1. The organization is currently having trouble tracking its donations and would like to increase the amount of donations that are received. There is a lot that can be added to the website that would likely increase the amount of donations received and make it easier for a user to donate quickly. Another major problem is making it easier for volunteers to quickly fill out an application that can be added to a database for an employee to review. The patient referal applications could also be simplified for users in order for receipents to apply rather than doctors having to fill out an application for them. We think that adding things certain things to the website…
2. If we want to expand donations we should think of the website as a marketing tool. If we add more information about what the organization does in detail, we will be able to increase the number of donations received. Many other organizations have sections on their website that can quickly show people who they are helping, and how they have helped them. It would be nice to add in a section of people who have recently been affected by the organization (patients) and stories about their situation. We believe that adding more information about the organization could bring an average of \_\_ donators per week/month and if you multiply that by the average donation, that would be \_\_ revenue for the organization.

We believe that we can make a volunteer and patient database that will make it easier for employees to keep track of certain elements of the business that are needed to plan events. Having a reliable database for your volunteers will make a lot easier to contact them, whether it is to thank them or to just give reminders about upcoming events. This will free time for employees to work on other things that the organization vitaly needs, such as writing more grants and attempting to recruit more volunteers for events.

1. Techinical: A more reliable database and website will be implemented in order to increase work productivity.

Economic: The organization will have more time to write grants and will receive more donations from the website.

Organizational: The techincal and economic elements will benefit the organization by creating a more smoothly planned path to creating an event.