

## Project Brief – Team MAP

### PART 1: PROJECT PITCH

Our client, The Backpack Project of Athens, is a student-run nonprofit organization that hosts a Greek Life Olympics (GLO) which is a competitive fundraiser between Greek life chapters at UGA to support individuals experiencing homelessness in Athens, Georgia. They are in need of a platform that would allow the chapters involved in the fundraiser to make team donations, track their progress in comparison with other chapters, and access information about the Greek Life Olympics such as upcoming events and opportunities.

The Backpack Project has an existing site for Greek Life Olympics fundraising. However, in the past, Greek life members have struggled to use the site for donations, and it did not have all the functionality that leaders of The Backpack Project wanted. The website we create will operate independently from their current site and will be used solely for the Greek Life Olympics fundraising. Our solution will help make the fundraising process for the Greek Life Olympics a much smoother and more user-friendly experience for both the members of Greek life and The Backpack Project.

#### **Final Draft:**

Our client, The Backpack Project of Athens, is a student-run nonprofit organization at UGA that hosts the Greek Life Olympics (GLO). GLO is an annual, competitive fundraiser between Greek life chapters at UGA to help The Backpack Project of Athens in their mission to support individuals experiencing homelessness in Athens, Georgia.

TBP of Athens is in need of a platform that would allow the Greek Life Organizations involved in the fundraiser to make team donations, track their progress in

comparison with other chapters, and access information about the GLO, such as upcoming events and opportunities.

TBP of Athens currently has an existing site for Greek Life Olympics. However, in the past, Greek life members have struggled to use the site for donations, and it did not have all the functionality that leaders of TBP of Athens wanted. The website we create will operate independently from their current site and will be used solely for GLO fundraising. Our solution will help make the fundraising process for the Greek Life Olympics much smoother and a more user-friendly experience for both the members of Greek life and The Backpack Project of Athens members.

## **PART 2: DEFINITION, JUSTIFICATION + EXPLORATORY RESEARCH**

### **Part 1: Product Definition**

Our product is a dedicated donation platform exclusively for the Greek Life Olympics fundraising event hosted by the Backpack Project of Athens every year. Our product will operate independently from their current site and will be used solely for the Greek Life Olympics fundraising. Teams will be able to effortlessly create profiles, track their progress, monitor competition leaderboards, and share donation links easily. Our product's goal is focused on helping make the fundraising process for the Greek Life Olympics a streamlined, user-friendly experience for The Backpack Project, the members of Greek life, and outside donors.

### **Part 2: Problem and Solution Overview**

Our client described the current donation platform for the Greek Life Olympics as lacking simplicity and intuitiveness for users. This has caused significant challenges for participating teams and outside donors. Our client described two major concerns: teams facing challenges when creating a profile and donors not being able to make a donation to a specific team. These challenges hinder the event's fundraising

potential. Our new user-friendly platform for the Greek Life Olympics will be easy to use and navigate with a simple donation process for donors and a seamless process for teams to participate in the event. Our objective is to ensure the Backpack Project of Athens has a successful event by allowing more teams to participate in the event and for outside donors to simply contribute on behalf of a team.

### **Part 3: Comprehensive Research Report**

#### **Products and Sources that Inform Thinking**

Website they currently use:

<https://secure.givelively.org/donate/backpack-project-of-athens-inc/greek-life-olympics>

The Backpack Project of Athens wants a platform that they can update easily and personalize to fit their charter and mission. Easy upkeep, better functionality, and more intuitive features for greek life members are the core goals for this project.

Similar platform:

<https://www.swimacrossamerica.org/site/SPageServer?pagename=MobileApp>

Specific features The Backpack Project would like to see incorporated in their new platform are an amazon storefront link where people can donate in-kind donations (physical items), a share feature for Facebook or Instagram, and the ability to sync contacts to the app so they can directly ask via email, etc. to donate. When we were looking into creating an app, we referenced this Swim Across America donation app for inspiration.

#### **Amazon Donation Driver Research**

The Backpack Project takes both monetary and physical donations. To integrate the donation of physical items into the new website, we could set up an Amazon Donation Driver. To do this, The Backpack Project would need to establish an Amazon Business Prime account which would cost \$129/year with the nonprofit discount. Setting up a Donation Driver may require an additional cost, so if this is

something they are interested in pursuing, we can reach out to Amazon Business support for more information.

The Donation Drive would be hosted directly on the new website and donations would be tracked through their Amazon Business account. We would create a preferred product list and display those items on the website. Then, the Greek life members and teams can purchase items through the site and their payment will be sent directly to the Amazon Business account and items will be shipped to the designated address. This Donation Drive would be most easily set up on a website.

Example of Donation Driver in use – <https://santaforaday.org/the-list/>

This nonprofit organization, Santa For A Day, has Amazon's Donation Driver integrated within the donation section on their website. Donors can browse different categories such as apparel, books, games, etc. They can select items to donate by adding them to their cart, and once they check out, Santa For A Day receives the payment and the items are sent to the respective location. They also have an option within the Donation Driver to donate any dollar amount.

### **App vs. Website Research**

At this stage of our project, we needed to make a decision on whether we should move forward with creating a website or an application for our client. We conducted research to find out which platform would best fit the needs of our users, students involved in Greek Life at UGA, and The Backpack Project.

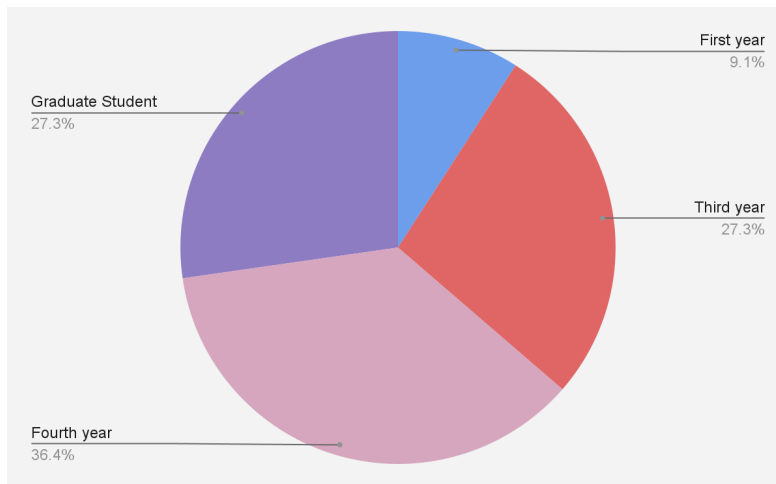
Below are some statistics we found about the prevalence of donating on a mobile device.

- 25% of donors complete their donations on mobile devices.
- In the past year, mobile giving donations have increased 205%.
- 51% of people who visit a nonprofit's website do so on a mobile device.
- 64% of mobile donations come from women.

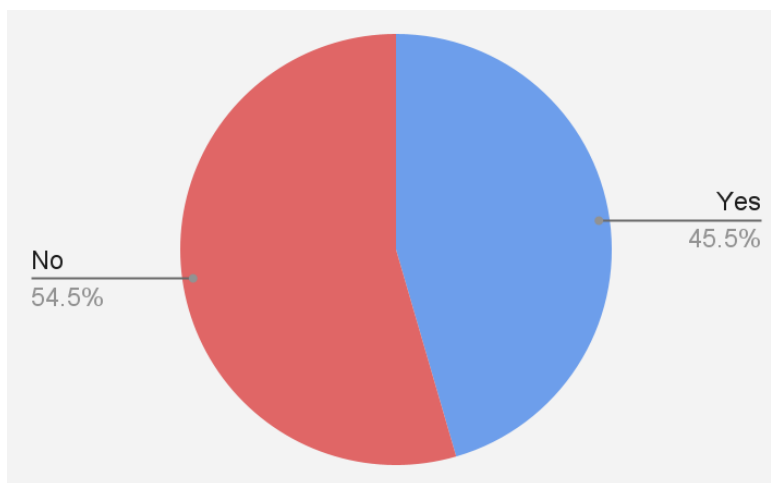
## Survey Research Results

We created a survey that we sent out to college students involved in Greek Life. The survey questions and responses are below:

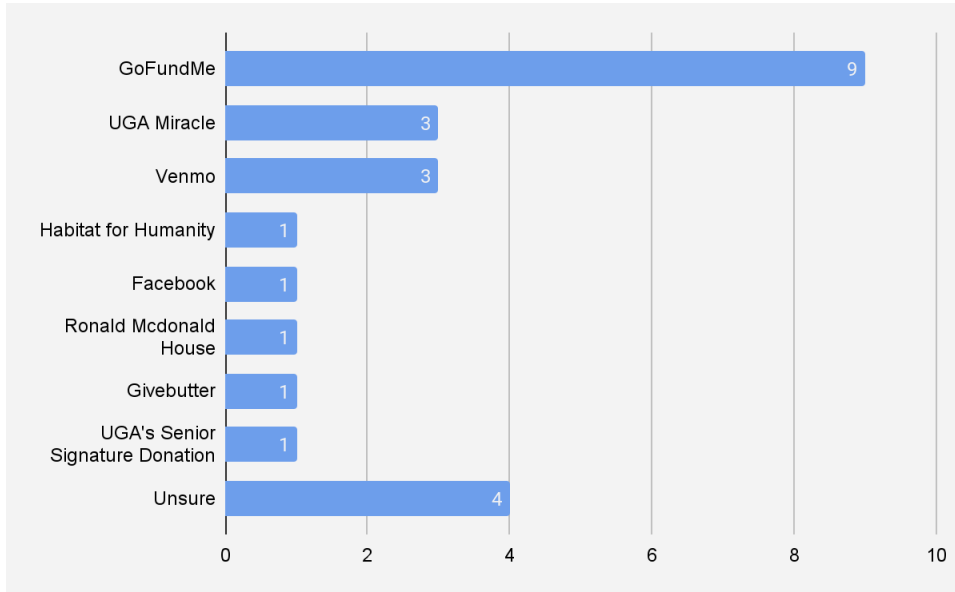
1. What year in school are you?



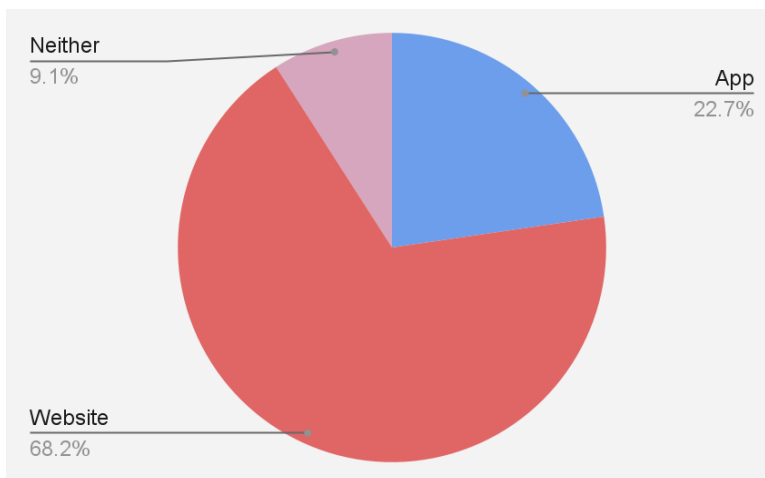
2. Have you ever made a donation before?



3. In your experience, what organizations or platforms have you found to have a simple and user-friendly donation process? (open ended)



4. For fundraising and donations, do you prefer using an app or a website?



5. If you chose "app" or "website" in the previous question, please explain why.

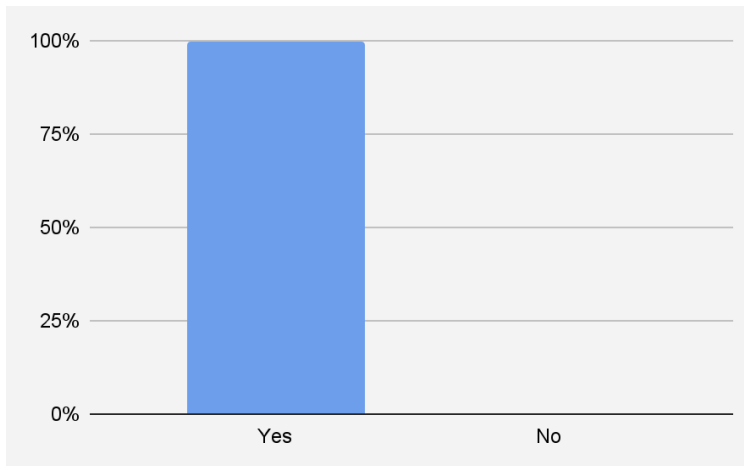
App:

- Apps are easier if you already have them. Websites sometimes ask for too much information.
- I find an app just streamlines the process, and makes it easier to complete on your phone.
- An app that is used more frequently may convince more people to donate
- Venmo is super easy
- Apps are easier to use than websites most of the time

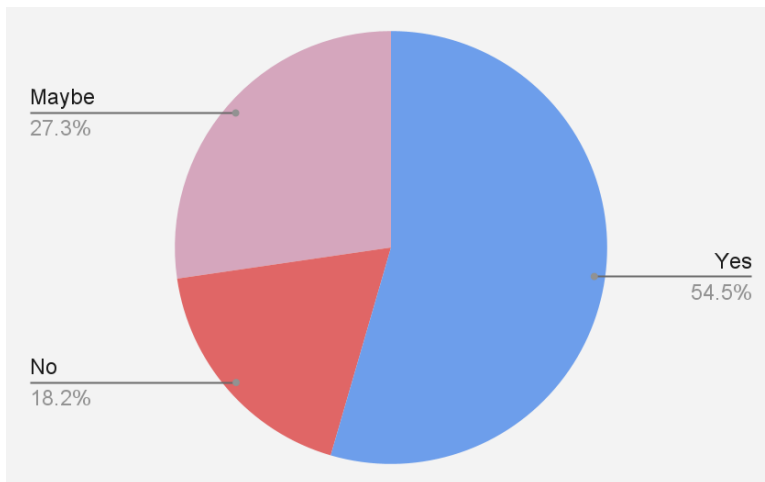
Website:

- Don't wanna download an app
- Website is easier than downloading an app
- More easily accessible to everyone
- Easy access and information all in one place
- I chose website because many people do not want to go through the hassle of downloading a new app to their phone to make one donation.
- I do not want to have to download an app on my phone just to make a donation.
- Website gives more details on what the donations are for.
- Website's are easier in my opinion because it's easier to donate to different organizations. If there was a universal app for all donations, I would 100% download that. But, it could be too complicated downloading a bunch of different apps for various donations.
- I don't want to download an app just to donate. Website is quicker and less of a commitment
- Easier to do it on my computer versus my phone
- Most organizations use websites so that's what I'm used to
- Website has easier access
- I don't donate frequently enough to commit to downloading and keeping an app

6. Do you have access to an iPhone?



7. Would you be willing to download a new app specifically for fundraising purposes?



8. If you answered "No" or "Maybe" to the previous question, please explain why. (open ended)

- Don't wanna download an app
- A lot of information is asked and it just takes longer to make a donation



- I typically don't like to add more things in order to fundraise
- If it was used for many fundraising purposes, yes. I would be reluctant to download an app for a one-time donation.
- Downloading an app is an extra step that deters me, and I am sure others, from donating and fundraising. It is much easier to click a link and donate/fundraise through a website.
- It depends on what I am donating towards.
- Seems unnecessary
- If it was for an organization I was involved in, I would download an app, but I probably wouldn't do it just to donate to someone.
- I would prefer a website

#### Summary of Survey Research Findings:

- The majority of students (68.2%) surveyed would prefer to donate using a website instead of an app.
- Many students like using the following platforms: GoFundMe, Venmo, and DonorDrive (UGA Miracle's donation platform).
- All students surveyed have access to an iPhone.
- Despite showing a preference for a website over an app for donating, 54.5% of students surveyed would be willing to download an app to make a donation.
- Most common arguments for a website
  - Easier access
  - Less hassle
  - Provides more information
  - Preferred by people who don't donate as frequently
- Most common arguments for an app
  - Can be easier if you already have an app downloaded
  - Websites sometimes ask for too much information
- Arguments against downloading an app

- Unnecessary
- Time-consuming
- Deters potential donors by adding an extra step

After analyzing the findings from the survey and consulting with the leadership of the Backpack Project, we decided to move forward with creating a website. A website is preferred by the majority of our target users, and it will best fit the needs of The Backpack Project.

### **Research Sources:**

<https://business.amazon.com/en/find-solutions/donation-driver>

<https://business.amazon.com/en/work-with-us/nonprofit>

<https://donorbox.org/nonprofit-blog/donation-apps>

<https://fundly.com/>

<https://mindsea.com/app-stats/>

<https://www.purdue.edu/newsroom/releases/2012/Q3/students-prefer-apps-to-the-web-when-using-smartphones.html#:~:text=For%20almost%20every%20type%20of,exception%20was%20for%20reference%20information>

<https://santaforaday.org/the-list/>

<https://www.wholewhale.com/tips/best-donation-platforms-nonprofits/>

### **Part 4: Our Client**

The Backpack Project of Athens (TBP/ATH) is a student-run 501©(3) nonprofit organization that serves the homeless community in Athens, Georgia. They aim to engage with the Athens homeless population, host charitable volunteer programs based on service gaps identified in the community, raise money, help assemble and distribute homeless care backpacks, and raise awareness about the causes of homelessness.

Greek Life Olympics (GLO) hosted by The Backpack Project, Inc. and The Backpack Project of Athens is a competitive fundraiser to support individuals experiencing

homelessness in Athens, Georgia. Greek Life Chapters from the University of Georgia will compete as teams to bring in the most donations to support us in our mission to ease the burden of homelessness. All money raised during this fundraiser will support their Resource Fair. This event will bring together different student organizations, local service providers, and government departments to provide a variety of resources that range from healthcare, vaccinations, ID access, clothing, food, and supplies, as well as host interactive activities with adults and children. This fundraising event is the core focus of our project.

## **Part 5: Technology**

Our team has decided to move forward with a website, informed by our comprehensive research encompassing feedback from both existing and potential users. Our findings indicate a clear preference among survey respondents for a website as their primary platform when making donations and accessing information. This preference holds particularly true for one-time donations and individuals external to the organization.

Our rationale for this choice is multifaceted. Firstly, we believe that a mobile and web-friendly website offers a more accessible experience compared to an app, particularly for non-iOS users. Secondly, a website will be much easier for The Backpack members to update and manage in the future .

Our objective is to streamline the process of establishing and maintaining teams within Greek Life organizations. Ultimately, our goal is to foster a user-friendly, step-by-step donation process, encouraging contributions to The Backpack Project of Athens mission and cause.

## **Part 6: Features**

### **Design**

- Streamlined donor-first design

- Responsive layout for mobile, tablet, and desktop
- Easy social/email/SMS sharing

### **Flexibility**

- Custom donation amounts
- Offline donations easily accepted
- Recurring donation options for monthly sustainers
- User portal through which donors can directly and securely view donation history and receipts, and manage recurring donations
- Thank you notes specific to each team donation for various campaigns/events

### **Support**

- Comprehensive only resource page help center

### **Payments**

- Stripe payment processor powers donation intake and disbursement
- All major credit cards accepted
- Optimized for digital wallets
- Tap to Pay (accept contactless donations with iPhone)
- Direct deposit payouts
- Paypal accepted
- Tax receipts automatically emailed to donors
- Funds disbursed within 2 business days for cards, 7 business days by bank
- QR code with link to Venmo -> scan to donate
- Donation receipts conforming their donation

### **Fundraising Events**

- Live display (showcases live donations, real time campaign process, etc)
- Ticket, ticket scanning, and check-in

- Event reminders
- Team fundraising only (users must choose a team, no individual pages)
- Goal bar (fundraising thermometer)
- Leaderboards

## **PART 3: COMPETITIVE ADVANTAGE REPORT (CAR)**

### **1. Market Justification**

Our product is focused on our client's needs. The demand and need for our product is evident in the challenges faced by the Backpack Project of Athens and participating users. The existing challenges with their donation platform lack the tools to make the event simple and user-friendly. Although our product is specifically for the Backpack Project of Athens, our user-friendly donation platform could be valuable to other nonprofit organizations that host specific fundraising events similar to the Greek Life Olympics. We believe our product will help the Greek Life Olympics be more successful and could potentially help other organizations in a similar situation.

### **2. Consumer Research:**

Our target market contains a diverse group of people:

- 1. Main Target Group:** Students in Greek life organizations at the University of Georgia.
  - **Age:** 18 to 22
  - **Gender:** All genders
  - **Race:** All races
  - **Interests:** Participating in and supporting fundraising for the Backpack Project of Athens while engaging in competition with fellow Greek life organizations

- **Wants & Needs:** An efficient platform to set up a profile, donate, monitor leaderboards, and share donation links to achieve fundraising goals
2. University of Georgia students outside of Greek life organizations.
    - **Age:** 18 to 22
    - **Gender:** All genders
    - **Race:** All races
    - **Interests:** Supporting the Backpack Project of Athens and a specific team in their fundraising goals
    - **Wants & Needs:** A straightforward donation process making it simple to donate to a specific team
  3. Extended Audience: Friends and family of the main target group.
    - **Age:** 23 to 85
    - **Gender:** All genders
    - **Race:** All races
    - **Interests:** Supporting specific teams in the Greek Life Olympics based on personal relationships with individuals participating on a team
    - **Wants & Needs:** A user-friendly interface to donate to their chosen team

### 3. User Personas:

The fundraising platform that we are creating for The Greek Life Olympics will be used by Greek Life members at UGA. The user personas below represent a typical UGA sorority member and fraternity member who would be leading their organization's fundraising page.

#### User #1: Kaylee

- **Age:** 20

- **Year in School:** Junior
- **Major:** Advertising
- **Campus Involvement:**
  - Tri Delta Sorority
  - Talking Dog Agency
  - UGA Miracle
- **Technology Use:** Kaylee is an iPhone user. She prefers to use her iPhone for everyday tasks and uses her laptop primarily for school work.
- **Fundraising Experience:** Kaylee has experience fundraising for UGA Miracle. She typically viewed the fundraising site on the Safari browser on her iPhone. She thought the fundraising process was easy for her and her friends and family to use. She has also donated to her friends' fundraisers for different organizations and prefers to send donations through Venmo.

#### User #2: Chad

- **Age:** 19
- **Year in School:** Sophomore
- **Major:** Finance
- **Campus Involvement:**
  - Sigma Chi Fraternity
  - Atlas Business Society
- **Technology Use:** Chad is an iPhone user. He doesn't spend a lot of time on his phone. He uses his laptop for school work and gaming.
- **Fundraising Experience:** Chad has never done any fundraising of his own, but he has donated to his friends' fundraisers. He likes for donation processes to be as easy as possible.

#### **4. Product Comparison:**

There are many different platforms available to nonprofits to create fundraising pages. Some fundraising platforms that are similar to the one we are creating are

Give Lively, Givebutter, DonorDrive, Classy, and NeonOne. These platforms are all online fundraising tools that allow nonprofits to use their templates to create their own fundraising site. These platforms typically provide peer to peer fundraising, secure payment options, and customer support. Some of these platforms charge a monthly fee while others, like Give Lively and Givebutter, are free to users. Platforms with paid plans provide more advanced features such as CRM functions, A/B testing, and event management capabilities.

This is a highly saturated market that has a variety of options with different capabilities and at different price points that can fit the needs of any nonprofit organization. These platforms are very successful with nonprofits that don't have the ability or bandwidth to create and manage their own donation site. Our product does not compete with these platforms, or any platform, because we are creating a site specific to The Backpack Project and their needs. However, it is helpful to reference these sites and the features they offer when creating our own.

## 5. Competitor Research:

Given the nature of our project, we view existing donation platforms not as competitors but rather as foundational sources of inspiration. We examined the pain points users encountered with these platforms, leveraging their insights to create a solution uniquely suited to our client's needs. Our research delved into two donation platforms, including one that our client had previously utilized but found dissatisfying: Givebutter and Go Lively.

- **General Information** - Product Name, Description, Producer/Distributor/etc, Target Market, Marketing Strategies
  - **Product Name:** Givebutter
  - **Description:** "The world's most people-centric fundraising platform. We empower changemakers with the best tools possible to help them make the world a butter place."; The world's first completely free end-to-end fundraising platform.



- **Producer:** Givebutter, Inc.
- **Target Market:** Students, fundraisers, nonprofit organizations, supporters
- **Marketing Strategies:** More focused on fundraising for anyone, not just nonprofits, use of social media, memberships, app and website platforms
- **Popularity** - Number of purchases, downloads, users, etc
  - Powers \$300M+ in donations for millions of users worldwide
  - Remote team spread across 14 states and 5 countries
  - 100,000+ users
- **Current Reported Revenue** - Product Price, Recent Specials or Discounts
  - Free for users
  - Optional tips for donors that are live on the website (to disable, you have to pay a platform fee)
- **Keywords/Search Terms**
  - Free, supporters, changemakers, give
- **Appearance** - Design & Features
  - More quirky, eccentric design
  - Easy for users to navigate, more interactive platform
  - Easier customization (and more expansive features)
  - <https://givebutter.com/features>
- **Distribution Methods**
  - Social media
  - Email marketing
  - Advertising
  - Word of mouth
- **Review of Recent User Reviews**

<https://www.g2.com/products/givebutter/reviews#survey-response-848528>

4)

  - **Likes:**

- Easy to use
  - Intuitive
  - Great customer support
  - Personalization
  - User experience
- **Dislikes:**
  - Tip on page
  - CRM issues
  - More customization options for appearance
  - Lack of integrated forms with custom fields for generating info collection
- **Age, Rate of Growth**
  - Most implementable, leader, best est. ROI, easiest to use, high performer, best results, momentum leader: Summer 2023
  - Rated #1 on G2 based on user satisfaction: nonprofit auctions, donor management
- **General Information** - Product Name, Description, Producer/Distributor/etc, Target Market, Marketing Strategies:
  - **Product Name:** Give lively
  - **Description:** "We guide nonprofits into the digital age - We built and support a powerful and practical fundraising platform that is free for nonprofits and intuitively easy to use for donors."
  - **Target Market:** Non profit organizations
  - **Marketing Strategies:** Social media presence, website, word of mouth (articles and members)
- **Popularity** - Number of purchases, downloads, users, etc
  - 8,600+ active member nonprofits
  - \$650M + raised by member nonprofits

- 2.8M + individual donors
- \$45M + saved in tech expenses for the nonprofits
- Partnerships with revenue companies and charities
- **Current Reported Revenue** - Product Price, Recent Specials or Discounts
  - Free for nonprofits
  - Receive money through third party revenue (payment companies), donations
- **Keywords/Search Terms**
  - Fundraising, free, donations, nonprofits
- **Appearance** - Design & Features
  - Extensive information
  - child like design (simple illustrations, color palette of blues, yellows, and pinks)
  - Very intuitive for users, interactive layout
  - <https://www.givelively.org/features>
- **Distribution Methods**
  - Online channels
  - Partnerships
  - Memberships
  - Blogs
  - Email marketing
- **Review of Recent User Reviews**
  - **Member stories:** <https://www.givelively.org/member-stories>
  - **Reviews:** <https://www.g2.com/products/give-lively/reviews>
    - **Likes:**
      - Interface
      - Price
      - contact support
      - straight forward process
    - **Dislikes:**

- lack of customization
- clunky look
- lack of data tracking

- **Age, Rate of Growth**

- Established in 2015
- Membership requirement
- In 2022:
  - \$233.4 million in donations
  - \$19,235 average amount raised per nonprofit
  - \$204 average one-time donation
  - \$50 average monthly donation