Using the Appeal of Emoji to Increase Donations for Mental Health Awareness

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Problem

- How do we raise money in a creative way for suicide prevention and mental health awareness?

Solution

- Venmo is a popular way to make payments and is also a form of social media
- Users can attach captions to their payments that friends can read, like, and comment on
- Venmo could be used to collect donations for suicide prevention/ mental health awareness
- Users could be encouraged to put an emoji in their caption
- To get people interested in the campaign, our program plots the emoji to show which emoji is the favorite of the donators

How it Works

Venmo sends an email when a payment is received

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Our code reads the email and extracts the amount of the donation and the emoji
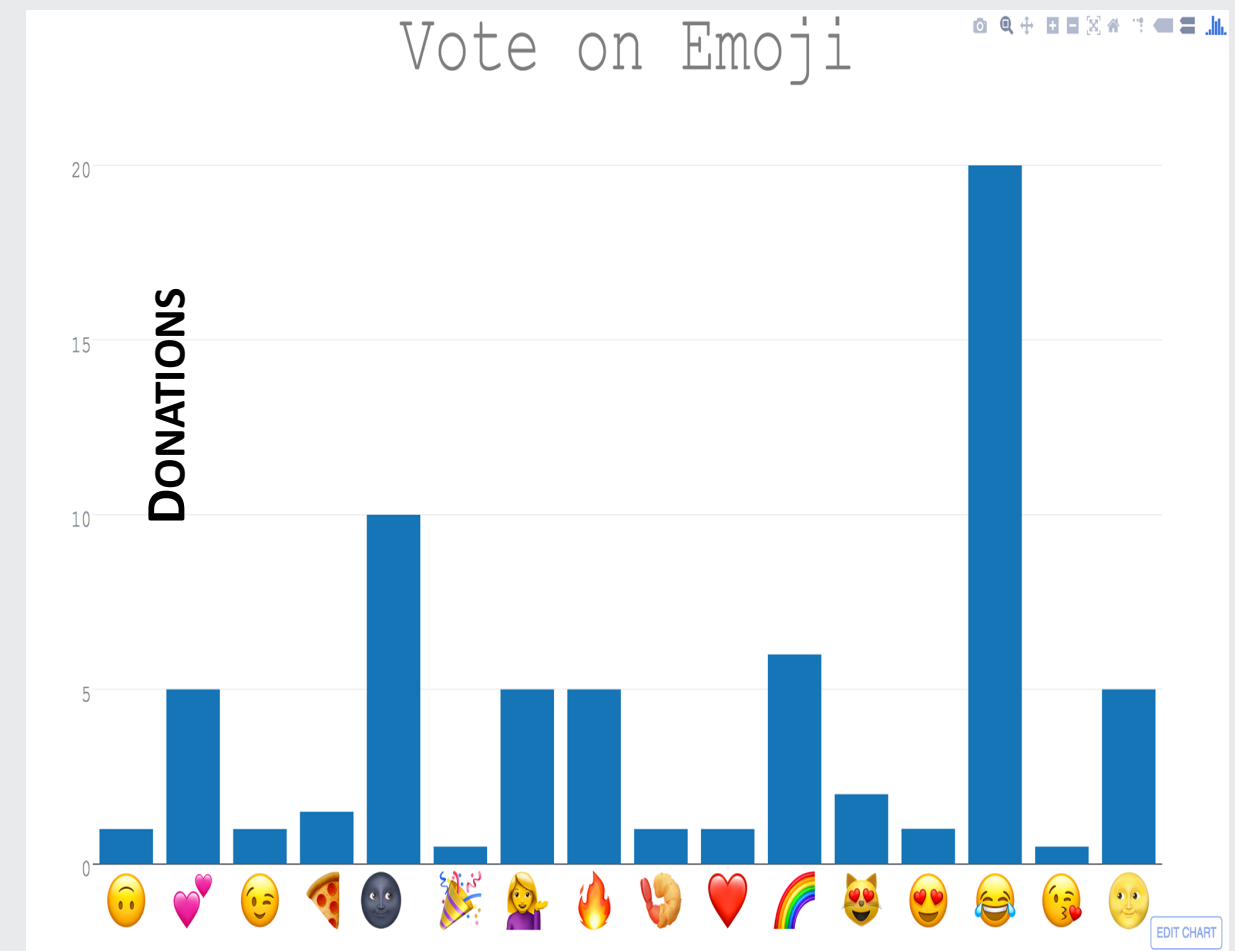
↓

The amount of the donation and emoji are added to a graph

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Finally, the program prints a bar graph. The height of the bars illustrate the amount of money donated for each emoji

Example