The most common business processes used were the donations. Donations are extremely important for organizations like Surgery on Sunday. These donations help keep the organization running and help expand current operations. The pages that really captured my attention described what your donations could possibly be used for. I also admired the organizations who offered alternative ways to donate. In addition to checks, credit cards, and other methods, PayPal is a fantastic resource. Although there are not many ways to vary the donation business process, a few identified websites do include aspects that others may not have considered. Organizations such as Orbis and Operation Rainbow provide the option to give automatic recurring donations. The least common was an events page and promoted online/social media presence. It is very common to see organizations incorporate social media links to Facebook, Twitter, Instagram, etc. This is an efficient way to gain mass exposure and promote events.

Based on the websites identified, I would group Interplast, Orbis, and Fresh Start as the organizations that represent “best practice”. Starting with Interplast, its main uses of business process would be how they: (1) Search bar function. Their abundance of initial information is still well organized and can be quickly searched through. (2) Donations. They encouraged donations to be give outside of the traditional monetary form and provide resource information about how to go about that. (3) Advocacy. They have a newsletter and promoted social media accounts. Orbis International successfully incorporated the following: (1) Donations. They provided a variety of options and specific support to all age demographics. (2) Volunteer Training/Sign up. Since this is an international organization, they have volunteers that may not always have corresponding schedules. Orbis has found a way to not only provide general training from a distance but they’ve also globalized the training needed for doctor volunteers. Fresh Start’s best use is their events information. From the initial page, there is a slide show of upcoming/current events. Within that same tab are social media posts.

Surgery on Sunday should update their donation business process. Monetary donations are the most apparent ways to show support. Similar to Orbis or Operation Rainbow, donors could be given the option to sign up for recurring donations at chosen lengths of time. They could also include the option to donate in honor of someone or as a “legacy” they will leave behind. However, it could be included to promote fundraisers and events that they are participating in.

The events page is another business process they should incorporate. It could allow Surgery on Sunday to promote their events and raise money for the organization. Having an event page and sponsors would mean more cash inflow. This would allow them extra money to spend on necessities for the organization.