inclusivity is sometimes easily overlooked.</p> <p><i>Did you know?</i> Accessibility and inclusivity are important aspects of any organization. It's important to ensure that all people are able to participate in and benefit from an organization's programs and services. Accessibility and inclusivity should be a top priority for any organization.</p>	<p>Donated to WWL</p> <p><i>Did you know?</i> WWL is a local news station that serves the New Orleans area. WWL is a 501(c)(3) nonprofit organization. WWL has a long history of supporting various charitable organizations. You can support WWL's charitable efforts by donating to WWL. WWL will then use the funds to support its charitable programs.</p>	<p>the Disney wildlife conservation has raised half a billion dollars to date</p> <p><i>Did you know?</i> The Disney Wildlife Conservation Fund has raised over half a billion dollars to support conservation efforts around the world. The fund was established in 1996 and has since donated over \$10 million to various conservation organizations.</p>
<p>Did you know? Disney has a long history of supporting various charitable organizations. You can support Disney's charitable efforts by donating to Disney. Disney will then use the funds to support its charitable programs.</p>	<p>Has donated to National Parks conservation of animals</p> <p><i>Did you know?</i> National Parks have a long history of supporting various conservation organizations. You can support National Parks' conservation efforts by donating to National Parks. National Parks will then use the funds to support its conservation programs.</p>	<p>Has not donated to an animal specific nonprofit or charity before</p> <p><i>Did you know?</i> While National Parks has a long history of supporting various conservation organizations, it has not yet donated to an animal-specific nonprofit or charity. This is an opportunity for National Parks to support animal conservation efforts.</p>	<p>Donates to animal shelters</p> <p><i>Did you know?</i> Animal shelters are organizations that care for and find homes for abandoned and stray animals. Animal shelters are an important part of the animal welfare system. You can support animal shelters by donating to animal shelters. Animal shelters will then use the funds to support their animal care programs.</p>	<p>Donated to Planned Parenthood & women's rights causes</p> <p><i>Did you know?</i> Planned Parenthood is a leading provider of reproductive health care services. Planned Parenthood is a 501(c)(3) nonprofit organization. Planned Parenthood has a long history of supporting various charitable organizations. You can support Planned Parenthood's charitable efforts by donating to Planned Parenthood. Planned Parenthood will then use the funds to support its charitable programs.</p>	<p>Also donates to Flatbush Cats - follows on Instagram</p> <p><i>Did you know?</i> Flatbush Cats is a local cat rescue organization that serves the Flatbush neighborhood in Brooklyn. Flatbush Cats is a 501(c)(3) nonprofit organization. Flatbush Cats has a long history of supporting various charitable organizations. You can support Flatbush Cats' charitable efforts by donating to Flatbush Cats. Flatbush Cats will then use the funds to support its cat rescue programs.</p>	<p>Love when organizations get back to you with a photo or note about your impact</p> <p><i>Did you know?</i> It's important to know that your donation is making a difference. Organizations that provide updates to donors are more likely to be trusted and supported. It's a good idea to look for organizations that provide updates to donors.</p>	<p>Donated this last election (liberal, democratic)</p> <p><i>Did you know?</i> Donating to a political campaign is a way to support a candidate or party. You can support a candidate or party by donating to their campaign. The candidate or party will then use the funds to support their campaign efforts.</p>	<p>Donated to Black Lives Matter</p> <p><i>Did you know?</i> Black Lives Matter is a social movement that advocates for the rights and equality of Black people. Black Lives Matter is a 501(c)(3) nonprofit organization. Black Lives Matter has a long history of supporting various charitable organizations. You can support Black Lives Matter's charitable efforts by donating to Black Lives Matter. Black Lives Matter will then use the funds to support its charitable programs.</p>
<p>First time donated to WWF - saw an article and literature about them</p> <p><i>Did you know?</i> WWF is a global conservation organization that works to protect the world's most endangered species and their habitats. WWF is a 501(c)(3) nonprofit organization. WWF has a long history of supporting various charitable organizations. You can support WWF's charitable efforts by donating to WWF. WWF will then use the funds to support its charitable programs.</p>	<p>ASPCA - tv ads (imagery of abused animal "tucked at his heart's string")</p> <p><i>Did you know?</i> ASPCA is a leading animal welfare organization that works to protect and care for animals. ASPCA is a 501(c)(3) nonprofit organization. ASPCA has a long history of supporting various charitable organizations. You can support ASPCA's charitable efforts by donating to ASPCA. ASPCA will then use the funds to support its animal welfare programs.</p>	<p>Disney retains an emotional connection</p> <p><i>Did you know?</i> Disney has a long history of supporting various charitable organizations. You can support Disney's charitable efforts by donating to Disney. Disney will then use the funds to support its charitable programs.</p>	<p>Supported Best Friends Animal Society (animal shelter) in NVH</p> <p><i>Did you know?</i> Best Friends Animal Society is a leading animal welfare organization that works to protect and care for animals. Best Friends Animal Society is a 501(c)(3) nonprofit organization. Best Friends Animal Society has a long history of supporting various charitable organizations. You can support Best Friends Animal Society's charitable efforts by donating to Best Friends Animal Society. Best Friends Animal Society will then use the funds to support its animal welfare programs.</p>	<p>My donations don't have to be for a super specific cause within the organization</p> <p><i>Did you know?</i> You can support a wide range of causes by donating to an organization. You don't have to be very specific about which cause you want to support. You can simply donate to the organization and the organization will use the funds to support its various programs and services.</p>	<p>Donated to environmental causes</p> <p><i>Did you know?</i> Environmental causes are issues that relate to the environment, such as climate change, pollution, and deforestation. Environmental causes are an important part of the global agenda. You can support environmental causes by donating to organizations that work on environmental issues. The organizations will then use the funds to support their environmental programs and services.</p>	<p>Started donating in general after college when she started to first start making money</p> <p><i>Did you know?</i> It's important to start donating as early as possible. Donating is a way to support causes that you care about. You can start donating as soon as you have some extra money. Donating is a great way to make a difference in the world.</p>	<p>Supports the Disney wildlife comms fund and also the WWL Wildlife Conservation Fund</p> <p><i>Did you know?</i> The Disney Wildlife Conservation Fund and WWL Wildlife Conservation Fund are both 501(c)(3) nonprofit organizations that support conservation efforts around the world. The funds were established in 1996 and have since donated over \$10 million to various conservation organizations.</p>	<p>Supported animal orgs through monetary donations</p> <p><i>Did you know?</i> Animal organizations are organizations that work to protect and care for animals. Animal organizations are an important part of the animal welfare system. You can support animal organizations by donating to animal organizations. Animal organizations will then use the funds to support their animal care programs.</p>

Websites & Apps

Reddit	Enjoys with technology and mobile applications	Used FB in high school	Instagram	Uses Microsoft Teams
linkedin	YouTube	Instagram	Checks CNN	Enjoys going on Zillow to look at houses
Likes Instagram to look at travel places	Donates to ASPCA, World Wild life, Nature Conservancy	Uses Slack	Uses Spotify	Likes Instagram
Uses Whatsapp	twitter	searches bbb to validate the non profit		

Donating Motivators

education programs for schools and whatnot, then it's also actively restoring	It is important that the organizations share how and when with the people.	Needs to see tangible results of donation	Needs to see people's reviews before donating	Needs to see how the money is being divided/ what are the operational contributions in the margin	Nonprofits/ charities needs to touch emotional aspect as well	More motivated to donate when seeing animals in their natural habitat rather than being poached or hurtled
Loves to donate to the animal kingdom to fund support for there animals	Loves causes related to earth, nature and animals	It is important to him that he knows the percentage that is going to the actual cause.	Animals can't talk so we have to speak for them	"I can afford to give back now"	Important to understand how we can support animals during a critical infection period	Need to also conscious consumers whether it's leather, fur, meat, etc.
Quote "the most important part of conservation is education"	Willing to donate because he knew the money would go to them	disney wildlife gives you the choice of donating	"Keep up the good fight."	Passionate about causes that intertwine medicine + service	Wants all animals to get adopted	important they're fully accredited
Is motivated to continue support because there will always be a need	"I can afford to give a little bit"	"I can't not donate"	Monetary donations are fulfilling because you know you're doing something	Donations gave a sense of satisfaction & fulfillment that he was doing something to help the world	Even a small donation made him feel like he was doing something	A lot of small donations can make an impact
Keeps supporting organizations because animal poaching is still a problem/ Needs to keep supporting it as it's still a problem	Love that feeling when your hard earned money goes to support something or someone	There will always be that need. It will never go away.	Respects animals right to live	Feels good about donating even if not actively thinking about it	"I was putting my money where my mouth was."	They really like Madagascar because they know they're helping the animals. They also have loved the way the people in Madagascar and that they're helping them in Africa.
Passionately against wild game hunting in Africa	"I want to help and really admire people trying to make change and I want to do my part"	All organizations need money, but animal organizations probably don't get as much money as other causes	Notable people with money tend to be wealthy, rich, they're generally extremely wealthy people, money goes to employees			

Hobbies/Likes

Enjoys literature	Enjoys hiking/exploring outdoors	Enjoys playing recreational basketball and weightlifting	Safari ride	Dogs are favorite because of their cuteness and loyalty	Likes lions and tigers but appreciates their strength and majesty from afar
read articles	Loves dogs	Loves animals	Liked lions as a kid	Reads the NY Times	hippos are pretty freakin crazy and awesome. Elephants are awesome.
Likes Art	Likes video games	Enjoys hanging with friends	Like boardgames	Likes cats better than dogs	
Works with software requirements	Hobbies = loves architecture & traveling	Always loved animals	Loves other animals outside of cats in theory	I love one of my favorite parks in Animal Kingdom is the safari at Disney World	

Job title

industry digital strategist	Systems Analyst	3rd year medical student
Webdesigner		

Missions

<p>ASPCA mission = supporting animal adoption, helping abused animals get adopted, getting medical treatment for abused animals</p>	<p>WWF mission = helping animals not become extinct</p>	<p>Animal shelter missions - helping animals find forever home and helping animals who have nowhere to go</p>
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Assumptions

Assumes all her money is going to a good cause	Feeling good about not being a jerk	Figures he would have heard about it if there was a misuse of funds	Assumes she could find out where her money is going if she googled it	He assumes his money is supporting the cause to support animals
Doesn't do much research about where her money is going				

Google Search Keywords

Would one wants like sanctuary for extinction prone resources for google search	Google search for "Cats Trip Nutter Release Order" Adoption	Would Search for "Animal nonprofit"	Would search for "Animal nonprofit to help injured dolphins"	Would search for "Dolphin support organization"	Would search for "Animal rights"
Would search for "Endangered African Lions". "Animal Rights African Lions"	Search for "Animals rights	slot nonprofit curated list			

Donating Methods

Part of the check and address labels go to ASPCA	Usually donates on sites like GoFundMe	Usually donates online using direct payment with his credit card	Used to go around the neighborhood collecting cash or checks for donations	Easier to use mobile or online software like PayPal or Venmo to donate	Signs up for monthly \$20 donations	Will donate from social media posts	Used to mail in money, but donates online now
Flyer in the mail is a reminder to donate	Stuff in the mail allows you to check box of how much you want to donate and you can send in a check	They update you on the cause but still ask for more money					

Experiences with Animals

<p>Dolphins always seems free-spirited</p>	<p>Dolphins are not violent animals</p>	<p>I think there's something to be said about owning a pet and it's providing the sense of life unconditional love</p>	<p>I grew up with animals in the household. So I became connected to that they are important.</p>	<p>Has a soft spot for animals</p>	<p>These animals are comforting</p>	<p>"Sometimes I can understand [animals] better than other people"</p>	<p>I love seeing all the creatures that are on the Sahara and the different parts of Africa.</p>
<p>"Bliss the beast and the children for in the world they have no voice"</p>	<p>had dogs and cats as pets</p>	<p>Always found animals fascinating</p>	<p>Studied biology and learned about animal science</p>	<p>Interesting to learn about the evolution of animals</p>	<p>Swam with dolphins</p>	<p>favorite animal is a tiger,</p>	<p>Favorite animal = dolphins</p>
<p>Grown up on the beach, he saw dolphins</p>	<p>World is better with more diversity in the animal kingdom</p>	<p>Incredible to know that we share the earth with these marvelous creatures</p>	<p>Always had pets growing up</p>	<p>From Florida, took sunset boat trips to see dolphins</p>	<p>Loves cats</p>	<p>Grew up with cats</p>	<p>Would always go to a shelter to get a new pet would never want to go to a breeder</p>
<p>Doesn't have an animal because of work and travel</p>	<p>Since I got exposed to the safari, I really opened my eyes to the wilderness. It's one thing to watch a nature documentary, it's another thing to see it in person and want to preserve and protect.</p>						

Donate vs Volunteer

Hard to donate frequently, prefers to give his time