

DONERA

OIT mentorship program graduation

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AGENDA

- *WHAT* DONERA IS
- *WHAT* WE DID
- *KEY* LEARNINGS

SOME FACTS



11 YEARS

"...is all we have left to prevent irreparable damage to our planet"

\$3.2 BILLION

annual donations in 2017 alone from Gen Z

72%

Of Gen Z worry about the climate crisis, with it being the biggest worry for 41%

<5%

Gen Z donations go to climate change

DONERA

Donera is the first nonprofit designed to focus on Gen Z giving to climate.

We research the best nonprofits, distribute your donation among them, and report their success directly to you. We're designed to be transparent, *efficient*, and most importantly, **impactful**.



RESEARCH

After review, interviews and site visits we identify a portfolio of ten top nonprofits

DONATE

One simple donation to Donera is distributed across our portfolio of nonprofits



MEASURE

We track the performance of your donation and the impact it has. Our findings are shared monthly.



**WHAT
WE
DID**

OBJECTIVES + USER FLOW

Identify key areas with knowledge gaps

Apply AARM framework to understand user flow

Usability Study

Objectives:

- Evaluate how effectively the Donera website persuades users to take action (donate, share, subscribe)
 - Main page - general understanding, relevant topic/CTA to continue learning about Donera, value signaling
 - Why Donera - understand problem/solution dynamic, Donera's value proposition
 - Research - to be confident in the organization, to understand selection process
- Identify the infection points of the site

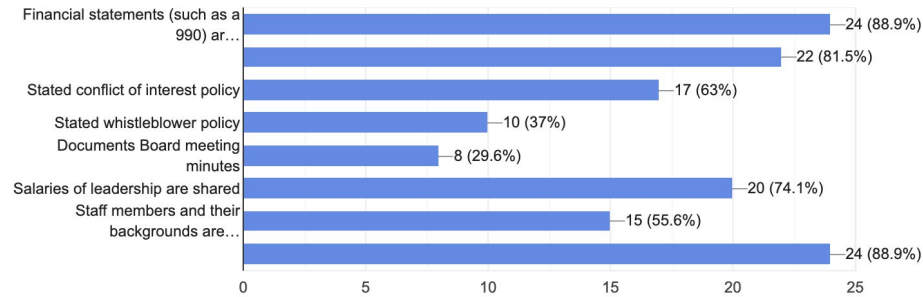
Questions:

- Is the amount of information provided by the website too little, just enough, or too much?
 - Why?
- Main page guided questions
 - Can you tell me a little bit about what Donera is?
 - Does this page pique your curiosity?
 - Do you want to explore more of the website looking at this first page?
 - (Assuming interest) What would you do next?
 - Follow-up on observations
- Why Donera guided questions
 - Can you explain the problem that Donera is tackling?
 - Is Donera solving the problem that you just explained?
 - After reading this section, how convinced are you that Donera is a better option than doing something similar by yourself?
- Research
 - What do you want to do looking at this page?
 - Observe whether ppt clicks on any of the nonprofit cards
 - How well do you understand how Donera selects nonprofits to support?
 - Did you see everything you expected to see in this explanation?
 - What info were you looking for and didn't see?
 - Was there anything you saw on the card that you didn't think was relevant?
- Info Pop-up
 - How thorough is the information about the non-profit in this card?
 - What info did you expect and see on the card?
 - What info were you looking for and didn't see?
 - Was there anything you saw on the card that you didn't think was relevant?
- Call to actions
 - Donate
 - Do you know where to look if you wanted to donate?

<ul style="list-style-type: none"> - Visually appealing - Transparency [fact-checkable] - How to donate <ul style="list-style-type: none"> - Platform - Method - What does donating mean 	nonprofit <ol style="list-style-type: none"> 1. Pop-up detail about the stats <ol style="list-style-type: none"> a. About Us <ol style="list-style-type: none"> i. No changes d. Donate / How to engage <ol style="list-style-type: none"> i. Follow on social media ii. Join the newsletter iii. Pre-defined tiers <ol style="list-style-type: none"> 1. One-time 2. Recurring - "stakeholder" access <ol style="list-style-type: none"> a. Direction of the organization
<ul style="list-style-type: none"> - Retention <ul style="list-style-type: none"> - Information loop <ul style="list-style-type: none"> - Consistent monthly/quarterly updates - Quantitative - Your \$ => this much good - [maybe] call to action/boost donation - Platforms <ul style="list-style-type: none"> - Instagram - Email - Text - Snap - Tiktok - Recurrence <ul style="list-style-type: none"> - Automatic - Users have to give each time 	<ol style="list-style-type: none"> 1. Form <ol style="list-style-type: none"> a. Request info (how to stay in their feed): <ol style="list-style-type: none"> i. Email ii. Instagram iii. Snapchat iv. Text/SMS 2. Monthly/quarterly updates <ol style="list-style-type: none"> a. Update on donation b. Newsletter
<ul style="list-style-type: none"> - Monetization - Earned trust 	

Check all of the following boxes of what makes a nonprofit "transparent" for you

27 responses



Explain why the qualities you indicated as "very important" are the qualities you seek in an organization you donate to

27 responses

- A nonprofit's mission and core values determine its goals and how it goes about achieving those goals, which I think is most important. A demonstrated history of success would also make me more likely to donate and if data-driven, their probability of success if it is a newer nonprofit will likely be higher.
- i care about direct action and actual effectiveness more than rhetoric and endorsements
- An organization needs to making effective change and progress for me to be willing to donate my money.

USER RESEARCH

27 Gen Zers

Giving habits, preferences, beliefs

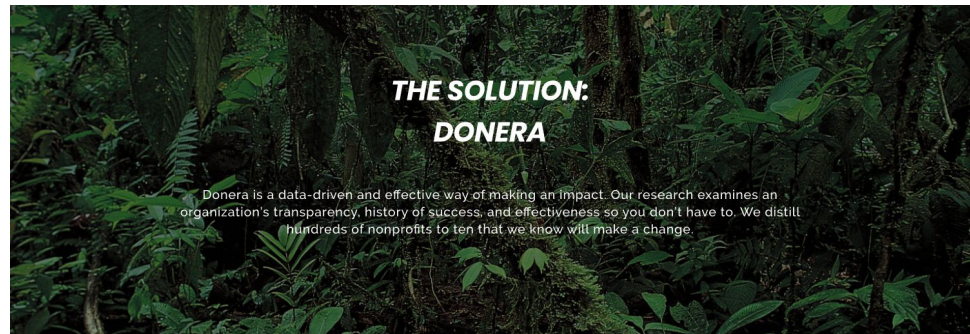
Hundreds of data points gathered

13 signed up for follow-up study

FIGMA + MOCKS

Data -> Figma Designs

Work with UX designer to workshop
specific areas of concern



DONERA + DATA

Donera uses real-metrics about the nonprofit's performance to measure impact and—more importantly—if your donation is being used the best it can be.



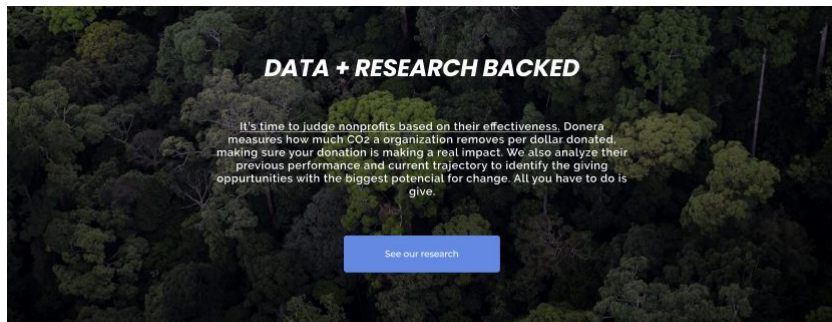
A NEW METRIC FOR IMPACT

CO₂ causes climate change, and we need to prioritize its removal. Donera is the first organization to measure a nonprofit's effectiveness based on the amount of CO₂ removed per dollar donated: CO₂/\$. It's how we can track and optimize your donation.



ONE DONATION, HUGE REACH

Donera distributes your donation across multiple causes, from reforestation to conservation. It's like a curated portfolio of the best nonprofits, just for you.



WHY USE DONERA?

	 With Donera	 Without Donera
RESEARCH	Donera's got it covered	Spend hours trying to find the best.
DIVERSE DONATIONS	One Donation -> Multiple Causes	You have to coordinate multiple payments
COMMUNICATION	Only the essentials, like important updates or performance reports	Communication overload: too many newsletter with no info
DUE DILIGENCE	We monitor nonprofit's activities	You have to keep watch for each nonprofit

OUR FINANCIAL MODEL

Donera distributes 100% of your donation: we won't take anything from the causes you want to support. Instead, we ask donors to consider supporting us by directly donating to Donera.

This model allows donera to be a public resource while also sustaining itself as a nonprofit. It aligns our incentives with yours: to create a better a giving experience that saves the planet



100% TO CAUSES

Every cent you donate to Donera goes directly to the charities we support—no exception. Instead, we ask that you consider making a separate donation to support Donera directly.



ALIGNED INCENTIVES

Our model aligns our incentives with yours: a better, more effective giving experience to fight climate change. We want to prove ourselves to earn your trust.



OUR TEAM IS ALL VOLUNTEER

Unlike other major nonprofits, no one on our team is paid for their work on Donera. We believe in the mission, and hopefully you do as well.

SUPPORT US IF YOU LOVE US

Donera tries to be as effective as possible, but some essential services (payment processing, website) require funding to keep going. Even a small donation goes a long way, and helps us know that we're making the change we want to see.

[Donate to Donera](#)



KEY **LEARNINGS**

SOME FACTS



THINK STRUCTURALLY

How to approach abstract problems, break them down, and make them tractable

SOLVE WITH THE DATA

Datapoints -> All the answers you'll ever need

FOCUS

Set agendas, make best use of time, prioritize, reduce, simplify



WHAT NEXT?

Donera is applying for 501c3 and is an incorporated nonprofit

Usability testings

Launch strategy + payment processing

THANKS!



Austin | Princeton '20
Mentee

Michael | Google PM
Mentor

D O N E R A

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APPENDIX/SOURCES

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