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Donating to charities should be convenient and easy. By organizing users' charitable giving on one platform and integrating social media features, the Donator app encourages adults to donate to charities on-the-go by making the donation process simple and fun. When users file their taxes, all their giving information will be in one location; this feature will provide further incentive for continued giving.



Donating to multiple charities and keeping track of giving history can be an over-complicated nuisance.



In recent years, the amount of donations to charities has experienced minimal growth. The purpose of this app is to increase charitable donations by simplifying the donation process on mobile devices, organizing giving history for tax rebates, and integrating social media.



How can people be encouraged to regularly donate to charities with ease?



- ❖ Users are likely to donate more money and more frequently if they can do so easily
- ❖ The existing Charity Navigator database has ratings and information about charities that could help users select organizations to donate to.



Our team, Donator, is developing a mobile application to help adults who are interested in donating to charities to do so with ease and to share their giving activity on social networks.



## Donators

- ❖ Wealthier people
  - More inclined to donate
  - Probably have smartphones
- ❖ Older people (Age 25+) with smartphones
  - Younger people are generally not very inclined to donate or have limited income
- ❖ People who have been affected by or benefitted from charity work in the past
- ❖ Conservatives

## Administrators

- ❖ Database management and maintenance
- ❖ Technical support & user retention



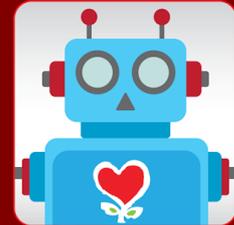
## Existing Products' Features

- ❖ Users earn “points” to donate to charities
- ❖ Charities sorted by tags
- ❖ Lists of favorite organizations can be kept



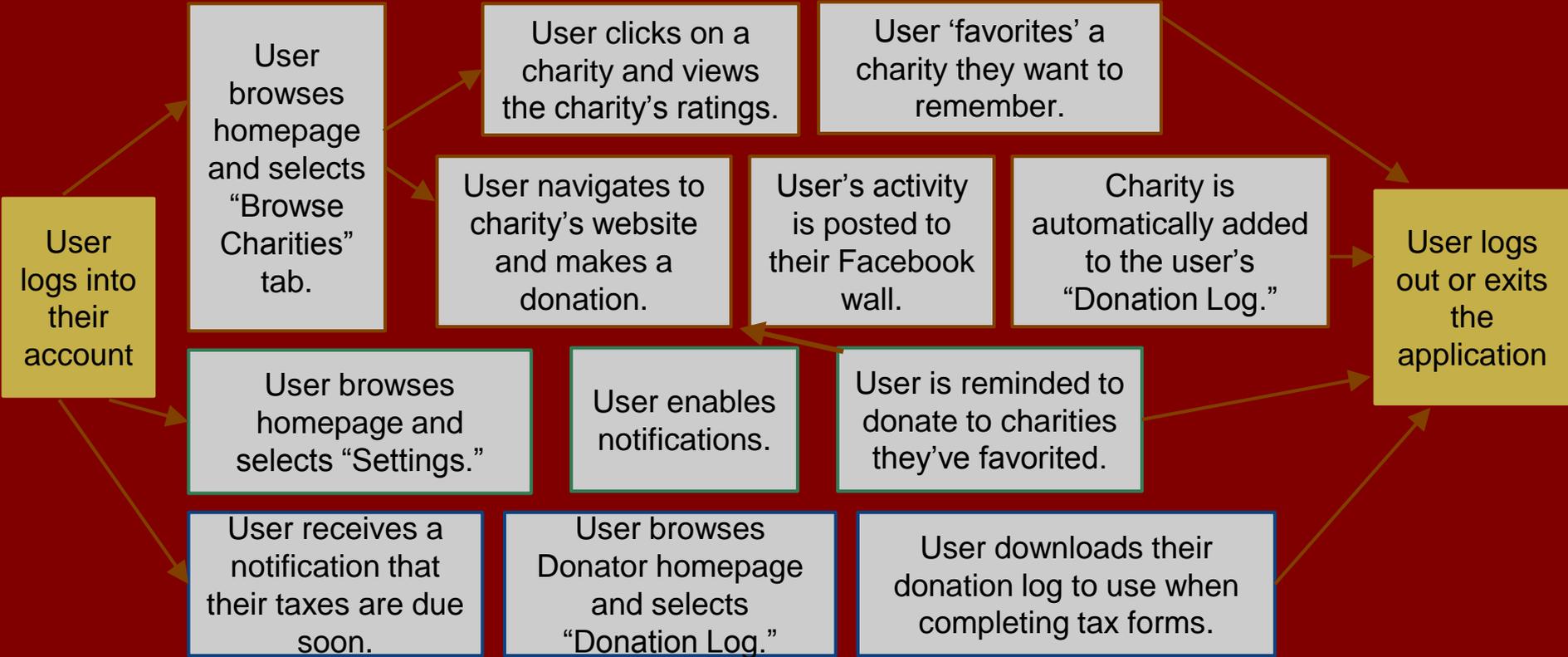
## Potential Improvements

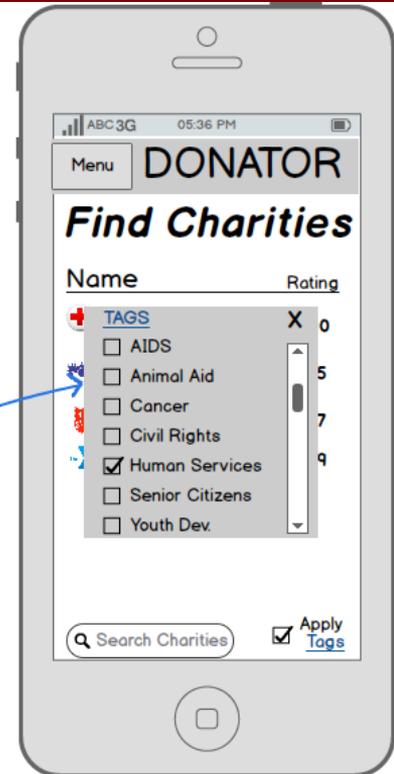
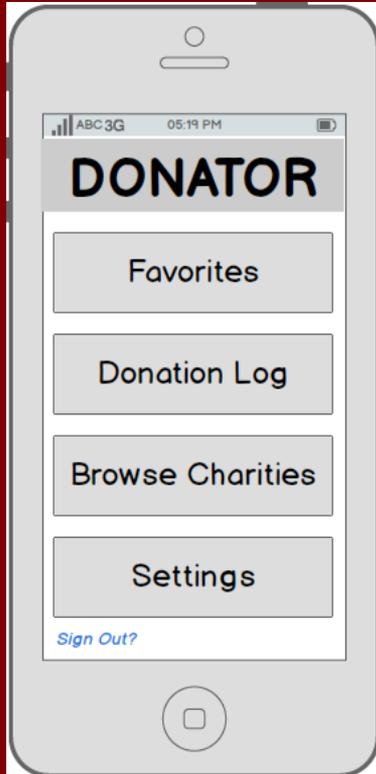
- ❖ Mobile and web product
- ❖ Simplified mobile interface
  - Minimal text
  - No pop-ups
- ❖ Include small charities
- ❖ Social integration
- ❖ Direct donations

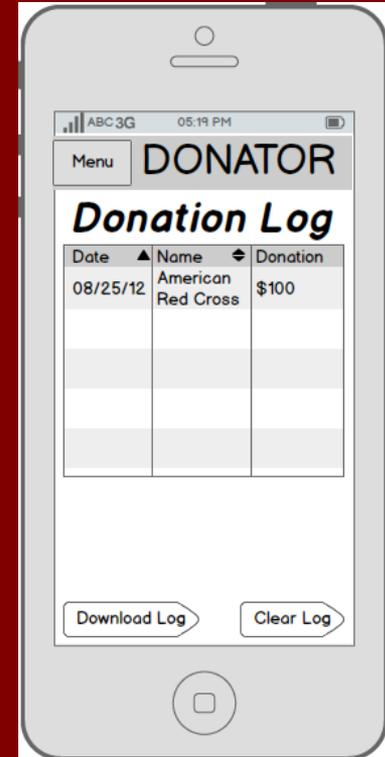




- ❖ Social network integration
- ❖ Tax return information
  - Automatically records all tax-deductible donations in a personalized log
  - Allows users to record non-cash or independent donations
- ❖ Friendly user interface
- ❖ Personalized reminders









- ❖ We found and received permission to use an existing database of charity information and ratings that we pull data from to allow users to browse organizations to give to.
- ❖ User information and donation logs are stored in a secure, encrypted cloud database so users can access their accounts on the go and on multiple devices.
- ❖ The Donator has been partially developed for the Android environment. We have used our existing Java coding skills and the Android SDK to create this product.



## ❖ Business Model

- The Donator application will be free to users.
- Charities will be able to pay to have their organization advertised on Donator
- Philanthropic organizations who want to support the Donator mission can fund Donator with grants

## ❖ Customer Pledges

- Software engineers from NavigatingCancer.com expressed personal and professional interest in Donator
- Six community members have pledged to use Donator



- ❖ Launch event at a local tech company
  - Personal download assistance
  - Free food and entertainment
- ❖ Social media marketing
  - Instagram and Pinterest accounts showcasing Donator-backed charities
  - Facebook and Twitter updates about new Donator features and charity work



- ❖ Our website

- <https://sites.google.com/site/ghsdonator/>

- ❖ Expert feedback sessions

- Microsoft software development engineer provided application development assistance
  - NavigatingCancer.com software engineers suggested improvements to our database security