Design Management for FUNDRAISING AVENUES

Design solution to develop more effective fundraising avenues for Orphanages

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DMGT 748 | Final Project | Fall 2017



Image retrieved from:
makingkidshappy.blogspot.com

ACKNOWLEDGEMENT

I am grateful to all the professors who gave me their support and knowledge making my experience at SCAD challenging and valuable.

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SUBJECT OF STUDY

Non-profit organizations face numerous and serious fundraising challenges. The focus of this project is applying design thinking methods to develop more effective fundraising avenues for orphanages in the U.S.A.



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PROBLEM STATEMENT

Every child in the world deserves a stable family, a secure home, quality medical care, and an education.

According to Showhope organization, there are roughly 400,000 children in the U.S. foster care system. Of that number, approximately 100,000 are waiting to be adopted. Note: The data are adopted from "Showhope" (2014). Retrieved from https://showhope.org/

There are 56 orphanages in the U.S. Note: The data are adopted from "Wikipedia" (2016). Retrieved from https://en.wikipedia.org/wiki/Category:Orphanages_in_the_United_States.

While many orphan children in America may never be adopted into a stable family, orphanages need to be able to provide as much stability as possible. However, many homes are underfunded and organizations are "struggling with high turnover and long vacancies in the development director position." (Bell, J. 2013). Some organizations have lack of basic fundraising skills with development staff and not able to find qualified candidates.

In addition to talent attraction and retention issues, Berkshire states that many orphanages simply do not have the systems and the culture to support successful fundraising leading to a vicious cycle between the two. This situation is getting critical: "Half of the chief fundraisers plan to leave their jobs within two years or less. Forty percent are thinking about leaving fundraising entirely." (Berkshire, C, J. 2013).

Myers says the situation is compounded by the fact that many charity trustees and key stakeholders do not pay sufficient attention to the fundraising function and are too over dependent on one stream of funding. Myers suggests that fundraisers need to be more active in seeking donors, seeking professional advice and even looking abroad. (Myers, J. 2012) Morpus points out that many fundraisers commit basic mistakes, such as not cultivating donors and bombarding social media followers with donation requests. (Morpus, N. 2017).

Some fundraisers are not creating meaningful connection with donors, failing to communicate, begging or sound desperate, asking money before building up the relationship with donors, talking great things about themselves instead of talking about donor's value, and focusing on the organization than donor. (Whittaker, F. 2017).

As evident from the research above, non-profit organizations face numerous and serious fundraising challenges. They struggle with high turnover, a lack of commitment to fundraising from the highest levels of the organization, the absence of systems and a culture to support fundraising, overdependence on one stream of funding and the lack of basic fundraising competencies in the function. The challenge is to create a better strategic framework to develop more effective fundraising avenues for orphanages in the U.S.A.

TARGET AUDIENCE

The main target audience for this project are orphanage administrators and fundraisers in the U.S.A. The researcher goal is to develop more effective fundraising avenues for orphanages to be sustainable. Ultimately, orphan children will benefit from the results.

PURPOSE OF STUDY

The purpose of this study is applying design thinking methods to develop more effective fundraising avenues for orphanages in U.S.A.

The ideas and techniques generated as a result of this project will help orphanages to connect with people who are willing to help the society be a better place. The project will help to identify the prospective leads i.e. people who hold a vision to help these orphanages. Once the leads are identified, based on their demographic data, strategies could be developed to convince these people to contribute to fundraising goals.

SCOPE OF STUDY

Context

The scope will involve studying philanthropic stakeholders and the process of fundraising for orphanages in the U.S.A.

Content

The current approaches and methods of fundraising will be studied to create a better framework.

The content of this process involves integration of the design thinking process and business development strategy.

Subjects

Orphanage employees and Fundraising employees in the U.S.A.

Location

Research for this project will be conducted in Memphis, Tennessee, The United States of America

Timeline

Secondary research -
April to May 2017

Primary research and
project development -
September to November 2017

WHAT IS DESIGN MANAGEMENT?

Design management is typically more focused on the ongoing management and leadership of design processes. Design Managers are responsible for creating and supporting a culture of innovation, which enables the design of meaningful solutions that add value and make businesses successful.



PROJECT POSITIONING



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OPPORTUNITY STATEMENT

There is an opportunity to create a new strategic framework for developing more effective fundraising avenues for orphanages through design thinking.

Opportunity statement for my own development

This study makes a contribution to my own development by bringing together different methods learnt and applying them to one framework to achieve one outcome.

Opportunity statement for design management discipline, other fields and world at large

This study should contribute to the discipline of design management by demonstrating how it can be applied to fundraising avenues for orphanages and other non-profit institutions. Hopefully, this project will be another successful case study to prove how design thinking can help in more ways to improve social conditions.

This study aims to help bring a smile to some of these orphan children's faces.

How does this study prepare you for entering your chosen profession?

As there was not a chance to work on research projects in the corporate world but if required to do so in future, this study will prepare me to do so.

MARKET ANALYSIS

Facebook Donations
To make it easier for fundraising community to raise money on Facebook. Facebook has built tools to help fundraisers collect donations and enable supporters to fundraise for nonprofit.

GoFundMe
GoFundMe is the world's largest personal fundraising platform. With the GoFundMe app, we can quickly launch and manage a fundraising campaign from start to finish. Upload photos from the phone, share campaign to get the word out, get notified about new donations and thank each supporter quickly and easily. When it's time, withdraw the funds to bank account or send the funds directly to someone else.

GoogleOneToday
One Today makes it easy to support the nonprofit causes we care about. Its validated by the IRS and Google for Nonprofits. No transaction fees, 100% of the donation goes to the nonprofit. Tax-deductible — year-end tax receipt for all donations.

AmazonSmile
Amazon donates 0.5% of the price of your eligible AmazonSmile purchases to the charitable organization of our choice.

Givelify
Givelify mobile giving app for charity donations and church giving. All donation records in one place for tax time.

iGive
You Shop. You Help. For Free. Shop at the 1700 stores. A percentage of what we spend is donated to "my cause" (on average 3%). The stores pay for it all. we never pay more, and sometimes we pay less with coupons and deals.

FlipGive
By partnering up with brands we've built an online shopping platform that connects you with the stores you already shop at except now they will give cash back to your team. Brands now have a way to give back to the community and teams can fund the things they love to do by simply shopping, eating out, and traveling.

eBay Charity
Through eBay for Charity we can support the causes that matter most to us by buying and selling on eBay. eBay help nonprofits connect to over 169 million eBay community members to raise money.

Kroger
Kroger is committed to helping communities grow and prosper. Year after year, local schools, churches and other nonprofit organizations earn millions of dollars through Kroger Community Rewards. Kroger Community Rewards makes fund-raising easy just by shopping.

Linkedin
Non-Profit organisations create their own page and connect with people.

ZAG STEPS

1

Who are you?

The brand which uses easy, fun, and effective fundraising method for donors to help orphanages.

2

What do you do?

Make better connection between donors and orphanages.

3

What’s your vision?

Our vision is to attract more young generation to raise fund for orphanges.

ZAG STEPS

4

What wave are you riding?

Social media and digital media.

5

Who shares the brandscape?

Facebook Donation, Google OneToday, Amazon Smile, Gofundme, Givelify, eBay Charity, and iGive.

6

What makes you the only?

- Digital multifunctional tool
- Games and donating option includes in one single app
- Browse orphanages by states, listed all orphanages from the U.S. in one single app

ZAG STEPS

7

What should you add or subtract?

Provide more different options for donors to donate.

8

Who loves you?

Orphanage employees, Fundraising employees, Orphan kids, Donors and young generation who likes to play mobile games.

9

Who is the enemy?

People who don’t like social media and don’t care about helping others.

ZAG STEPS

10

What do they call you?

FUN FUNDING

11

How do you explain yourself?

Our Game app will encourage people to donate.

Our Tagline is - It's FUN-ding

12

How do you spread the word?

Word of mouth, Social media, TV ads and Website.

ZAG STEPS

13

How do people engage with you?

Through our mobile app

14

What do they experience?

Users will enjoy playing games and our digital media tool will inspire them to donate.

15

How do you own their loyalty?

The users can ask questions and give feedback on the app and website. In this way, we can enhance to earn users' loyalty.

ZAG STEPS

16

How do you extend your success?

Add new features to our app to improve and reach young generation with more powerful advertisements.

17

How do you protect your portfolio?

It can be protected by the copyright law once it is published.

2x2 AXIS CHART

Researcher has utilized 2x2 axis charts to analyze the market position and discover current opportunity in terms of the four important elements.

Currently there are lot of fundraising websites and apps are available in the market. Researcher has divided them in four groups -

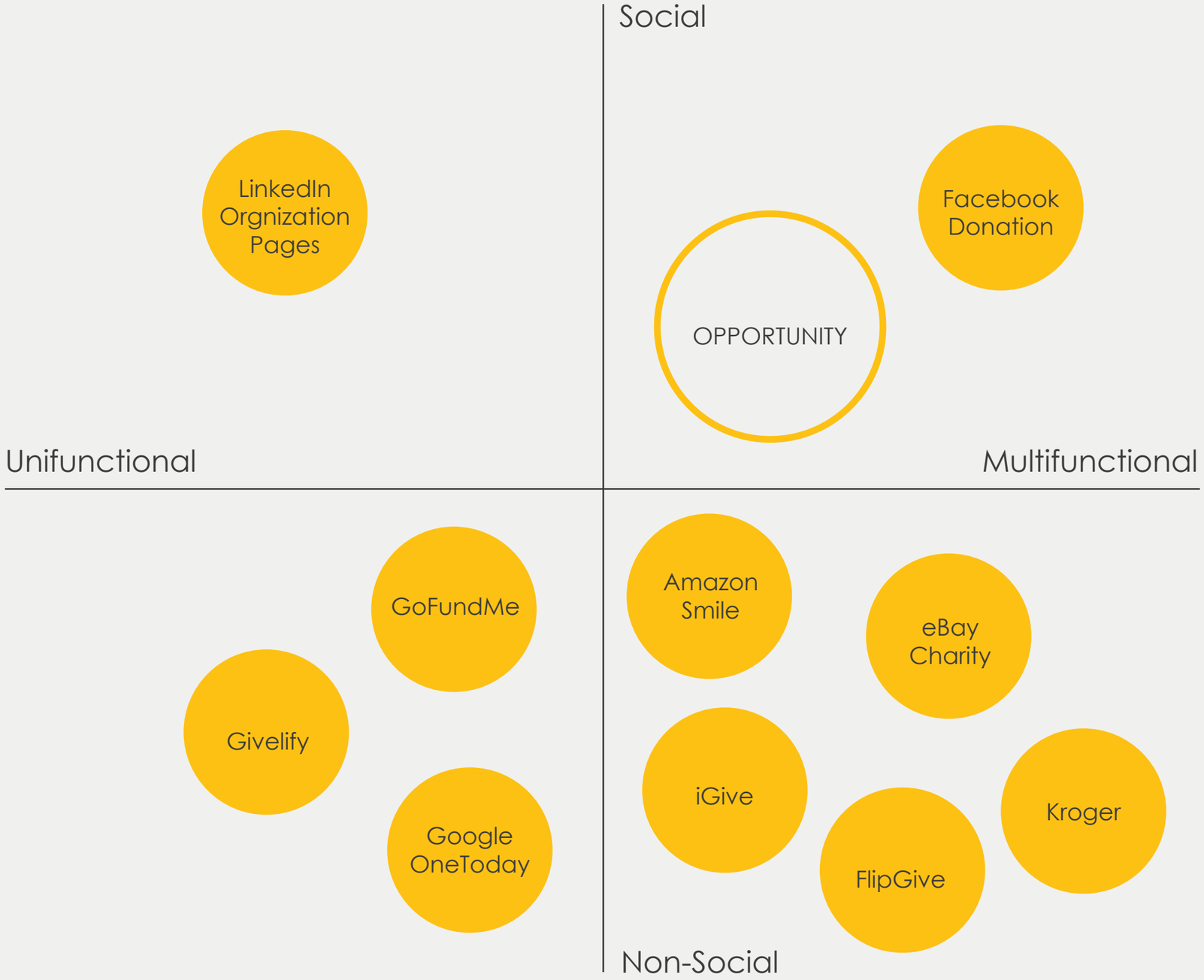
Multifunctional - Fundraising through shopping

Uni-functional - Only for fundraising

Nonsocial + Uni-functional - Fundraising/Charity organization listing

Social + Multifunctional - Fundraising through social media

Researcher has found opportunity space within Social+Multifunctional, as social media is the current trend and best way for fundraising.



VALUE PROPOSITION

FOR	Donors
WHO	care about orphan kids and willing to donate
OUR	effective fundraising tool
WILL	motivate donors to donate money for orphanages
UNLIKE	the current fundraisers who are reaching out to wealthy people and organizations through emails and events
OUR	effective fundraising tool will motivate young generation to donate money to orphanages

ONLINESS STATEMENT

WHAT	The only Fundraising Tool
HOW	that facilitates the effective tool for fundraising
WHO	for Fundraisers and Donors
WHERE	in the United States
WHY	to get donation for orphanages
WHEN	in an era of growing orphans

RESEARCH PLANNING AND SYNTHESIS



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RESEARCH METHODOLOGY

The research methodology used for this project is qualitative research, to gather an in-depth understanding of the driving forces that influence philanthropy.

The research process will be framed by contextual research methods to collect data and do analysis through secondary research and primary research. The contextual research methods, like interviews, observations, surveys, and case studies, will be involved in the study process to answer the research questions.

The research will primarily be conducted with a wide variety of sources that understand the value of philanthropy and process of fundraising. The research will be conducted from the perspective of fundraising avenues and orphanages to understand their needs, difficulties, advantages and how they respond/interact.

UMBRELLA QUESTION

How might we use design thinking to develop more effective Fundraising avenues for U.S. based Orphanages?

Q1. How might we describe design thinking?

Q1.1. How is design thinking used?
Q1.2. What is the outcome of using these methods?

Q2. How might we describe fundraising avenues?

Q2.1. What type of fundraising avenues are exist?
Q2.2. What is the history of fundraising avenues?
Q2.3. What are the issues/challenges of fundraising avenues?
Q2.4. What are the best practices of fundraising?
Q2.5. Who are the internal and external stakeholders of fundraising avenues?

Q3. How might we describe Orphanages?

Q3.1. What type of Orphanages exist?
Q3.2. What is the history of Orphanages?
Q3.3. What are the issues/challenges of Orphanages?
Q3.4. What is the fundraising administration process in Orphanages?

RESEARCH MATRIX

Q1

How might we use design thinking to develop more effective fundraising avenues for U.S. based orphanages?									
Sub-Questions	What do I need to know?	Why do I need to know?	What type of data is needed?	Where can I find this data?	What type of data collection methods are needed?	Who do I contact for collecting this data?	When do I need to get hold of this data?	What will I be taking away from this data? What will I be learning?	What might I be missing? How might I be wrong?
How might we describe Design Thinking?	Definitions of Design Management and Design Thinking methods	To understand which DT methods will be consider and which once can be applied for this study	Subject matter expert opinions, best practices, Qualititive, research, reliable articles and publications	Academic publication, Design Management Profession	Literature review, expert and professor interviews, audio taping	DMGT professors, experts in the field, and Library	Week 1 - Week 5	A better understanding of Design Thinking methods	I might miss how DT methods can support this project
How is Design Thinking used?	The different ways of design thinking can be utilized	To understand how DT methods can be applied to this certain environment	Subject matter expert opinions, best practices, Data on how design thinking have been used, Qualititive, research, reliable articles and publications	Academic publication, Design Management Profession	Literature review, expert and professor interviews, audio taping	DMGT professors, experts in the field, and Library	Week 1 - Week 5	I will learn how DT methods can be applied to fundraising avenues	Not applying the methods correctly within the fundraising avenues
What is the outcome of using these methods?	Different outcomes of using design thinking methods	To understand what can go good or wrong and understand different situations	Subject matter expert opinions, Data on how best practices, design thinking have been used, Qualititive, research, reliable articles and publications	Academic publication, Design Management Profession	Literature review, expert and professor interviews, audio taping	DMGT professors, experts in the field, and Library	Week 1 - Week 5	An idea of how to achieve the goal of introducing DT methods to develop fundraising avenues	Not finding the right information, not looking for the right sources

RESEARCH MATRIX

How might we use design thinking to develop more effective fundraising avenues for U.S. based orphanages?

Q2

Sub-Questions	What do I need to know?	Why do I need to know?	What type of data is needed?	Where can I find this data?	What type of data collection methods are needed?	Who do I contact for collecting this data?	When do I need to get hold of this data?	What will I be taking away from this data? What will I be learning?	What might I be missing? How might I be wrong?
How might we describe Fundraising Avenues?	Organizations, Fundraising system and process	To understand the goals and values of Fundraising avenues	Fundraising methods data, best practices, qualititive, reliable articles and publications, Subject matter expert opinions	Fundraising avenues	Surveys and interview with Fundraising avenues experts, note-taking, audio taping	Fundraising avenues staffs, managers and CEO	Week 1 - Week 5	Understand the value of Fundraising avenues	Not getting enough interviews
What type of Fundraising Avenues exist?	A general catogorization, what makes them different	By understanding different types of Fundraising avenues, it will help me to analyze their conditions	Type of fundraising avenues list, best practices,Qualititive, reliable articles and publications, Subject matter expert opinions	Fundraising avenues	Surveys and interview with Fundraising avenues experts, note-taking, audio taping	Fundraising avenues staffs, managers and CEO	Week 1 - Week 5	Understand different types of organizations	Not having enough information about existing Fundraising avenues
What is the history of Fundraising Avenues?	The transitions in the history, status during different period	To analyze differance between now and then	Fundraising avenues history data, Qualiti-tive, reliable articles and publications, Subject matter expert opinions	Fundraising avenues	Surveys and interview with Fundraising avenues experts, note-taking, audio taping	Fundraising avenues staffs, managers and CEO	Week 1 - Week 5	Understand the system differance be-tween now and then	Not having enough research
What are the issues/challenges of Fundraising Avenues?	Type of different issues/challenges	To find best solution and develop more avan-ues	A big picture of fundraising avenues along with individual opinions about the fundraising. Qualititive, reliablearticles and publications, Subject matter expert opinions	Fundraising avenues	Surveys and interview with Fundraising avenues experts, note-taking, audio taping	Fundraising avenues staffs, managers and CEO	Week 1 - Week 5	Understand their issues/challenges	Ignoring the larger issue
What are the best practices of fundraising?	Type of different practices which are currently in use	Understand the best practices and find more better ways	Type of fundraising practices. Qualititive, reliable articles and publications, Subject matter expert opinions	Fundraising avenues	Surveys and interview with Fundraising avenues experts, note-taking, audio taping	Fundraising avenues staffs, managers and CEO	Week 1 - Week 5	Understand their best practices	Not having enough information
Who are the internal and external stakeholders of fundraising avenues?	Know their work process with internal and external stakeholders	Understand their internal and external stakeholders	List of internal and external stakeholders. Qualititive, reliable articles and publications, Subject matter expert opinions	Fundraising avenues	Surveys and interview with Fundraising avenues experts, note-taking, audio taping	Fundraising avenues staffs, managers and CEO	Week 1 - Week 5	Understand their stakeholders	Not having enough information

RESEARCH MATRIX

Q3

How might we use design thinking to develop more effective fundraising avenues for U.S. based orphanages?									
Sub-Questions	What do I need to know?	Why do I need to know?	What type of data is needed?	Where can I find this data?	What type of data collection methods are needed?	Who do I contact for collecting this data?	When do I need to get hold of this data?	What will I be taking away from this data? What will I be learning?	What might I be missing? How might I be wrong?
How might we describe Orphanages?	Organizations, Orphanage system and rules	To understand the goals and values of Orphanages	Orphanage system data. Qualititive, reliable articles and publications, Subject matter expert opinions	Orphanages	Surveys and interview with Orphanage managers, note-taking, audio taping	Orphanage staffs, managers and CEO	Week 1 - Week 5	Understand the value of Orphanages	Not getting enough interviews
What type of Orphanages exist?	A general catogorization, what makes them different	By understanding different types of Orphanages, it will help me to ana-lyze their conditions	List of Orphanages. Qualititive, reliable articles and publications, Subject matter expert opinions	Orphanages	Surveys and interview with Orphanage managers, note-taking, audio taping	Orphanage staffs, managers and CEO	Week 1 - Week 5	Understand different types of organizations	Not having enough information about existing Orphanages
What is the history of Orphanages?	The transitions in the history, status during different period	To analyze differance between now and then	Orphanage history data. Qualititive, r eliable articles and publications, Subject matter expert opinions	Orphanages	Surveys and interview with Orphanage managers, note-taking, audio taping	Orphanage staffs, managers and CEO	Week 1 - Week 5	Understand the system differance be-tween now and then	Not having enough research
What are the issues/challenges of Orphanages?	Type of different issues/challenges	To find best solution and develop more Fundraising avenues for Orphanages	A big picture of orphanages along with individual opinions about the orphanage. Qualititive, reliable articles and publications, Subject matter expert opinions	Orphanages	Surveys and interview with Orphanage managers, note-taking, audio taping	Orphanage staffs, managers and CEO	Week 1 - Week 5	Understand their issues/challenges	Ignoring the larger issue
What is the fundraising administration process in Orphanages?"	Fundraising administration process	Understanding administration process will help me to analyze their conditions	Administration process data, Qualititive, reliable articles and publications, Subject matter expert opinions	Orphanages	Surveys and interview with Orphanage managers, note-taking, audio taping	Orphanage staffs, managers and CEO	Week 1 - Week 5	Understand their ad-ministration process	Ignoring the larger issue

RESEARCH ACTIVITY

Data Collecting

Interviews with people involved with U.S.A. orphanage fundraising as wellas philanthropic sources would be an essential part of the primary research. Reviews of journals and other reading materials will be conducted as secondary research. Also, documentary analysis of orphanages and fundraising avenues websites, and a media scan will be included in the data collecting process.

Data Processing

The researcher needs to do many observations, surveys and interviews to understand the problem. Data from this research will be processed by visualization and affinitization methods.

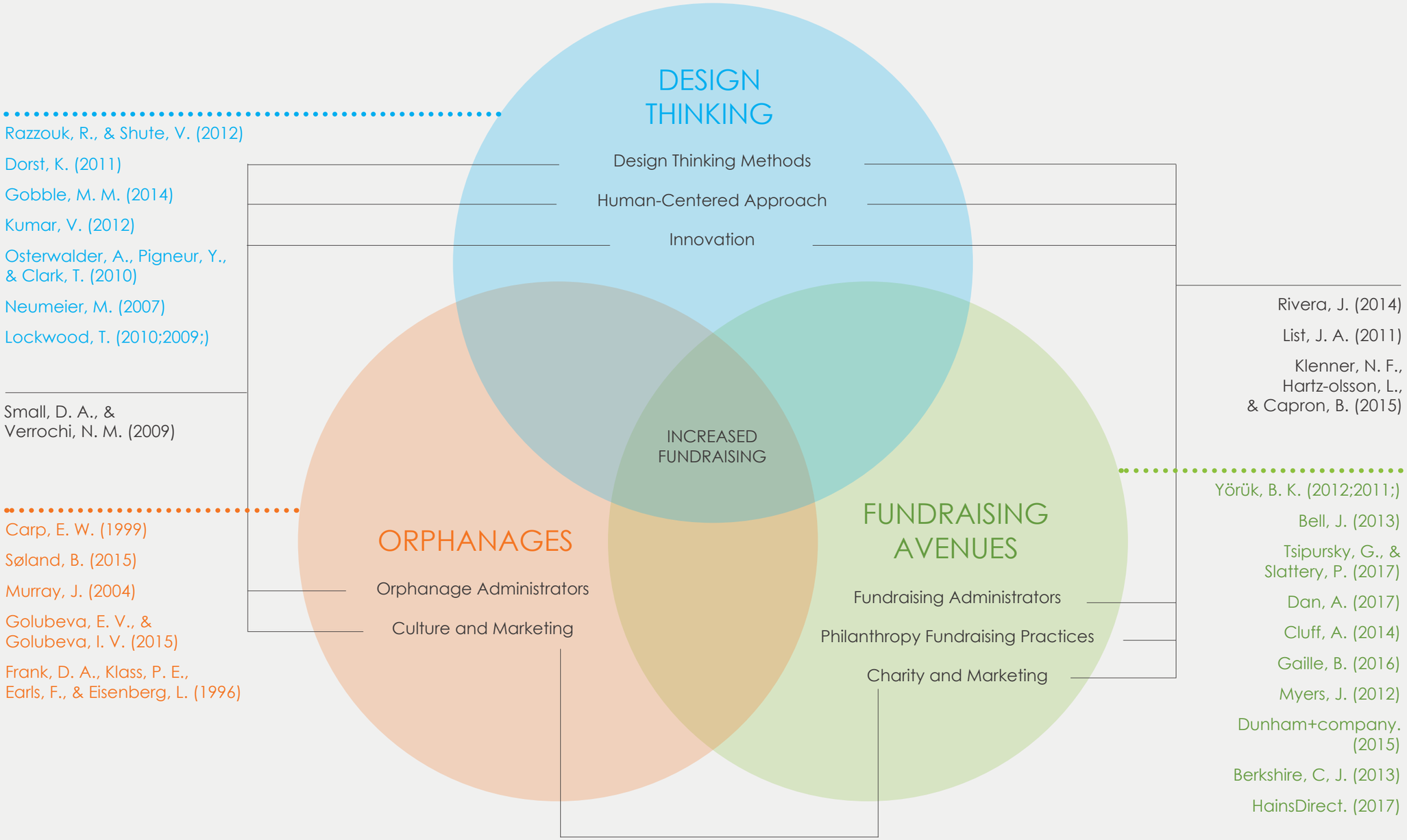
Data Analysis

Data analysis methods would be decided upon after collecting data. According to the subject, Empathy maps, Personas, Journey maps, Value proposition, Business model canvas, ZAG, and SWOT analysis is considered to be an appropriate approach to analyze the data in general.

Data Synthesis

After secondary research and primary research, this step needs to frame the concept and concept evaluation. Brainstorming used for framing ideation, and clustering and synthesizing by ranking or voting concepts that are helpful for organizing solutions.

RESEARCH SPACE MAP



INTERVIEW QUESTIONS

Interview questions for Orphanages and Fundraising people

1. Please tell me brief about your organization.
2. What kind of help orphan kids are getting from your organization?
3. What type of challenges your organization facing right now?
4. How do you get donations?
5. What is the process to get donations?
6. What are the best practices of fundraising?
7. What are the challenges in getting donations?
8. What works well and what does not work well?
9. What are your current concerns?
10. Are there any fundraising organization which raise funds for your organization?
11. Does your organization get funds from the government?
12. Does this organization facing any problem in hiring employees?
13. Does your organization use social media to collect fund? For example facebook?
14. Does your organization has any mobile app to collect funds?


USA
MADE IN AMERICA - 2016

INTERVIEWEES

Researcher has interviewed with four orphanages and one fundraising organization in Tennessee location.

Porter Leath

Dennis Fleming
Vice President of Social Services

Angela Meekins
Fundraising Development Coordinator

Tennessee Baptist Children's Homes

Jeff McGinnis
Lead Ministry Advancement Officer

Bethany Christian Services

Teri Seaton-Reaves
Branch Director

Tennessee Children's Home

Rebecca Mischke
Asst. to the Director of Development

FedEx Cares

Shane O'Connor
Communications Advisor

INTERVIEW QUOTES

"There seems to be more of a trend to volunteer nowadays than to give money."

Rebecca Mischke
Tennessee Children's Home

"Lack of resources to do marketing. We can't afford for TV ads and printing large sign boards to advertise."

Teri Seaton-Reaves
Bethany Christian Services

"Hard to get donation from young generation, we are trying to reach more young generation for support."

Dennis Fleming
Porter Leath

AHAA!! for my ideas!!

INTERVIEW QUOTES

"Lack of time and resources along with staying relevant to past donors. We also struggle to get the newer younger generation involved on a monthly giving basis. Social media is great but with our resources/employees it is hard to stay on it all the time and in front of people."

Jeff McGinnis
Children's Homes

AHAA!! for my ideas!!

"18,000 FedEx employees volunteer to 15 million children in 10 countries. FedEx investing $200 million in over 200 global communities by 2020. FedEx Cares goal is to donate $500K in goods to non-profits in need."

Shane O'Connor
FedEx Cares

INTERVIEW QUOTES

"One of the biggest is how do we best care for the children in our care with the ever changing society and environment they are exposed to before coming into our ministry."

Jeff McGinnis
Children's Homes

"Getting people involved with the children and on our campuses seem to get donors to give more."

Rebecca Mischke
Tennessee Children's Home

"Lots of people want to help babies and animals, but at-risk youth is not a priority."

Angela Meekins
Porter Leath

INTERVIEW QUOTES

"Our Orphanage employees also donate money from their monthly pay checks."

Teri Seaton-Reaves
Bethany Christian Services

"There are many people who pay by clicking on "Donate" button on our website"

Teri Seaton-Reaves
Bethany Christian Services

Dennis Fleming
Porter Leath

"We pay rent, food and cloths to unplanned pregnant woman and help them find a better job and encourage them to keep baby with them and raise"

Teri Seaton-Reaves
Bethany Christian Services

INTERVIEW QUOTES

"We show outcome to donors so that they know how helpful they are for our orphan kids"

Dennis Fleming
Porter Leath

"We take care of disabled kids"

Rebecca Mischke
Tennessee Children's Home

"Our employees donate through United Way"

Shane O'Connor
FedEx Cares

"FedEx employees donate through golf tournaments"

Shane O'Connor
FedEx Cares

INTERVIEW INSIGHTS

The data from all the interviews indicates lack of resources to do marketing, and getting donation from young generation is the biggest concern of fundraisers.

- There is an opportunity to attract more young generation.
- Lot of companies are doing volunteer these days which is good, but we need to find more ways to get some donation too.
- Not many people are interested to work in fundraising team.
- There is an opportunity to stay active on social media.
- Less productivity because of very few employees working in their fundraising team.
- There is an opportunity to invite people for orphanage tour.
- No one is willing to adopt any disabled kids.
- Lot of people are interested in adopting small babies.
- How can we make every employee in the U.S. donates at least $1 month from their pay check?
- Is there a better way to use “donate button” on app or website?
- There is an opportunity to help unplanned pregnant woman.
- Are there any other better ways to show outcome to donors?

SURVEY QUESTIONS

Survey questions for donors (general group of people)

1. **How old are you?**
   Mark only one oval.
   - ◯ Under 30
   - ◯ 30 to 40
   - ◯ 40 to 60

2. **Have you donated money to any charity/orphanages?**
   Mark only one oval.
   - ◯ Yes
   - ◯ No

3. **You prefer donate money or volunteer?**
   Mark only one oval.
   - ◯ Donate money
   - ◯ Volunteer
   - ◯ Donate and Volunteer

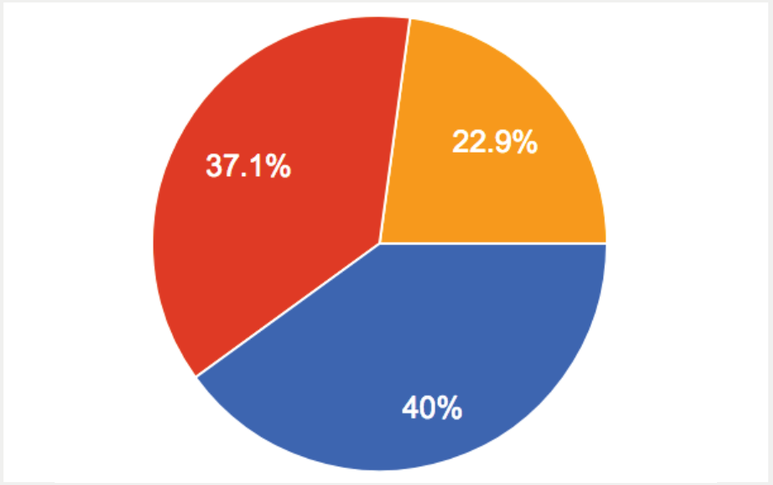
4. **You like to donate money by online or by check?**
   Check all that apply.
   - ☐ Online
   - ☐ Check

5. **Have you visited any orphanages?**
   Mark only one oval.
   - ◯ Yes
   - ◯ No
   - ◯ No, but I wish to visit!

6. **Deduct $1 to $5 every month from your pay check which goes to charity/orphanage. Do you think it's good idea?**
   Mark only one oval.
   - ◯ Yes
   - ◯ No

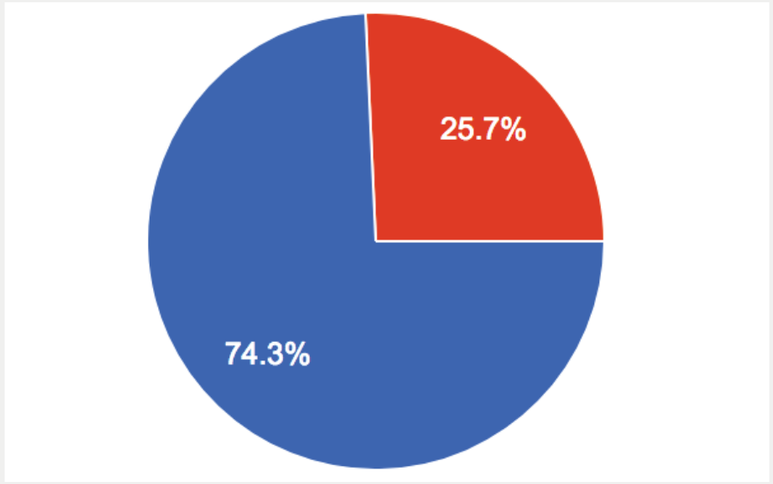
SURVEY ANALYSIS

How old are you?



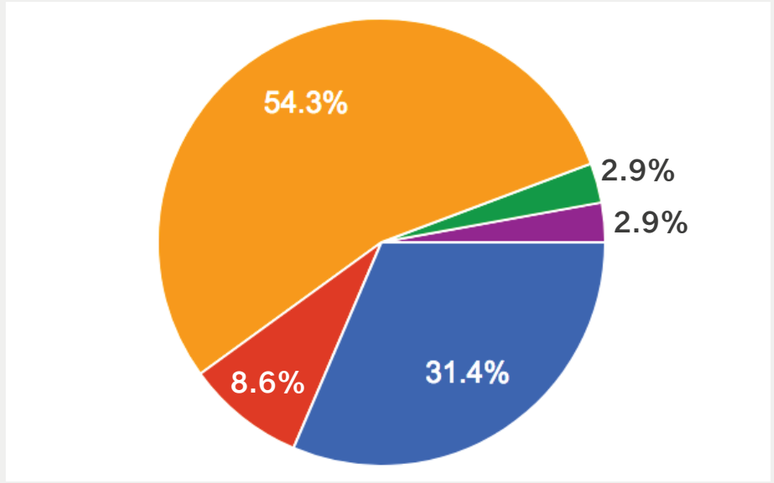
- Under 30
- 30 to 40
- 40 to 60

Have you donated money to any charity/ orphanages?



- Yes
- No

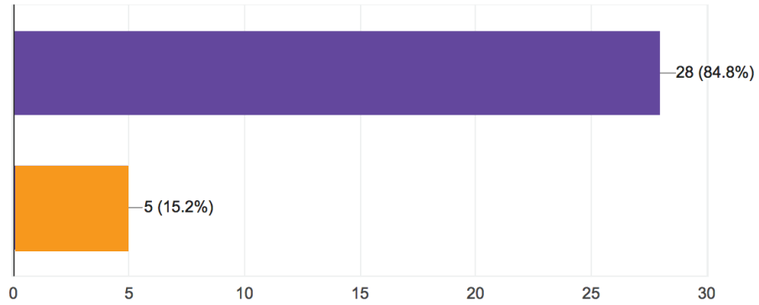
You prefer donate money or volunteer?



- Donate money
- Volunteer
- Donate and Volunteer
- Give food or books or something they need
- Don’t want to donate

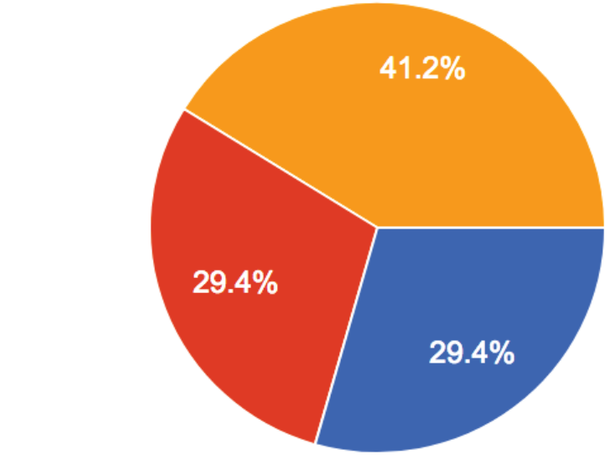
SURVEY ANALYSIS

You like to donate money by online or by check?



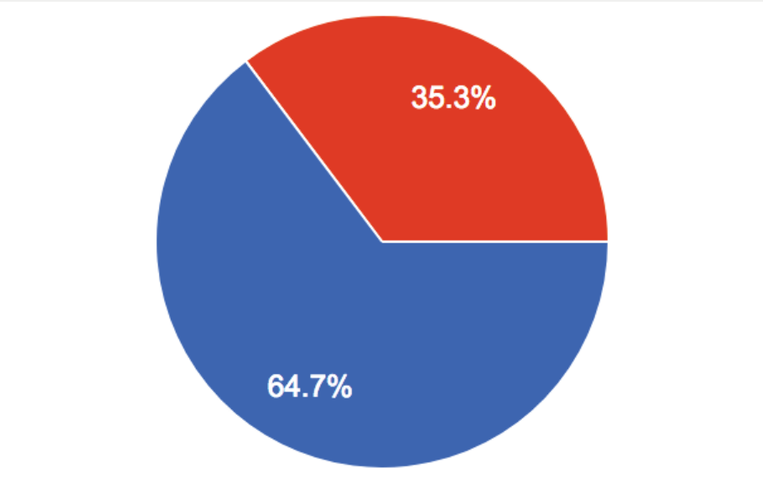
- Online
- Check

Have you visited any orphanages?



- Yes
- No
- No, but I wish to visit!

Deduct $1 to $5 every month from your pay check which goes to charity/orphanage. Do you think it's good idea?



- Yes
- No

SURVEY INSIGHTS

How old are you?
Researcher asked this question to know what age group is interested in donating. According the research orphanages are trying to get donation from young generation, so the researcher target was to know the percentage of younger generation.

Have you donated money to any charity/ orphanages?
Researcher asked this question to know how many people have donated to orphanages. According to the research orphanages are struggling to raise the fund, so the researcher target was to understand how many people have already donated. And the survey results shows 74.3% have donated.

You prefer donate money or volunteer?
Researcher asked this question to know how many people prefer to donate and how many people prefer to do volunteer, survey results shows majority of people like to do both. According to the research orphanages are trying to get more donation than volunteering.

You like to donate money by online or by check?
Researcher asked this question to know how people like to donate, survey results shows majority of people like to pay online which is the current trend. These results will help researcher to design digital tool for fundraising.

Have you visited any orphanages?
Researcher asked this question to know if people are interested in visiting orphanages, survey results shows 29.4% has visited and 41.2% are willing to visit which is really great. According to the research orphanage management think that visiting their campus will make people feel like donating. This survey result will help researcher to think of orphanage tour concept.

Deduct $1 to $5 every month from your pay check which goes to charity/orphanage.
Do you think it's good idea?
Researcher asked this question to know how many people like to donate every month from their pay check, survey results shows 64.7% people are thinking its good idea to do it. If all the companies follow this, orphanages can get lot of donation every month.

AHAA!! for my ideas!!!

Majority of people like to donate online! Young generation wants "one click" and done! This will help researcher to design digital tool for fundraising.

AFFINITIZING

Fundraising development within Orphanages

Donors like to donate more when they see our progress

We raise fund through events

Raising funds in festivals like Thanks Giving and Christmas

Our employees also donate money from their monthly pay checks

There are many companies who are funding for our orphanage (FedEx, GE, and Auto Zone)

"Orphanage tour" will encourage donors to donate money

We like to send hand written thank you note to our donors

Fundraise through United Way

We get federal fund and state fund

We are not depending on any outside fundraising organization, we have our own fundraising development team

Fundraise and support from Churches

We show outcome to donors so that they know how helpful they are for our orphan kids

AFFINITIZING

Orphanages marketing for fundraise and adoption

We reach donors through quarterly newsletters and monthly emails

Some donors like to get print pamphlets

We have marketing team

We do marketing through monthly books and brochures

We have our organization listed on AmazonSmile and Kroger

We do marketing through our organization website

We send monthly magazines to families

There are many people who pay by clicking on “Donate” button on our website

Some orphanages do TV and radio ads, some do not have budget to do

We use social media

AFFINITIZING

Orphanage fundraising challenges

Lack of time and resources along with staying relevant to past donors

We also struggle to get the newer younger generation involved on a monthly giving basis

Social media is great but with our resources/ employees it is hard to stay on it all the time and in front of people

There seems to be more of a trend to volunteer nowadays than to give money

Lack of resources to do marketing. We can't afford for TV ads and printing large sign boards to advertise

Hard to get donation from young generation, we are trying to reach more young generation for support

AFFINITIZING

Orphanage service / Orphans benefits

0-12 years old kids in foster care

13-18 years old kids in residential care

We provide accommodation, food, education and daily needs

Residential counselor work 24/7 for two weeks, and one week off

Private adopting organization

We take care of disabled kids

We do domestic and international adoption

Pregnancy counselling for unplanned pregnancy

We provide healthcare

We pay rent, food and cloths to unplanned pregnant woman and help them find a better job and encourage them to keep baby with them and raise

Providing safe, nurturing environment for at risk children

AFFINITIZING

Organizations raise fund and volunteer

FedEx cares do volunteering and donation

18,000 FedEx employees volunteer to 15 million children in 10 countries

FedEx Cares goal is to donate $500K in goods to non-profits in need

Employees donate through United Way

AFFINITIZE INSIGHTS

All Orphanages has their own fundraising team who raise the fund, they are raising fund through events and some get state and federal funds. They are not depending on any outside fundraising organization. They provide accommodation, food, education, healthcare and daily needs for kids. They have private adoption system, and they do take care of disabled kids. Some provide pregnancy counselling for unplanned pregnancy.

All Orphanages has their own marketing team. They reach donors through quarterly newsletters and monthly emails, and they do marketing by brochures and print pamphlets. They have many people who pay by clicking on "Donate" button on their website. Their organizations has listed on AmazonSmile and Kroger and they use social media too.

Orphanages has few challenges such as lack of time and resources along with staying relevant to past donors, they also struggle to get the newer younger generation involved on a monthly giving basis. They mentioned that Social media is great but with our resources/employees it is hard to stay on it all the time and in front of people. Another challenge is they are finding difficulty in getting donation from young generation, they are trying to reach more young generation for support.

The data from primary research indicate that lack of resources to do marketing to collect fund and getting donation from young generation is the biggest concern of fundraisers.

PERSONA OF THE DONOR



Name: Andy Clark
Age: 35
Occupation: Software Engineer
Status: Married

Bio
Andy lives in Atlanta with his family, and he is working as Software Engineer at Google. He has helping nature, and he always enjoy doing volunteer in his free time.

Goals
His goal is to do volunteer and he thinks that he has enough savings, so he want to donate some money to orphanage.

Pain Points
Andy has a very busy schedule, he travels a lot for business, so he hardly find time to do volunteer. He wants to visit orphanages to see how he can help them and he wants to know what is the process to donate money. Orphanage information is available online but he doesn't have time to read through all details.

EMPATHY MAP

Feel and Think

- They think of donating when they have more money
- They feel sad about orphans
- They feel like adopting
- They think of volunteering

Hear

- They hear from family and friends about orphans
- They hear about adoption
- They hear about friends donating



See

- They see ads about orphanages
- They see ads about adopt child
- They see some children struggling in the school as they live in orphanage and don't have family

Say and Do

- They do donate money or any other needs of an orphans
- They say I want to donate every month or every year
- They say they want to adopt a child from orphanage

Pain

- What are they spending my donation money on
- Are they really buying anything with my donation money
- I don't have time to visit orphanage to see their progress
- I wish to donate but I don't have enough savings

Gain

- They can show donations documents to tax
- They feel proud after donating
- They feel satisfy after donating
- They are satisfy with orphanage progress with their donations

PERSONA OF THE FUNDRAISER



Name: Susan Johnson
Age: 45
Occupation: Fundraiser
Status: Married

Bio
Susan lives in Memphis, and she is working at Tennessee Children's Home Orphanage as Fundraiser.

Goals
Her goal is to raise more funds for orphanage and try to connect with more people and organizations who are willing to donate.

Pain Points
There are very few people working in her team, she doesn't have much time to work on so many things like connect with new people and keep in touch with current donors, arrange events and stay on social media. She finds difficulty in doing marketing too as she doesn't have budget for TV advertisement. She is working at same orphanage from more than 10 years but she still feels that not many people know about her organization, she is struggling with marketing. She has to do marketing through print media and digital media, she has some old people who donates and they like to get print pamphlets in their mail box, they like to read printed brochures and magazines rather than online emails.

EMPATHY MAP

Feel and Think

- They think of connecting with more people to get donations
- They feel sad when they can't get enough donation
- They think of budget for marking
- They think of marketing for fundraising

Hear

- They hear from management about raise more funds
- They hear complains about fundraising process
- They hear about not many people are ready to donate
- They hear ignorance from people



See

- They see wealthy people for donation
- They see who wants to adopt their orphanage kids
- They see which companies are donating and volunteering

Say and Do

- They do marketing to raise fund
- They try to reach more people to raise fund
- They arrange events to raise funds
- They keep in touch with donors
- They send thank you note to each donors
- They show their progress to their donors

Pain

- They don't have enough employees to work on fundraising
- They don't have time to connect with more people
- They find difficulty in attracting more young donors
- They find difficulty in hiring people when somebody resign in their team

Gain

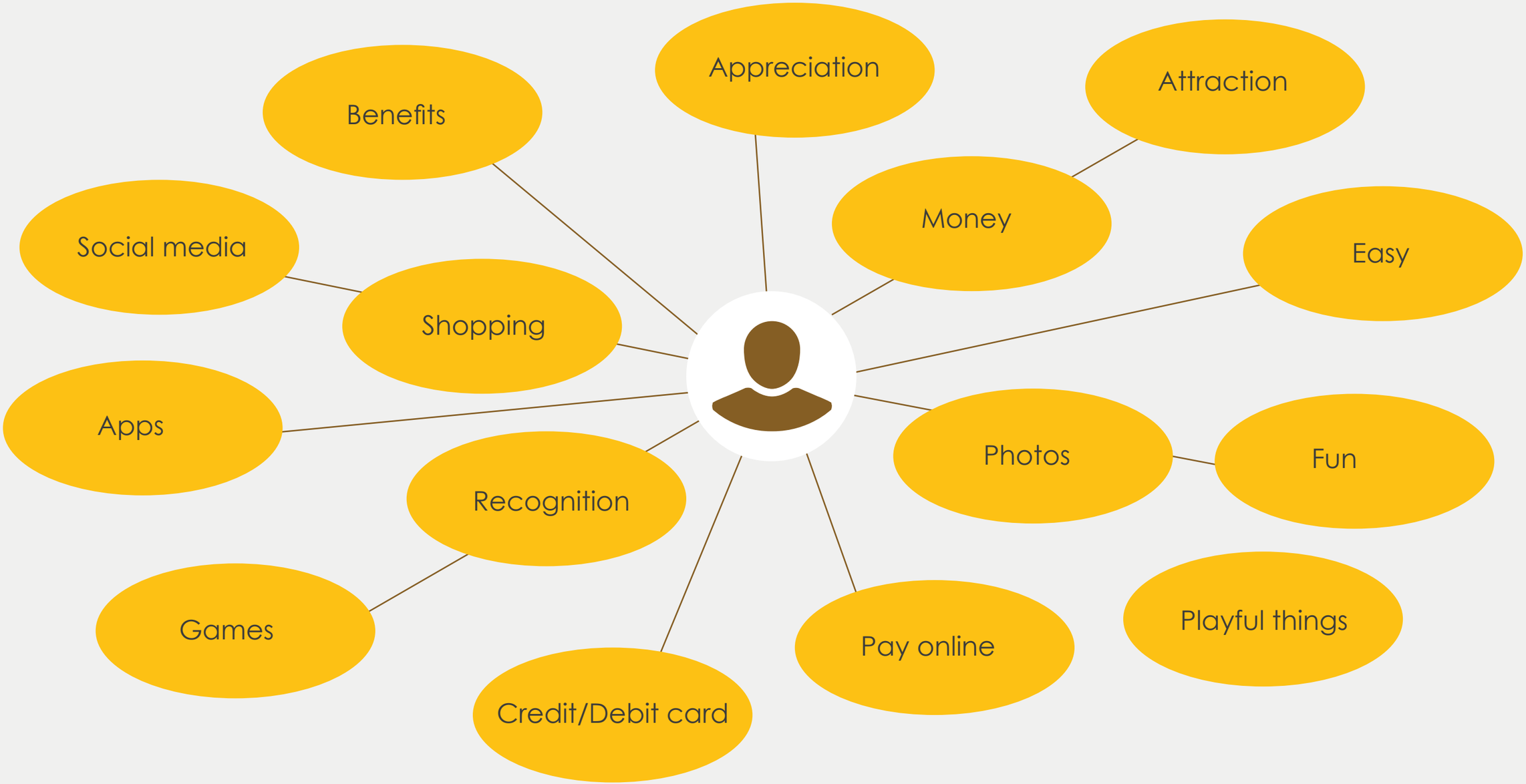
- They get state funds
- They get federal funds
- They get donation throughout the year
- They collect more donation through events

DESIGN OPPORTUNITIES AND CRITERIA



Image retrieved from: freepik.com

MIND MAP - HOW TO ATTRACT YOUNG GENERATION



OPPORTUNITIES FOR DESIGN

There is opportunity to -

Generate awareness of donating, volunteering and adopting

Generate awareness of Orphanages in young generation

Attract young generation to donate

Build easy and quick tool to raise funds

Save fundraisers time and energy

Effective marketing and advertisement

DESIGN CRITERIA

Must have

- User friendly
- Easy and fun to use
- Attractive
- Engaging activities
- Games
- Sharing on social media
- Purchase option
- Donation
- Security and Audit
- List of orphanages
- Selfie booth
- Advertisement poster

Should have

- Online payment
- Smart loading
- Contact orphanage
- Work on all mobile device
- Donation history for Tax
- Help
- Settings

Nice to have

- Feedback
- Contacts details of Orphanages
- Recommend to your friends
- Audios from orphan kids
- Videos from orphan kids
- Thank you note from orphanages

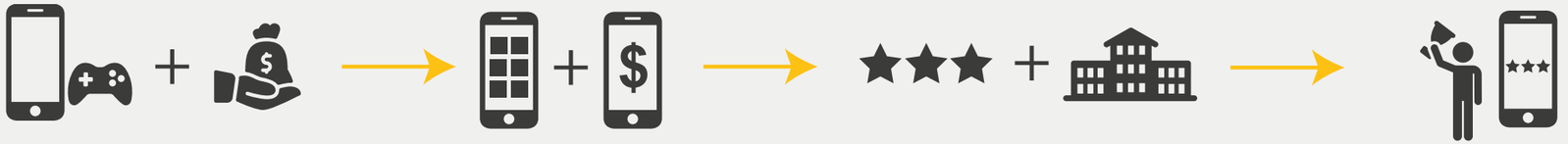
CONCEPT DEVELOPMENT AND TESTING



Image retrieved from:
freepik.com

CONCEPTS DEVELOPMENT - IDEA 1 (Mobile App)

Option 1



App games and Donation

List of free games and purchase games

When users earn credits ($5 will go to orphanage depends on earned credits)

Earned credits and donated to orphanage details can be shared on social media like Facebook and Linkedin

Option 2



Select Orphanage list by states and donate

Users can download donation history to show Tax

Icons retrieved from: flaticon.com

Mobile app includes – Free Games, Purchase Games, and Donation

This app will attract more young generation with interesting games. App will pay few dollars to the orphanage when users gain points. This app will allow them to post the winning points and donated amount on social media like facebook and Linkedin, this way it can attract more young generation to download this app to play and donate.

This app will have another feature which will allow users to browse orphanages by states and donate through this app. Whenever users donate money, they can download history of donations to show tax.

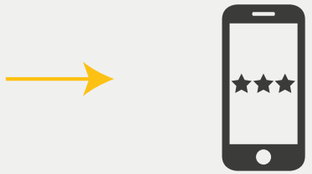
Benefits -

- Having all orphanage listed in one single app which will make it easier to user.
- Games will attract young generation.
- It will generate awareness about donating orphanages by posting on social media.

CONCEPTS DEVELOPMENT - IDEA 2 (Shopping Selfie Booth)



Kroger earned credits goes to orphanages.
Kroger shoppers can take photo at selfie booth



shopper can share earned credits
selfie photos on social media
like Facebook and Linkedin

Icons retrieved from:
flaticon.com

Shopping Selfie booth

Kroger shoppers earned credits goes to orphanages.

Selfie booth will be designed in way that shoppers can take photo with it and post on social media like Facebook and Linkedin.

Benefits -

- Shoppers can take photo with selfie booth to show they are shopping for a cause.
- Good way to do advertisement of Kroger and the charity.
- Shoppers will have positive feeling about buying in their shop.
- It will generate awareness about donating to orphanages.

CONCEPTS DEVELOPMENT - IDEA 3 (Selfie Booth and Posters)



H&M foundation donates for orphan's education.
Shoppers can take photo
with "Shop for a cause" selfie booth.



If shopper share selfie
on social media
like Facebook and Linkedin,
Shopper will get 20% off for next purchase



Adoption Posters
in the shop

Icons retrieved from:
flaticon.com

Selfie booth and Posters

H&M foundation donates for orphan's education.

Selfie booth will be designed in way that shoppers can take photo with it and post on social media like Facebook and Linkedin. H&M can offer 20% off on next purchase, if shoppers post it on social media.

Adopt Child posters can hang in the shop.

Benefits -

- Shoppers can take photo with selfie booth to show they are shopping for a cause.
- Adopt Child posters can attract couples to adopt child while doing shopping.
- Good way to do advertisement of H&M and the charity
- Shoppers will have positive feeling about buying in their shop.
- It will generate awareness about donating to orphanages.

CONCEPTS DEVELOPMENT - IDEA 4 (Generate awareness of orphanages and donating)

ORPHANAGE



Generate awareness about orphanages in young generation.



Encourage students with more interesting curriculum to study fundraising programs.

Icons retrieved from: flaticon.com

Why not many young generations are donating and not willing to work as fundraiser?

Solution:

High Schools and Universities should arrange tours to orphanages for all students to generate awareness about orphan kids and donating.

Universities should have more interesting curriculum to teach fundraising subject to attract more students to study in this field and work at non-profit organizations.

CONCEPT USABILITY TESTING

Testing goals

- Discover the needs and expectations of users
- Evaluate the designs
- Understand user behavior
- Prevent error
- Prevent failure
- Minimize risk

Testing location

- Memphis, Tennessee

Testing dates

- October 25-28, 2017

Testing plan

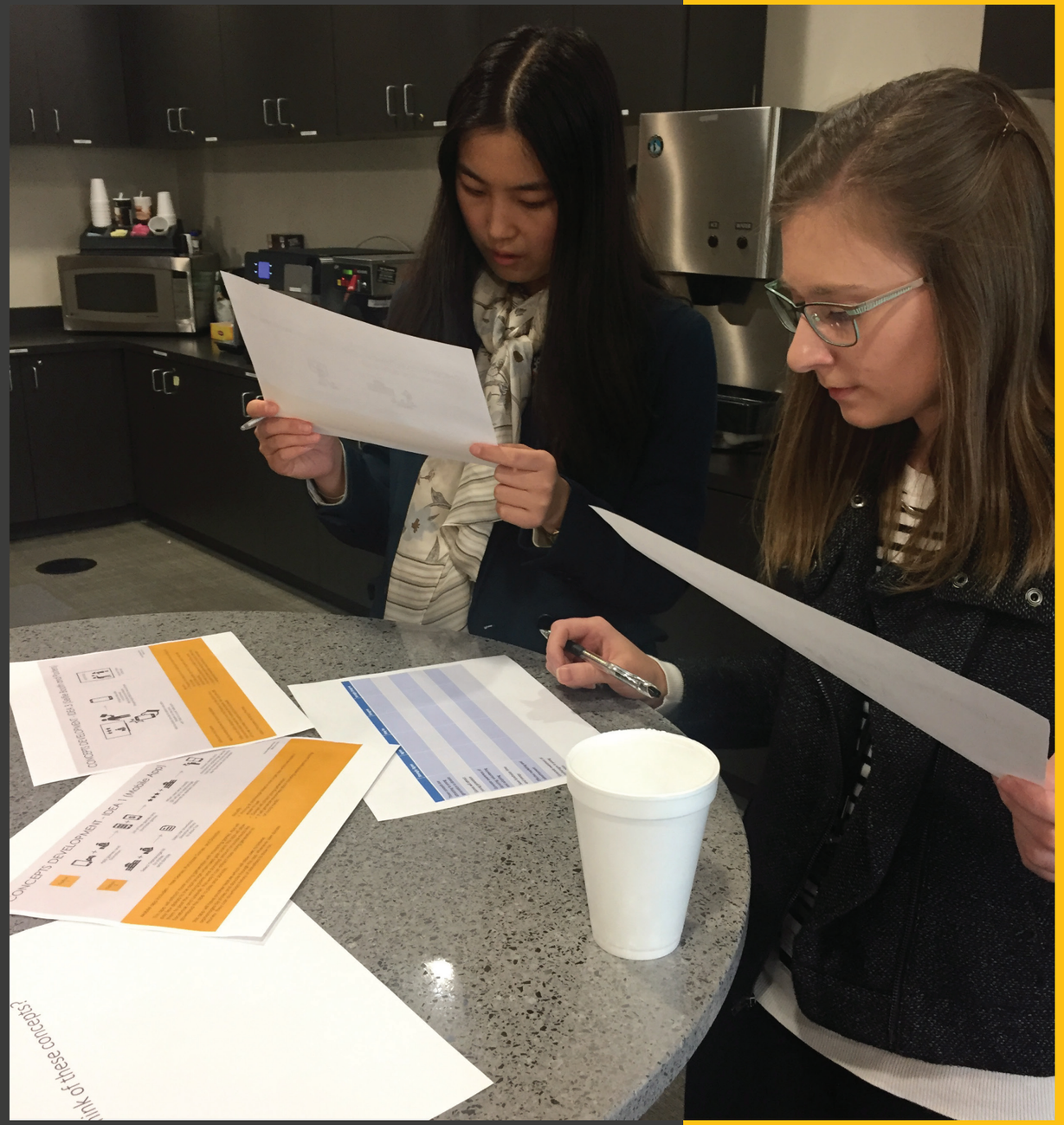
- Choose young generation group
- Present all the concepts to the user
- Provide the testing form to fill
- Discuss with user
- Edit the concept according to user's feedback

CONCEPT TESTING

Testing is an important section to gain feedbacks from the potential users. Researcher explained all 4 concepts to 5 users and asked them to fill out the testing form.

Test Participants -

1. Tori Robinson, FedEx
2. Dan Zhao, FedEx
3. Andy Messick, FedEx
4. Laura Taylor, FedEx
5. Rosie Howard, FedEx



TESTING QUESTIONS AND FORM PROVIDED TO THE USERS

	Strongly Agree	Agree	May be	Disagree	Strongly Disagree
These concepts will attract to young generation to donate					
Games concept will attract young generation					
These concepts will generate awareness of donating, volunteering and adopting					
Mobile app concepts will save fundraiser time and energy					
Cutout and selfie booth is effective marketing and advertisement					
These concepts will generate awareness of orphanages in young generation					

What do you think of these four concepts? Any suggestions?

TESTING FEEDBACK

Feedback and suggestions

What do you think of these concepts? Any suggestions?

- Game idea is really good
- Some people may not play games
- I don't play games, may be boys like to play
- Having all orphanage list in one app is good idea
- I have never downloaded any fundraising apps, your game idea may attract to download
- Selfie booth is great idea to attract young generation
- Generating awareness of orphanages and donating in school students is great idea! Create some powerful ads
- I have never seen orphanage tour ads, I think your idea is great
- You can use mannequin idea for adoption in the shops
- Thank you note from orphanages can be video or audio
- You already have multiple option within one app which is great! But try to keep it simple, don't add too many clicks or screens
- You can have movie screening at school about orphanages
- Selfie booth location can be near the entrance area of the shops
- Encourage user to recommend or invite friends to use your app
- Kroger selfie booth may not work, not many people would take photo at grocery store, you can think of having just big panel or poster about Kroger fundraising to advertise
- H&M selfie booth can be something funny cutout to attract people
- Some people like selfies and some not, may be discount option can attract them to take selfie
- Encourage users to recommend or invite friends to use your app
- Kroger selfie booth may not work, not many people would take photo at grocery store, you can think of having just big panel or poster about Kroger fundraising to advertise
- H&M selfie booth can be something funny cutout to attract people

TESTING FEEDBACK

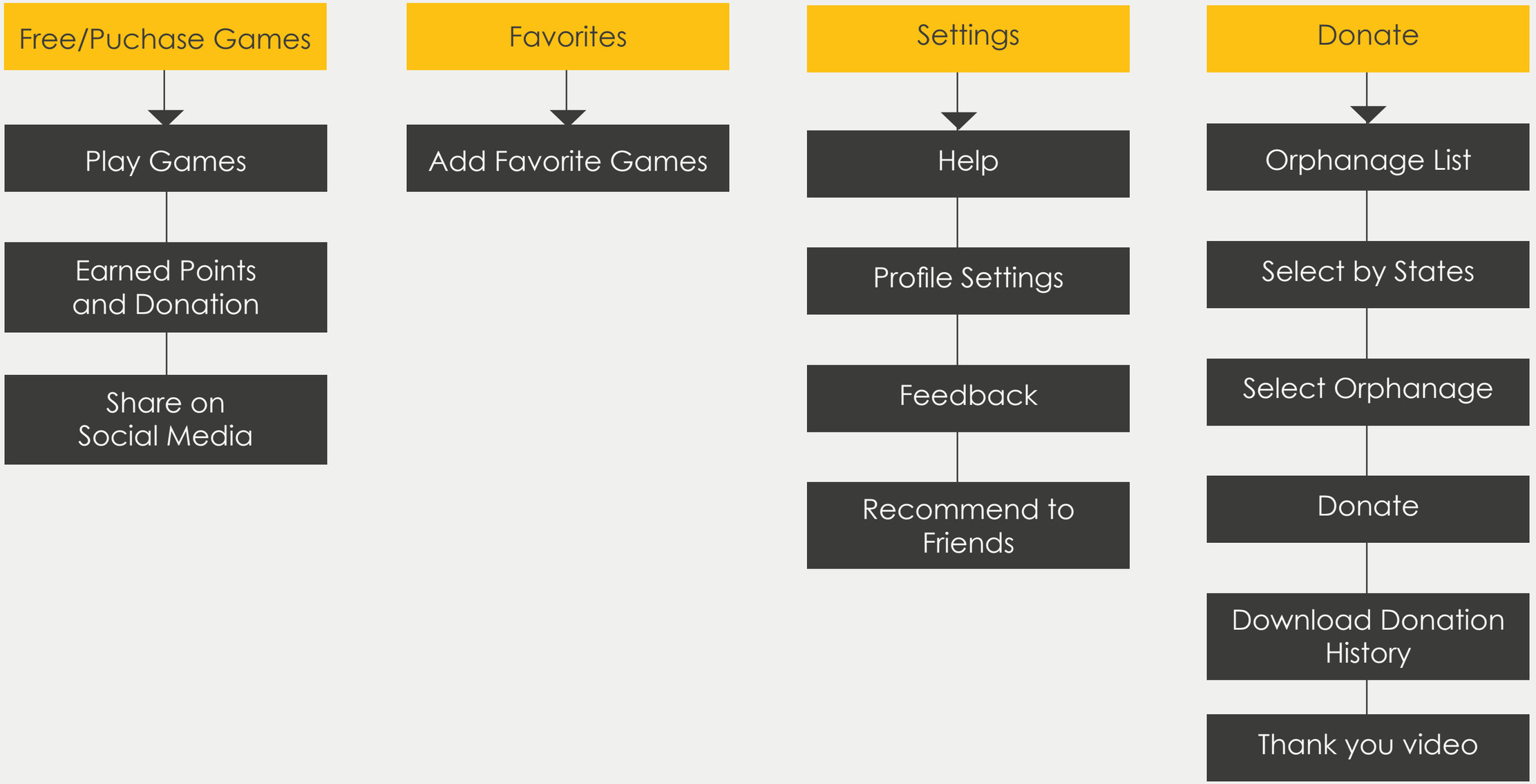
This form is to understand whether users agree with my overall ideas or not.

	Strongly Agree	Agree	May be	Disagree	Strongly Disagree
These concepts will attract to young generation to donate	✓✓✓	✓✓			
Games concept will attract young generation	✓✓✓✓	✓			
These concepts will generate awareness of donating, volunteering and adopting	✓✓✓	✓✓			
Mobile app concepts will save fundraiser time and energy		✓✓	✓✓✓		
Cutout and selfie booth is effective marketing and advertisement	✓✓✓	✓	✓		
These concepts will generate awareness of orphanages in young generation	✓✓✓✓	✓			

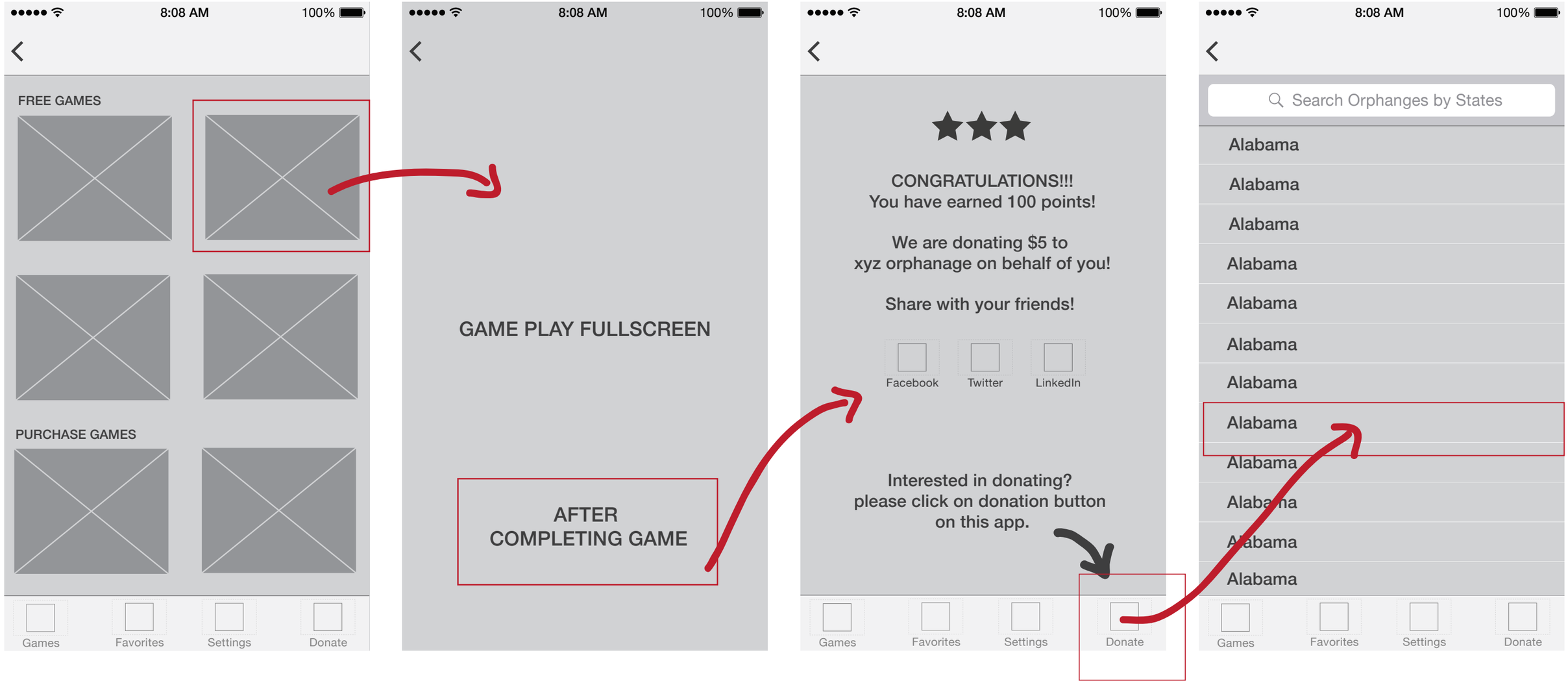
PMI ANALYSIS

IDEA 1	IDEA 2	IDEA 3	IDEA 4
Plus	Plus	Plus	Plus
Multiple options in one app Fun and donating Young generation will enjoy games Attract young generation Generate awareness of donating Generate awareness of orphanages All orphanage listed in one single app Free games	Big cutout to drag attention of shoppers Generate awareness of donating Generate awareness of orphanages Shopping for cause Good way of advertisement Generate positive feeling about the shop	Selfie is the current trend Attract young generation Generate awareness of donating Generate awareness of orphanages Collaborative Share on social media Shopping for cause Good way of advertisement Generate positive feeling about the shop	Generate awareness of donating Generate awareness of orphanages Good way of advertisement Make students visit orphanages
Minus	Minus	Minus	Minus
Some users may not be interested in playing games Users may not be interested in donating Users may not buy games	User may be in rush Users may not notice Users may not be interested in donating	Some users may not be interested in selfies User may be in rush Users may not notice Users may not be interested in donating	Some students may not be interested in visiting orphanages students may be in rush students may not notice
Interesting	Interesting	Interesting	Interesting
Generate awareness of donating Generate awareness of orphanages Encourage people to donate	Generate awareness of donating Generate awareness of orphanages Encourage people to donate Encourage people to do more shopping Make money Fundraising Good advertisement	Generate awareness of donating Generate awareness of orphanages Encourage people to donate Encourage people to do more shopping Make money Fundraising Good advertisement Share on social media	Generate awareness of donating Generate awareness of orphanages Encourage students to donate in future Make students visit orphanages Fundraising Good advertisement

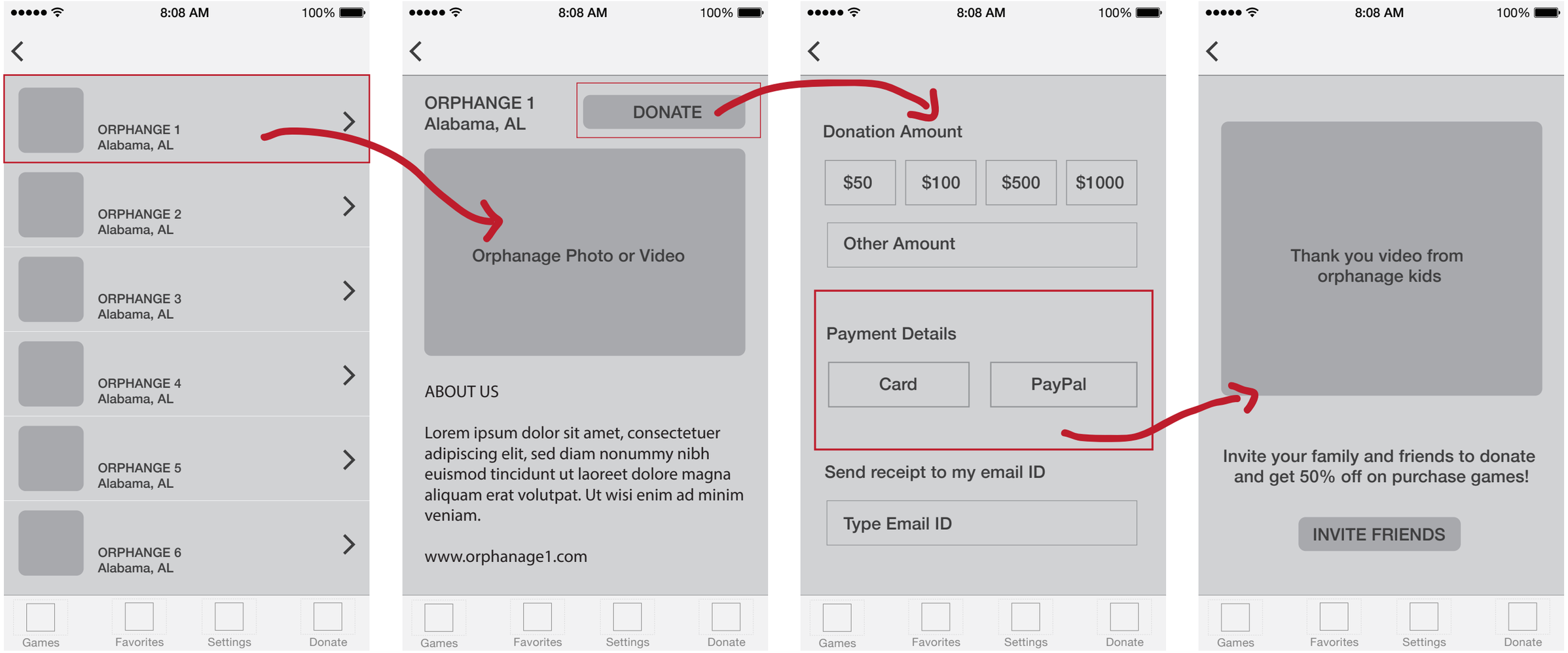
FUN FUNDING - INFORMATION ARCHITECTURE



FUN FUNDING - WIREFRAMES



FUN FUNDING - WIREFRAMES



KROGER FUNDRAISING CUTOUT



Shopping for a cause

7 feet high cutout at the store entrance

Currently Kroger has fundraising information available on their website only. This cutout is to show the shoppers that Kroger is giving money to charities. This is designed in 7 feet tall cutout so that it get attention from all the shoppers.

Benefits of this idea –

- This idea is to generate awareness about donating to orphanages.
- Shoppers will have positive feeling about buying in their shop.
- Cutout advertisement is to make people shop for a cause.

H&M FUNDRAISING SELFIE BOOTH



Shopping for a cause

Currently H&M has fundraising information is available on their H&M foundation website only which we don't really see it on their shopping site. This selfie booth idea is to show all shoppers that H&M donate to charities. Having 20% off by posting selfie on social media will encourage people to do more shopping and it is good way to advertise H&M brand.

Taking photo: shoppers can stand behind and put their face in to the face hole.

Benefits of this idea –

- Posting selfie booth photo on social media will make shoppers get 20% on their next purchase, which will encourage people to do more shopping.
- This idea is to generate awareness about donating to orphanages.
- Shoppers will have positive feeling about buying in their shop.

GENERATE AWARENESS OF ORPHANAGES AND DONATING IN YOUNG GENERATION



Generate Awareness

Marketing and advertising is powerful tool to reach out people, it helps to spread awareness about services. Researcher has designed school bus advertisement about orphanage tour to generate awareness in young generation.

Benefits of this idea –

- The idea is to get schools and university students to orphanage tour to generate awareness of orphanages and donating.

FINAL DESIGN TO MARKET



Image retrieved from:
freepik.com

FINAL SOLUTION

FUN FUNDING

FUN FUNDING is a fundraising company, we raise fund for orphanages in U.S.A. Our Game app will encourage young generation to donate money. Share the games winning points and donating information on social media will generate awareness about donating. And having all U.S. based orphanages listed in one single app will make it easier for donor to donate through our app.

Our Mission:
FUN FUNDING app focuses on getting donation for orphanages in U.S.A.

Our Vision:
FUN FUNDING vision is to attract young generation to donate money and generate awareness about orphanages and donation.

About our App Games:
We have majority of casino games, our goal is to make users addict to our games. We earn money by selling our attractive challenging games.

Reason behind games and donation included on the same app:
There are many fundraising apps available in the market, but they are just to raise the funds. Not many people will be interested in downloading those apps, especially young generation.

Games will attract young generation to download this app to play. While playing, users will start seeing FUN FUNDING is donating money to orphanages, which will inspire users to donate.

Currently there are tons of orphanage websites available online with “donate button” link. But FUN FUNDING app has all U.S. based orphanages listed in one single app which will make it easier for users to browse and donate.

How does this mobile app works?

This app has free games + purchase games + Donation

Steps -

1. User can download our app
2. User can buy games and play
3. User can play free games
4. User play games and earn points
5. FUN FUNDING will pay some amount to orphanage once user gain points
6. User can post the information about gaining points and donating to orphanage on social media like facebook or linkedin
7. User can browse orphanages by states and donate (All U.S. orphanages listed in one single app)
8. User can download the donation history and donation receipt
9. User will get 50% off in purchasing games by referring this app to family and friends

BRANDING

Logo

FUN FUNDING

Tagline

It's FUN-ding

Colors

C 60
M 13
Y 100
K 1

C 67
M 62
Y 61
K 51

Fonts

Century Gothic



Image retrieved from:
freepik.com

Carrier 1:20 PM 100%

FUN FUNDING GAMES

Free Games









Purchase Games





Games Favorites Settings Donate

Carrier 1:20 PM 100%

FUN FUNDING

Carrier 1:20 PM 100%

Orphanage1
Alabama, AL

DONATE



ABOUT US

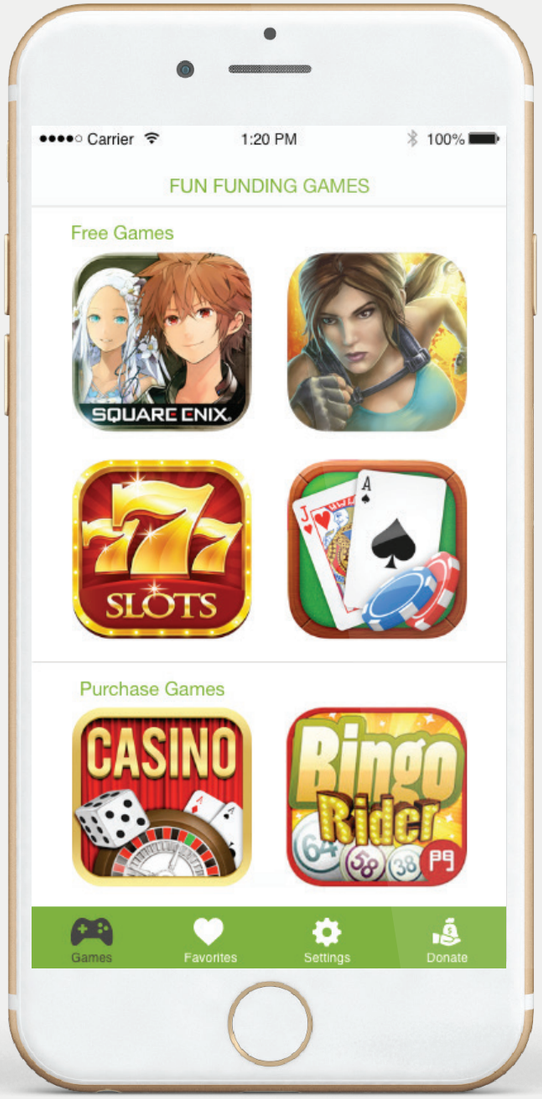
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www.orphanage1.com

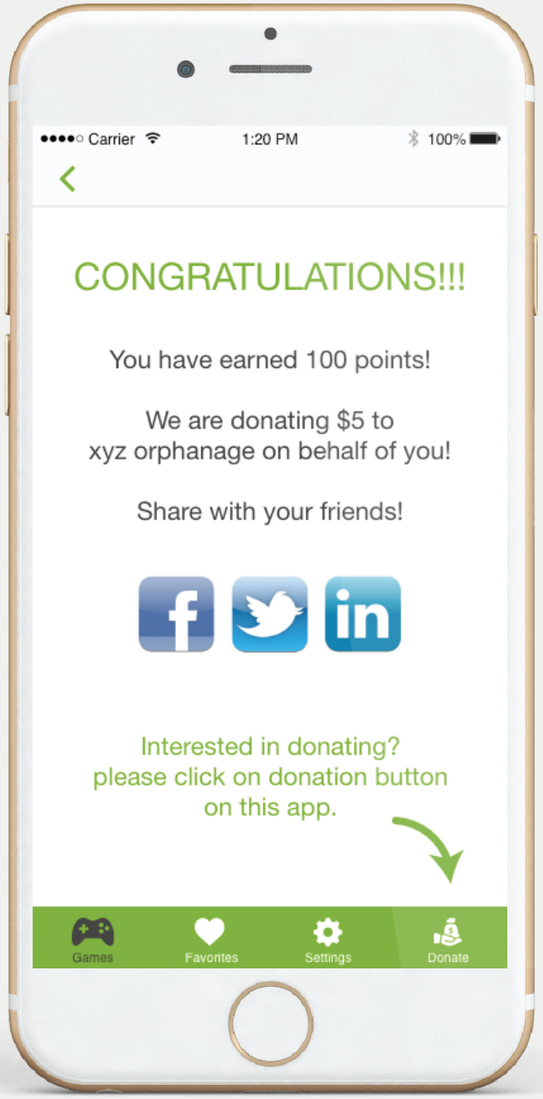
Games Favorites Settings Donate

FUN FUNDING


Carrier
1:20 PM
100%
FUN FUNDING

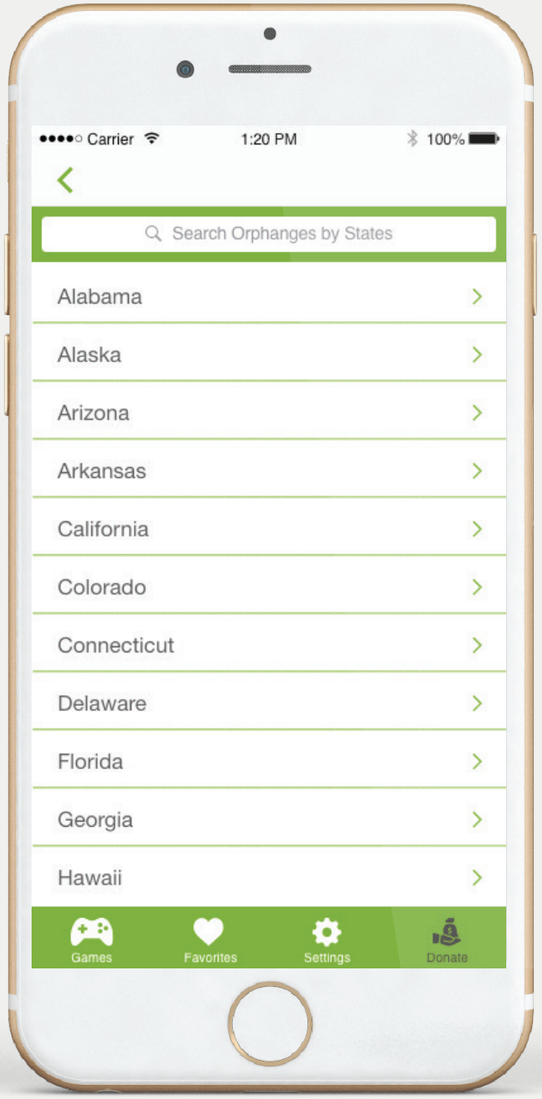

Carrier
1:20 PM
100%
FUN FUNDING GAMES
Free Games
SQUARE ENIX
777
SLOTS
Purchase Games
CASINO
Bingo
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Settings
Donate

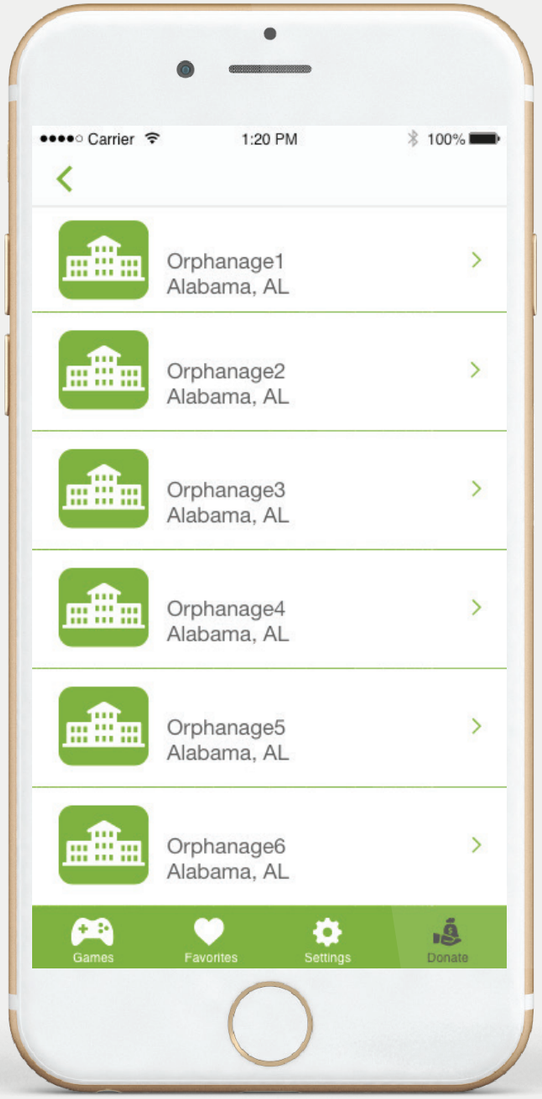

$636
BET: $636
20
$50,839

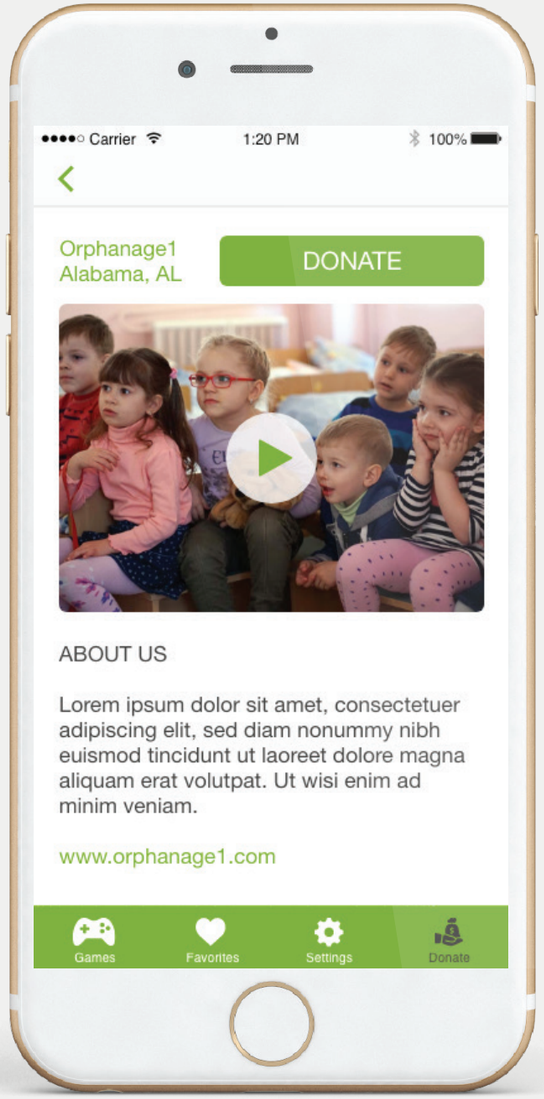

Carrier
1:20 PM
100%
CONGRATULATIONS!!!
You have earned 100 points!
We are donating $5 to
xyz orphanage on behalf of you!
Share with your friends!
Interested in donating?
please click on donation button
on this app.
Games
Favorites
Settings
Donate

FUN FUNDING

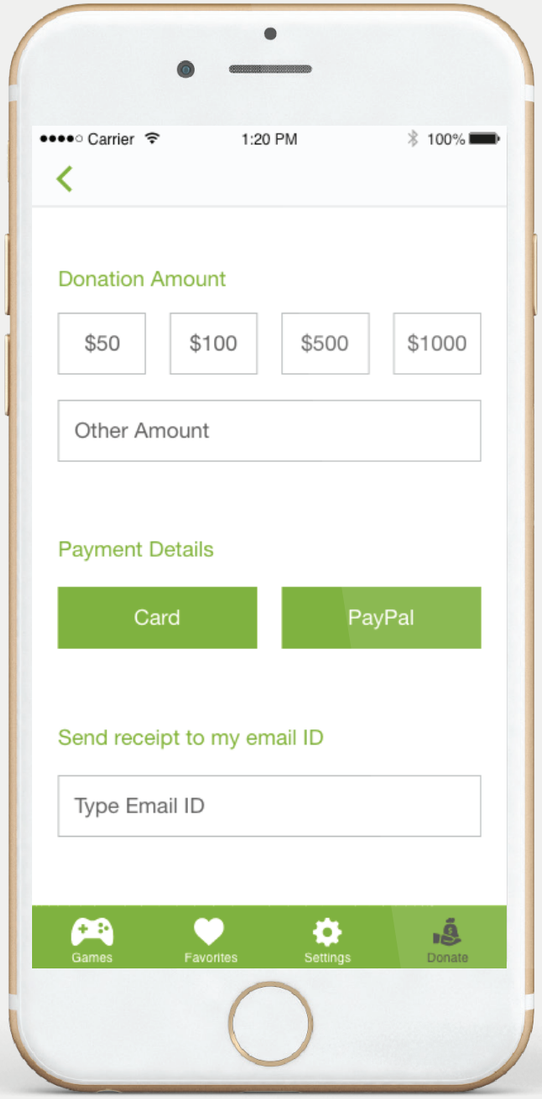

Lycamobile 11:24 AM 96%
Rashmi Kalburgi
Yesterday at 10:52 PM
FUN FUNDING
CONGRATULATIONS!!!
You have earned 100 points!
We are donating $5 to
xyz orphanage on behalf of you!
Amruta Bevinakatti and 40 others
5 comments
Like
Comment
Share
Kiran Ladawa
Rashmi Kalburgi Rock's
Write a comment...
Reuben Joseph likes Diply.

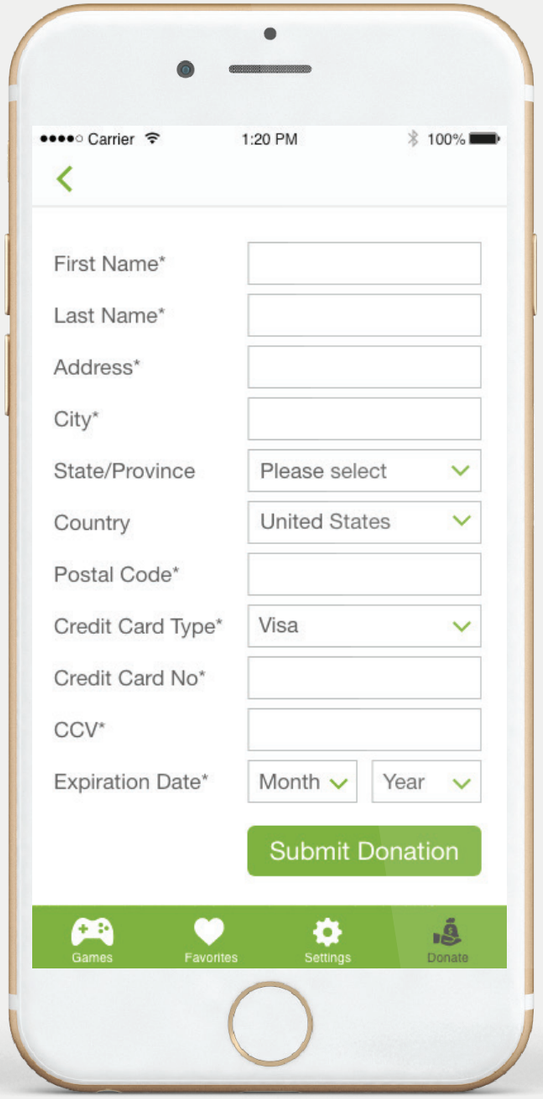

Carrier 1:20 PM 100%
Search Orphanges by States
Alabama
Alaska
Arizona
Arkansas
California
Colorado
Connecticut
Delaware
Florida
Georgia
Hawaii
Games
Favorites
Settings
Donate

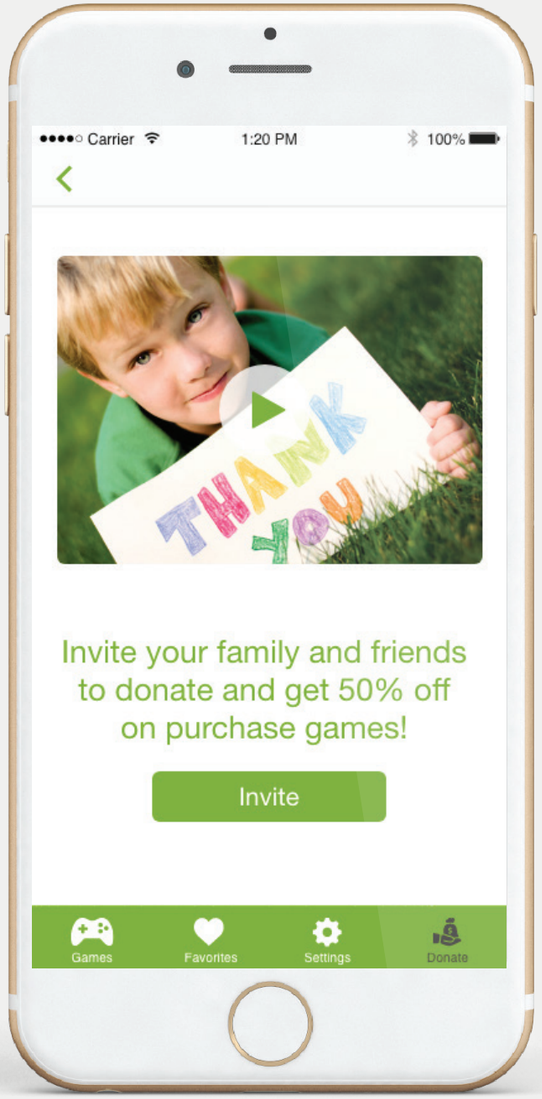

Carrier 1:20 PM 100%
Orphanage1
Alabama, AL
Orphanage2
Alabama, AL
Orphanage3
Alabama, AL
Orphanage4
Alabama, AL
Orphanage5
Alabama, AL
Orphanage6
Alabama, AL
Games
Favorites
Settings
Donate


Carrier 1:20 PM 100%
Orphanage1
Alabama, AL
DONATE
ABOUT US
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam.
www.orphanage1.com
Games
Favorites
Settings
Donate

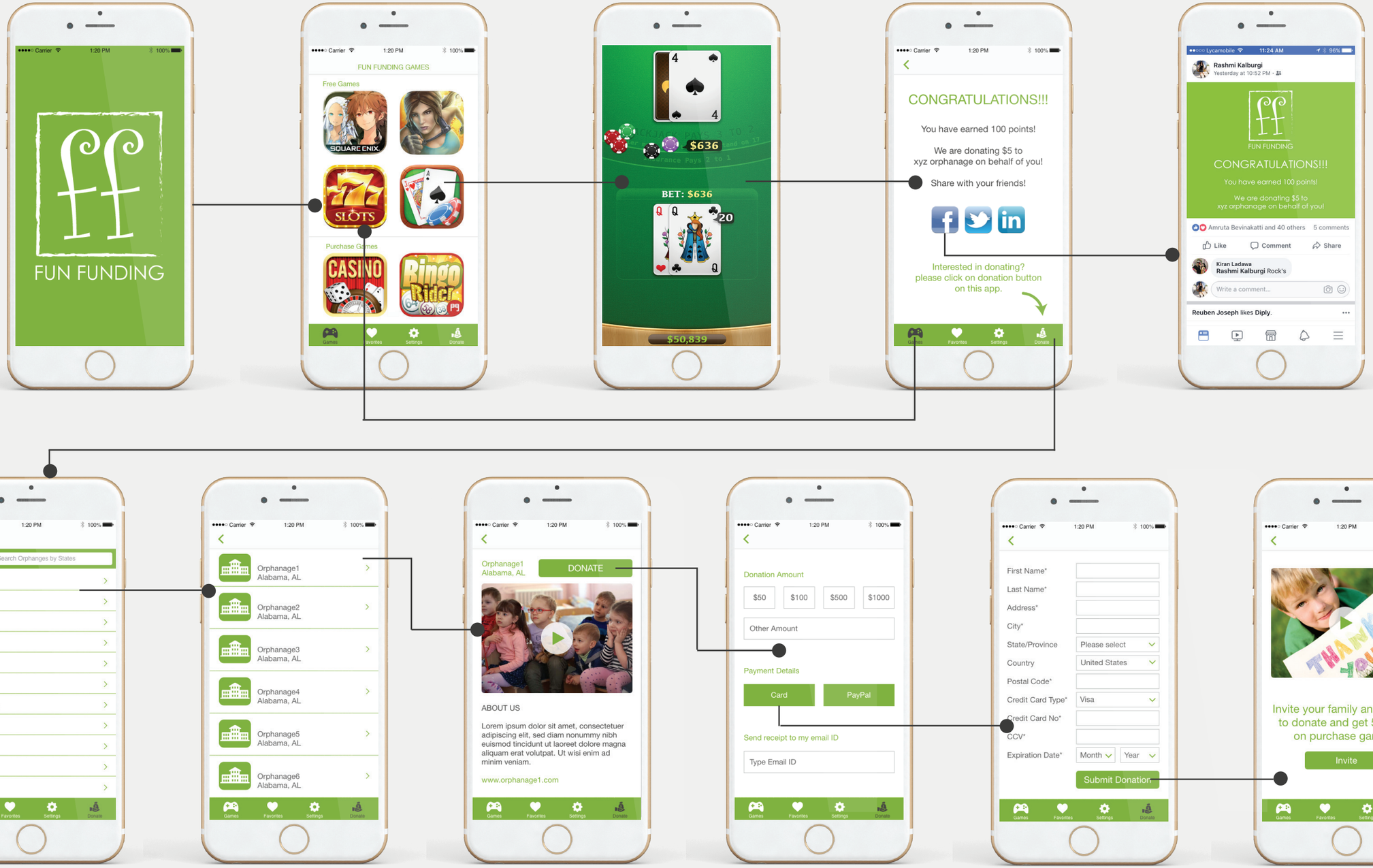
FUN FUNDING


Carrier
1:20 PM
100%
Donation Amount
$50
$100
$500
$1000
Other Amount
Payment Details
Card
PayPal
Send receipt to my email ID
Type Email ID
Games
Favorites
Settings
Donate


Carrier
1:20 PM
100%
First Name*
Last Name*
Address*
City*
State/Province
Please select
Country
United States
Postal Code*
Credit Card Type*
Visa
Credit Card No*
CCV*
Expiration Date*
Month
Year
Submit Donation
Games
Favorites
Settings
Donate


Carrier
1:20 PM
100%
THANK YOU
Invite your family and friends to donate and get 50% off on purchase games!
Invite
Games
Favorites
Settings
Donate

FUN FUNDING APP INTERACTION DESIGN



BUSINESS MODEL CANVAS

Key Partners
- App stores
- Orphanages
- Fundraisers
- Graphic Designers
- App Developers
- Game developers

Key Activities
- Encourage young generation to donate
- Generating awareness about orphanages
- Generating awareness about donating
- Marketing
- Developing social connections

Key Resources
- Relationship with orphanages
- Relationship with fundraisers
- Financial support
- Game design experts
- Human resources to maintain and develop for digital platform and online store

Value Proposition
- FOR Donors
- WHO care about orphan kids and willing to donate
- OUR effective fundraising tool
- WILL motivate donors to donate money to orphanages
- UNLIKE the current fundraisers who are reaching out to wealthy people and organizations through emails and events
- OUR effective fundraising tool will motivate young generation to donate money to orphanages

Customer Relationship
- Mobile app
- Website
- Social media
- Review and feedback

Distribution Channels
- App store recommendations
- Official website
- Social media
- TV advertising

Customer Segment
- Orphanages
- Fundraisers
- Mobile game lovers
- Donors who wants to donate through app

Cost Structure

First year - Total estimated cost will be US $40,000
- Costs of app design and development
- Costs of maintenance
- Marketing
- Tax
- Utilities fee

Revenue Stream

First year - Total estimated revenue will be US $75,000
Revenue generated from selling FUN FUNDING mobile app games, and selling advertisement space on the app.

SWOT ANALYSIS

S

Strength

- Multiple options in one app
- Fun and donating
- Young generation will enjoy games
- Attract young generation
- Generate awareness of donating
- Generate awareness of orphanages
- All orphanage listed in one single app
- Free games
- Collaborative
- Share on social media

W

Weakness

- Some users may not be interested in playing games
- Users may not be interested in donating

O

Opportunities

- Generate awareness of donating
- Generate awareness of orphanages
- Encourage people to donate
- Make money
- Fundraising

T

Threats

- Lots of game apps available in market
- FUN FUNDING app will have to develop more challenging games, for example: Casino games
- Lots of fundraising apps available in the market
- Some users may not be willing to buy games, FUN FUNDING app has to provide discount on games to attract users to buy
- Users may not like all the games

FUN FUNDING - IMPLEMENTATION PLAN

2017 Q4

- Budget plan for app design and development
- App prototype design
- App Testing
- App Development

2018

- 8 Casino games ready to launch
- Launch in app store and Google play
- Marketing (Target market age group: 25 to 45)
- App maintenance

2019

- Work on feedback from user's
- App maintenance
- App updates
- Fixing bugs
- Include 4 new Casino games
- Keep track on orphanage list
- Add new orphanages in the list

2020

- Include 4 new Casino games
- Attract more young generation to use our app through marketing
- Keep working on user's feedback and improve user experience

FUN FUNDING - INCOME STATEMENT

	2018	2019	2020
Revenue			
Mobile app purchase games	$50,000	$75,000	$150,000
Ads on mobile app	$25,000	$30,000	$100,000
Total Revenue	$75,000	$115,000	$200,000
Operating Expense			
App design and development	$20,000	0	0
Creating and including new games	0	$10,000	$15,000
App maintenance and updates	$10,000	$10,000	$10,000
Marketing	$5,000	$5,000	$5,000
Donating Orphanages through games	$5,000	$10,000	$20,000
Total Operating Expense	$40,000	$35,000	$50,000
Net Earnings	$35,000	$80,000	$150,000

This is the income statement of FUN FUNDING app. It includes total revenue of purchased app games and advertisements on our app. First year net income will be less because of spending more operating expense to create and launch new app. FUN FUNDING will be getting app developed in India to get it done in low cost. There will be 8 Casino games available in the first launch.

	2018	2019	2020
Revenue			
Direct donation to orphanages from donors	$30,000	$60,000	$100,000
Total Revenue to orphanages	$30,000	$60,000	$100,000

This is the income statement of Orphanages through FUN FUNDING app. This shows direct donation to orphanages from donors by using our app.

CONCLUSION

The concept came out of a research question: “How might we use design thinking to develop more effective Fundraising avenues for U.S. based Orphanages?” The initial steps of this project including identifying the problems, target audience, purpose, scope and significance of the study. Before moving to the next phase, these steps were used to frame the project boundaries in order to make sure the direction was worthy and relevant to design management. The structure was also used to plan what could be accomplished within the timeline.

1. QUESTION	2. PLAN	3. SECONDARY RESEARCH	4. PRIMARY RESEARCH	5. SYNTHESIS
6. DESIGN OPPORTUNITIES	7. PROTOTYPE	8. TESTING	9. FINALISING	10. FINAL DELIVERY

RECOMMENDATION

There is an opportunity for fundraisers to use FUN FUNDING Games app idea to raise the fund. Games are the best way to attract young generation. Fundraisers can raise funds by selling games.

Instead of having app or websites for each orphanage, we can have all orphanage listed in one single app like our FUN FUNDING app which would save time, energy and cost.

Currently Facebook has games and fundraising page. I am planning to promote FUN FUNDING games idea to one of the Facebook manager who is my best friend. There is an opportunity for Facebook to merge games and fundraising page together to generate awareness about donation and orphanages in young generation.

APPENDICES

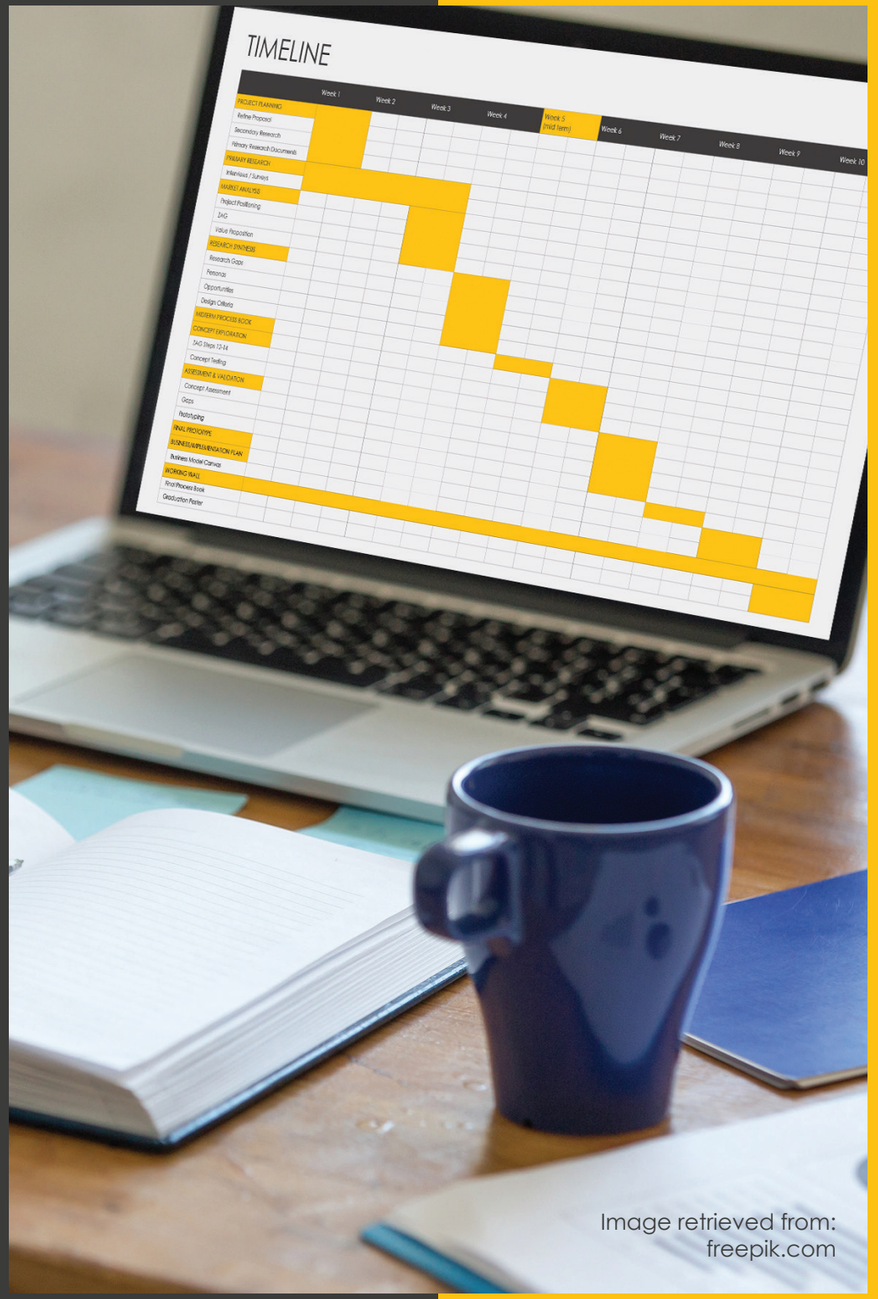


Image retrieved from:
freepik.com

TIMELINE

	Week 1		Week 2		Week 3		Week 4		Week 5 (mid term)		Week 6		Week 7		Week 8		Week 9		Week 10	
PROJECT PLANNING																				
Refine Proposal																				
Secondary Research																				
Primary Research Documents																				
PRIMARY RESEARCH																				
Interviews / Surveys																				
MARKET ANALYSIS																				
Project Positioning																				
ZAG																				
Value Proposition																				
RESEARCH SYNTHESIS																				
Research Gaps																				
Personas																				
Opportunities																				
Design Criteria																				
MIDTERM PROCESS BOOK																				
CONCEPT EXPLORATION																				
ZAG Steps 12-14																				
Concept Testing																				
ASSESSMENT & VALIDATION																				
Concept Assessment																				
Gaps																				
Prototyping																				
FINAL PROTOTYPE																				
BUSINESS/IMPLEMENTATION PLAN																				
Business Model Canvas																				
WORKING WALL																				
Final Process Book																				
Graduation Poster																				

CONSENT FORMS

SCAD
Informed Consent Form

I voluntarily agree to participate in an interview/inquiry performed by students at the Savannah College of Art and Design. I understand that this interview/inquiry is being conducted by Rashmi Kalburgie, in order to identify opportunities for design.

I understand that the evaluation methods which may involve me include:

1. the recorded (audio and/or video) observations of my work
2. my completion of an evaluation questionnaire(s) and/or
3. my participation in a 30-90 minute interview.

I grant permission for the interview/inquiry to be recorded and transcribed, and to be used only by Rashmi Kalburgie for analysis of interview data. I grant permission for the evaluation data generated from the above methods to be used in an educational setting.

I understand that any identifiable information in regard to my name and/or company name **will be removed** from any material that is made available to those not directly involved in this study.

DENNIS FLEMING
Research Participant Name

9-12-17
Date

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Jeri Seaton-Reaves, MSW - Executive Director
Research Participant Name

9/13/17
Date

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Informed Consent Form

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Jeff McGinnis
Research Participant Name

9/19/17
Date

CONSENT FORMS

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Informed Consent Form

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Rebecca L. Mischke, Tennessee Children's Home
Research Participant Name Asst. to Director of Development

Sept 19, 2017
Date

SCAD
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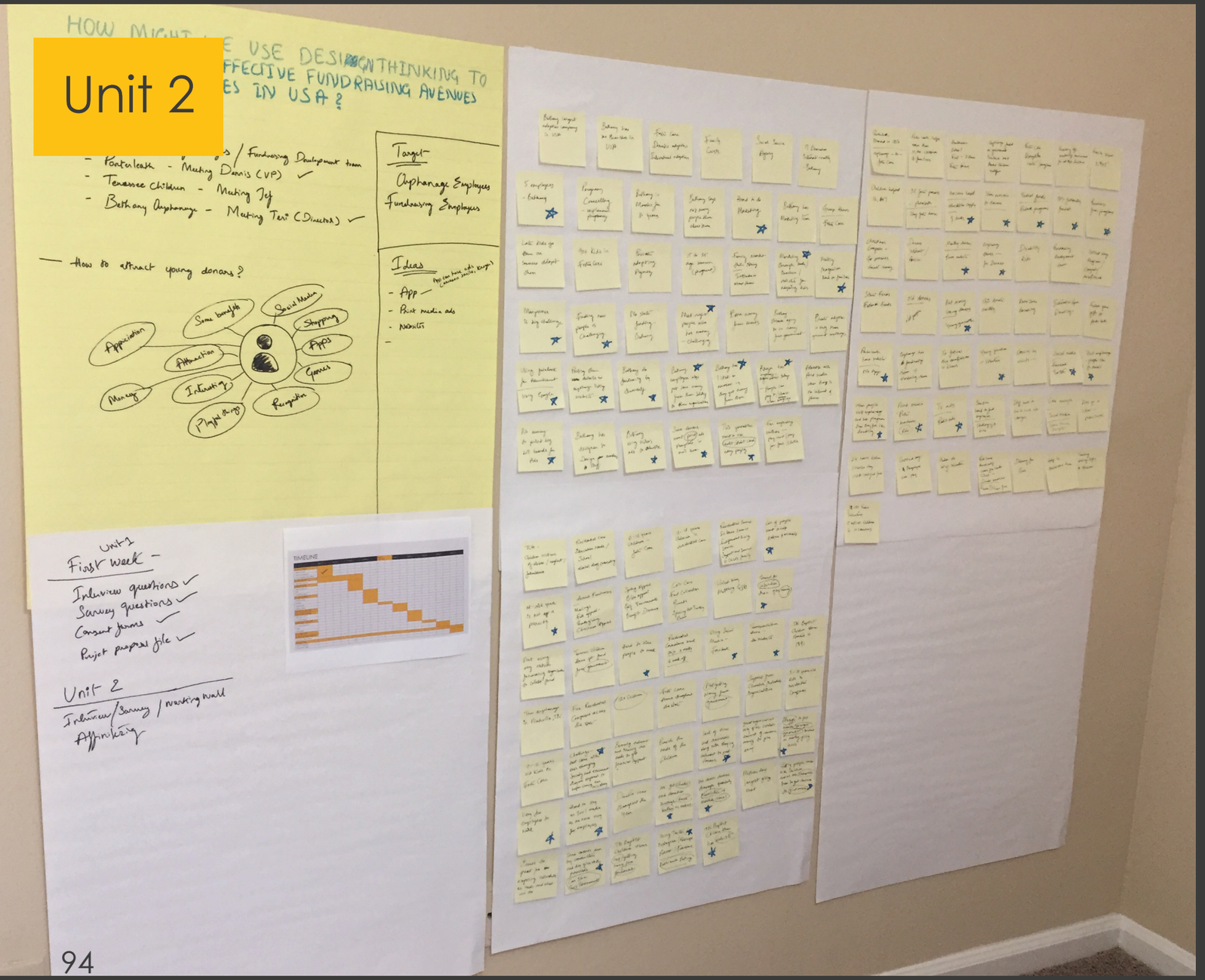
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Research Participant Name

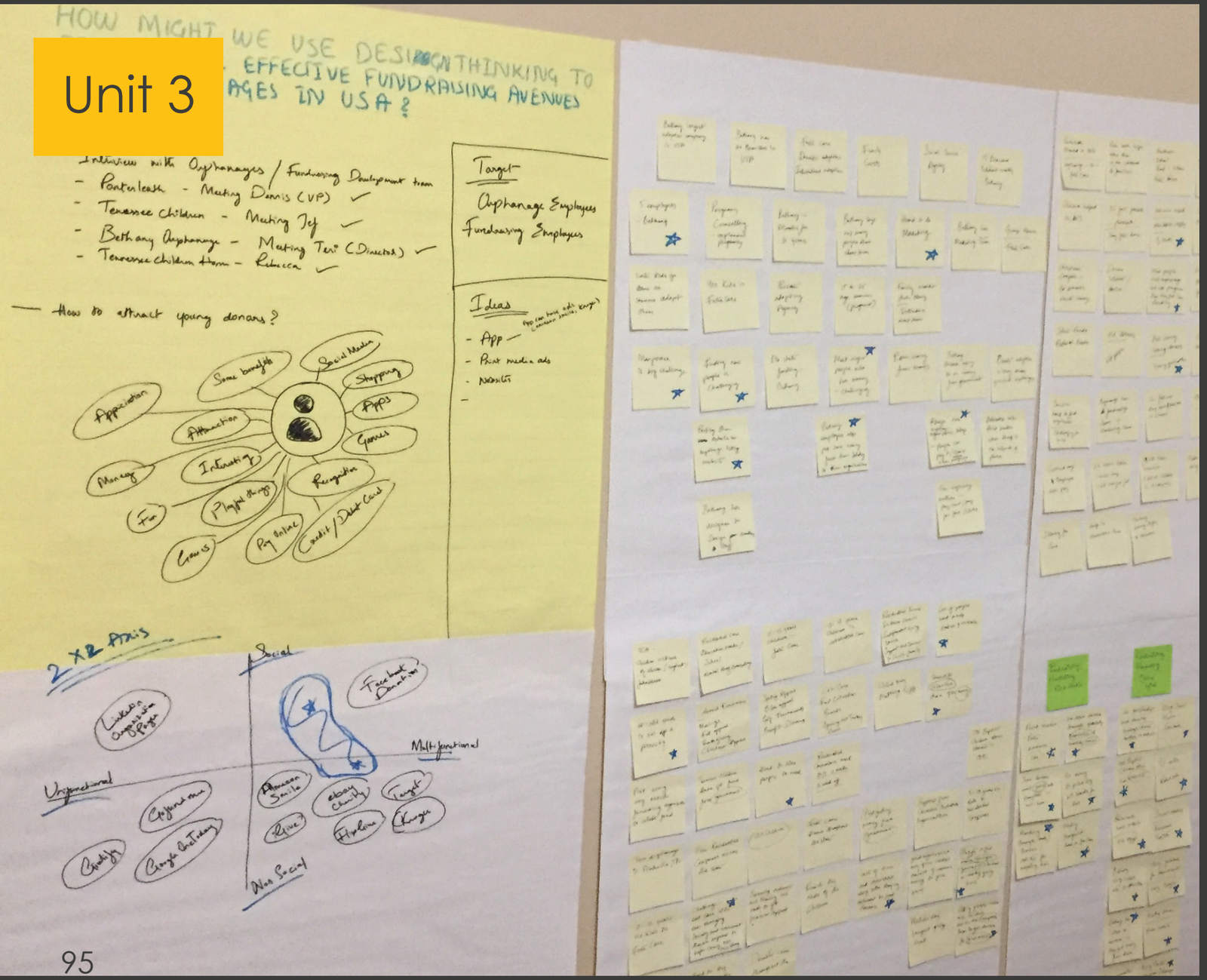
9/20/17
Date

Unit 2


HOW MIGHT WE USE DESIGN THINKING TO
EFFECTIVE FUNDRAISING AVENUES
ES IN USA?
Target
Orphanage Employees
Fundraising Employees
Ideas
- App
- Print media ads
- Website
How to attract young donors?
Appreciation
Some benefits
Social Media
Shopping
Attraction
Apps
Games
Intensity
Money
Recognition
Playful thing
Unit 1
First week -
Interview questions
Survey questions
Consent forms
Project proposal file
Unit 2
Interview/Survey / working wall
Advertising
TIMELINE
94

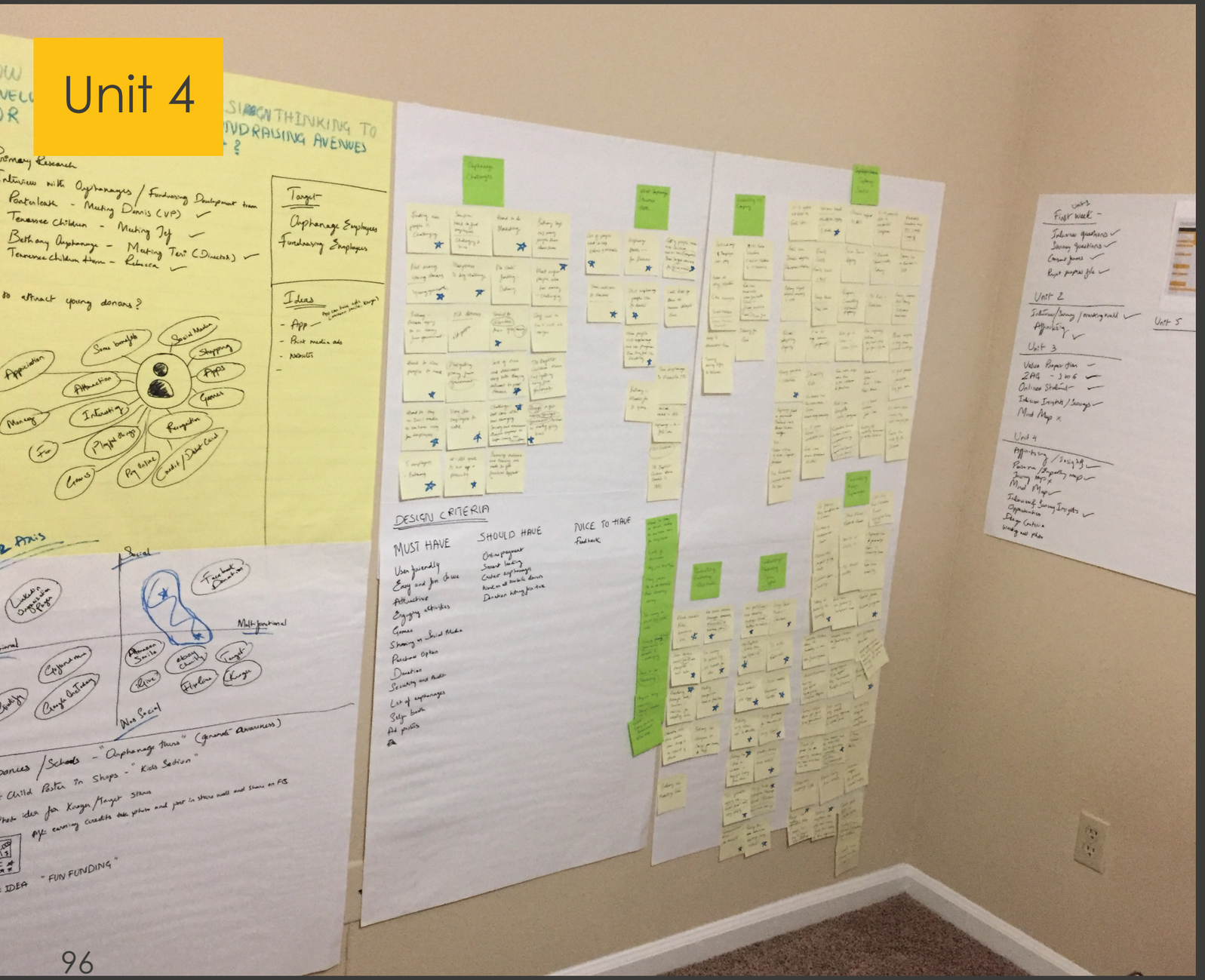

Counselling
- unplanned pregnancy
Bethany in Memphis for 3+ years
Bethany says no/ many people than other's
How to do Marketing
900 Kids in Foster Care
Private adopting Agency
15 to 35 age women (pregnant)
No state funding - Bethany
Finding new people is challenging
Meet regular people who has money - challenging
Bethany do fundraising by University
Posting Bethany details on orphanage listing website
Bethany has designers to Design
Bethany using Videos ads to advertise

Unit 3


HOW MIGHT WE USE DESIGN THINKING TO
EFFECTIVE FUNDRAISING AVENUES
AGES IN USA?
Target
Orphanage Employees
Fundraising Employees
Ideas
App
Print media ads
How to attract young donors?
Social
Multifunctional
Unifunctional
Non Social

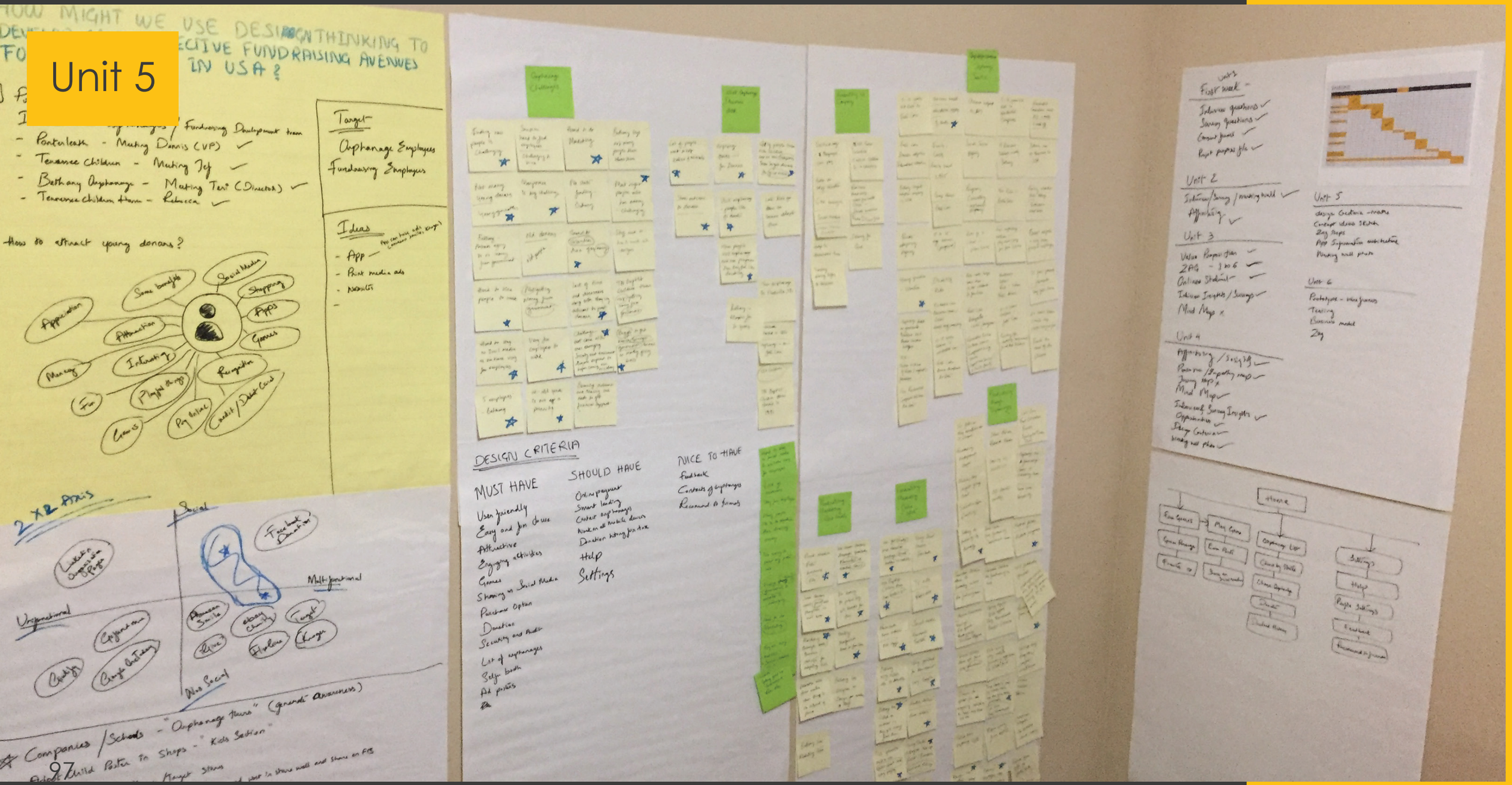

Target
Orphanage Employees
Fundraising Employees
Ideas
App
Social Media
Shopping
Apps
Games
Recognition

Unit 4

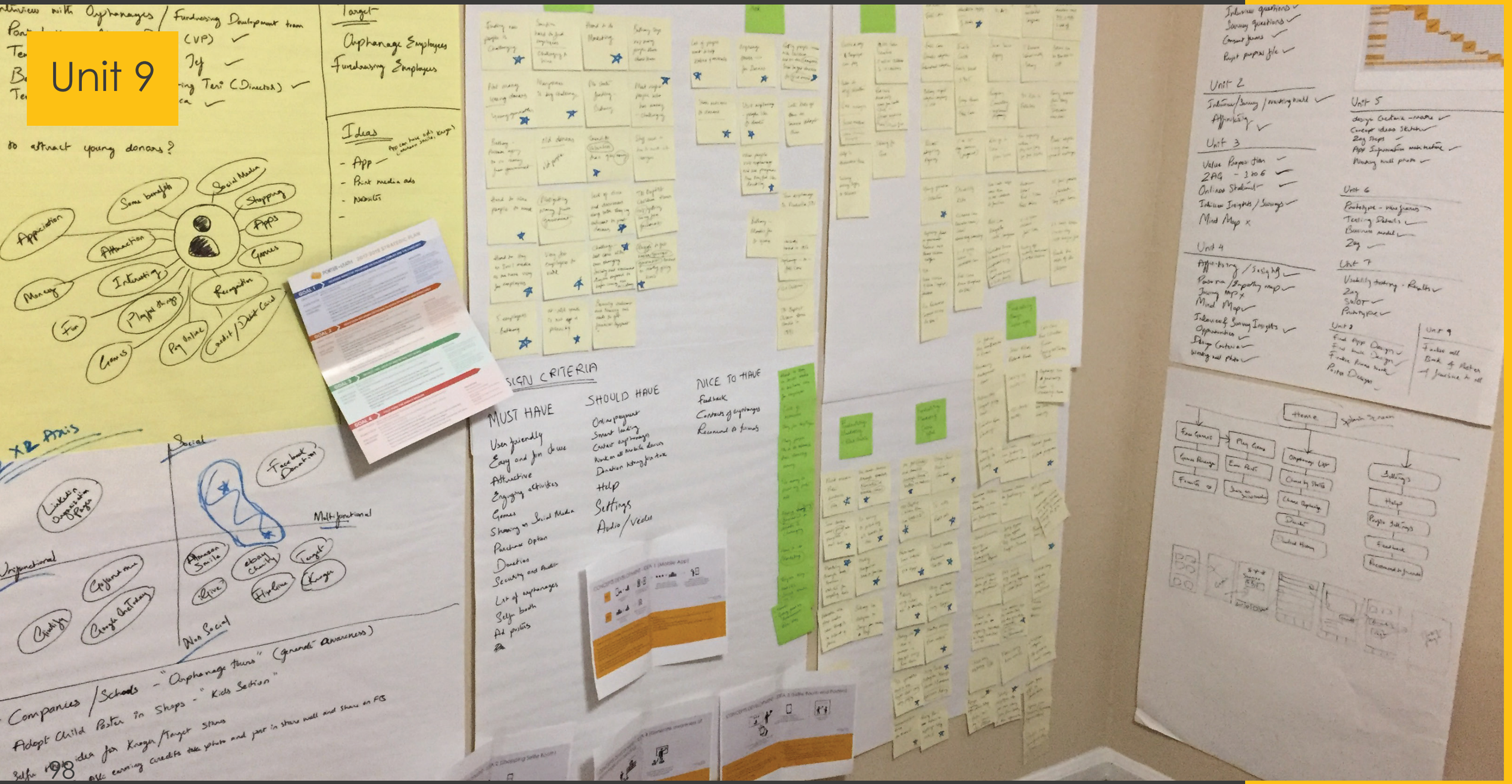

DESIGN THINKING TO
FUNDRAISING AVENUES
Target
Orphanage Employees
Fundraising Employees
Ideas
- App
- Print media ads
- Website
DESIGN CRITERIA
MUST HAVE
SHOULD HAVE
NICE TO HAVE
Unit 1
First week -
Unit 2
Unit 3
Unit 4
Unit 5
"FUN FUNDING"



Unit 5


HOW MIGHT WE USE DESIGN THINKING TO
EFFECTIVE FUNDRAISING AVENUES
IN USA?
Target
Orphanage Employees
Fundraising Employees
Ideas
- App
- Print media ads
- Website
How to attract young donors?
Social Media
Shopping
Apps
Games
Reception
Pay Bills
Credit / Debit Cards
Loans
Fee
Playing things
Investing
Planning
Attraction
Appreciation
Some benefits
2 x 2 Axis
Social
Multi-functional
Unprofessional
DESIGN CRITERIA
MUST HAVE
User friendly
Easy and fun to use
Attractive
Engaging activities
Games
Sharing on Social Media
Purchase Option
Donation
Security and Safety
List of orphanages
Safe to both
Ad points
SHOULD HAVE
Online payment
Smart texting
Contact orphanages
Work on all mobile devices
Donation strong function
Help
Settings
NICE TO HAVE
Feedback
Contacts of orphanages
Recommend to friends
Companies / Schools - "Orphanage Tours" (general awareness)
Unit 2
Unit 3
Unit 4
Unit 5
Unit 6
Prototype - user journeys
Testing
Business model
Sitemap
Home
Settings
Help
Profile Settings
Feedback
Recommend to friends

Unit 9


Target
Orphanage Employees
Fundraising Employees
Ideas
- App
- Print media ads
- Website
to attract young donors?
Application
Some benefits
Social Media
Shopping
Apps
Games
Attraction
Interesting
Recognition
Money
Fun
Physical things
Prizes
Games
Credit/Debit Card
Unit 2
Unit 3
Unit 4
Unit 5
Unit 6
Unit 7
Unit 8
Unit 9
MUST HAVE
SHOULD HAVE
NICE TO HAVE
Social
Multi-functional
Unifunctional
Non Social
Companies / Schools - "Orphanage tours" (General awareness)
Adopt Child Poster in Shops - "Kids Section"
Home

REFERENCES

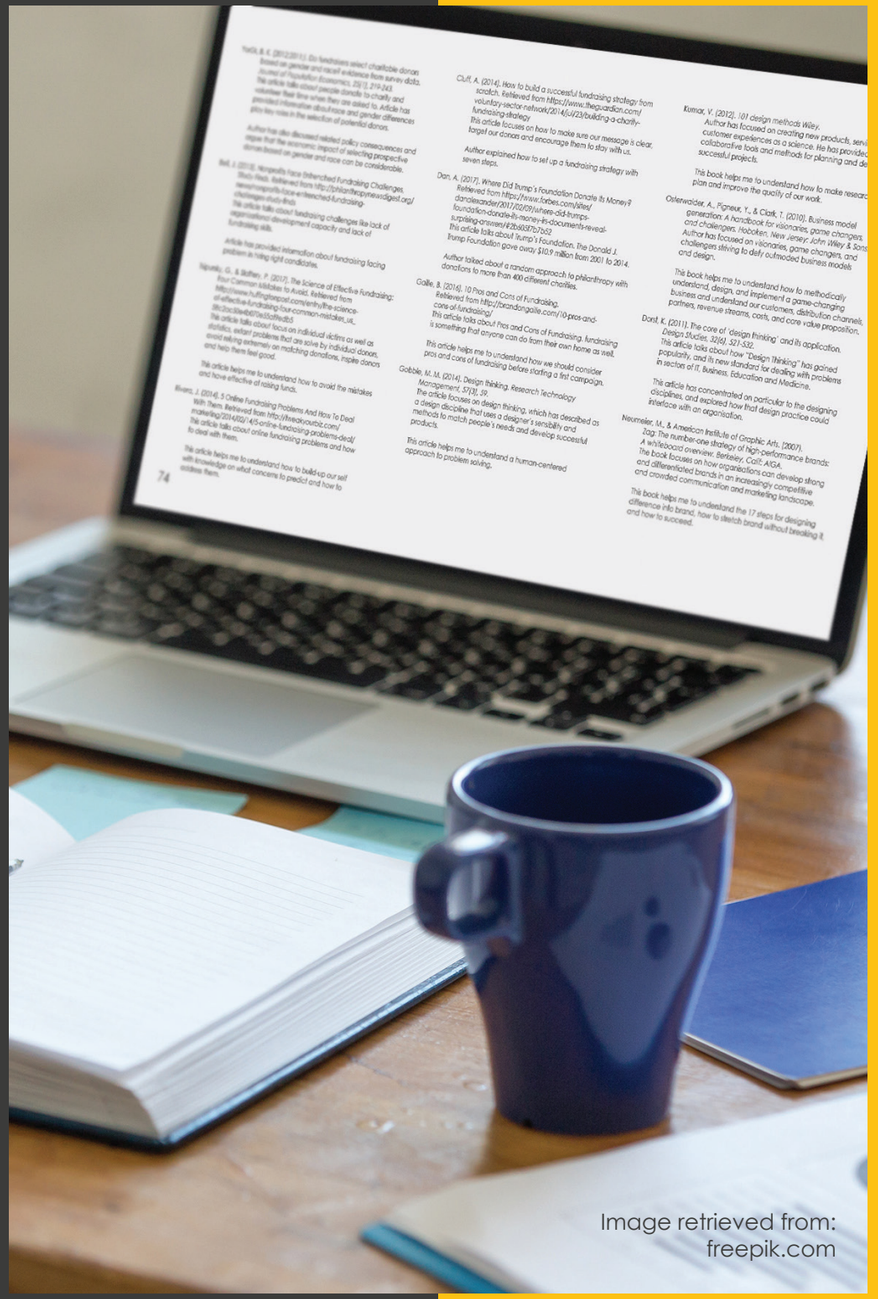


Image retrieved from: freepik.com

ANNOTATED BIBLIOGRAPHY

Søland, B. (2015). "Never a better home": Growing up in american orphanages, 1920–1970. *The Journal of the History of Childhood and Youth, 8(1), 34-54.*
This article is based on 140 oral history interviews conducted with men and women, who has spent their childhoods in American orphanages in the Midwest between 1920 and 1970.

Article has provided information about orphans physical and emotional experience. some are very thankful that they got good accommodation and food, some experienced trauma in their childhood.

Carp, E. W. (1999). Orphanages: The strengths and weaknesses of a macroscopic view. *Reviews in American History, 105.*
The article talks about strength and weakness of orphanages. According to the research, author has described growth of orphanages from 1830 to 1933, and traces ethnic, racial, and gender composition of orphanages. Also provided information about type of education orphans received and allowing children the opportunity to play within the walls and, by the early twentieth century leaving institution for holidays and vacations.

This article helps me to understand the growth of orphanages including strength and weakness.

Murray, J. (2004). Literacy acquisition in an orphanage: A Historical Longitudinal case study. *American Journal of Education, 110(2), 172-195.*
This article talks about how children became more literate as they aged, from home education and free schools.

This article helps me to understand how and when did children acquire literacy in the past. Some children been thought to read and not writing, some can only write their names and can't read at all.

Small, D. A., & Verrochi, N. M. (2009). The face of need: Facial emotion expression on charity advertisements. *Journal of Marketing Research, 46(6), 777-787.*
The article talks about Ads. Advertisements for charities display photographs of the people they help to induce the kind of sympathy that generates giving. This article observes how the expression of emotion on a victim's face affects both sympathy and giving.

The authors discuss the effects of using sensitive emotional expressions on charitable and other marketing appeals.

Golubeva, E. V., & Golubeva, I. V. (2015). Deformations in economic consciousness of children raised in orphanages. *SAGE Open, 5(3), 215824401560419.*
The article talks about the deformations of economic consciousness in adolescents raised in orphanages. Due to deprivation of economic and social experience, children who were raised in orphanages have a high risk of deformations in economic consciousness.

The findings showed that the deformations of economic consciousness in youngsters raised in orphanages.

List, J. A. (2011). The market for charitable giving. *The Journal of Economic Perspectives, 25(2), 157-180.*
The article talks about charity. According to the research, author has described that non-profit organizations has been registered by nearly 60 percent from 1995 to 2005. And also provided details of three major players: governments, charities, and individual.

Article has provided information about using tax credit for donations to help the homeless.

Yorük, B. K. (2012;2011;). Do fundraisers select charitable donors based on gender and race? evidence from survey data. *Journal of Population Economics, 25(1), 219-243.*
This article talks about people donate to charity and volunteer their time when they are asked to. Article has provided information about race and gender differences play key roles in the selection of potential donors.

Author has also discussed related policy consequences and argue that the economic impact of selecting prospective donors based on gender and race can be considerable.

Bell, J. (2013). *Nonprofits Face Entrenched Fundraising Challenges, Study Finds*. Retrieved from http://philanthropynewsdigest.org/news/nonprofits-face-entrenched-fundraising-challenges-study-finds
This article talks about fundraising challenges like lack of organizational development capacity and lack of fundraising skills.

Article has provided information about fundraising facing problem in hiring right candidates.

Tsipursky, G., & Slattery, P. (2017). *The Science of Effective Fundraising: Four Common Mistakes to Avoid*. Retrieved from http://www.huffingtonpost.com/entry/the-science-of-effective-fundraising-four-common-mistakes_us_58c2ac50e4b070e55af9edb5
This article talks about focus on individual victims as well as statistics, extant problems that are solve by individual donors, avoid relying extremely on matching donations, inspire donors and help them feel good.

This article helps me to understand how to avoid the mistakes and have effective at raising funds.

Rivera, J. (2014). *5 Online Fundraising Problems And How To Deal With Them*. Retrieved from http://tweakyourbiz.com/marketing/2014/02/14/5-online-fundraising-problems-deal/
This article talks about online fundraising problems and how to deal with them.

This article helps me to understand how to build-up our self with knowledge on what concerns to predict and how to address them.

Cluff, A. (2014). *How to build a successful fundraising strategy from scratch*. Retrieved from https://www.theguardian.com/voluntary-sector-network/2014/jul/23/building-a-charity-fundraising-strategy
This article focuses on how to make sure our message is clear, target our donors and encourage them to stay with us.

Author explained how to set up a fundraising strategy with seven steps.

Dan, A. (2017). *Where Did Trump's Foundation Donate Its Money?* Retrieved from https://www.forbes.com/sites/danalexander/2017/02/09/where-did-trumps-foundation-donate-its-money-irs-documents-reveal-surprising-answers/#2b605f7b7b52
This article talks about Trump's Foundation. The Donald J. Trump Foundation gave away $10.9 million from 2001 to 2014.

Author talked about a random approach to philanthropy with donations to more than 400 different charities.

Gaille, B. (2016). *10 Pros and Cons of Fundraising.* Retrieved from http://brandongaille.com/10-pros-and-cons-of-fundraising/
This article talks about Pros and Cons of Fundraising. fundraising is something that anyone can do from their own home as well.

This article helps me to understand how we should consider pros and cons of fundraising before starting a first campaign.

Gobble, M. M. (2014). Design thinking. *Research Technology Management, 57(3), 59.*
The article focuses on design thinking, which has described as a design discipline that uses a designer's sensibility and methods to match people's needs and develop successful products.

This article helps me to understand a human-centered approach to problem solving.

Kumar, V. (2012). *101 design methods Wiley.*
Author has focused on creating new products, services, and customer experiences as a science. He has provided collaborative tools and methods for planning and defining successful projects.

This book helps me to understand how to make research plan and improve the quality of our work.

Osterwalder, A., Pigneur, Y., & Clark, T. (2010). Business model generation: *A handbook for visionaries, game changers, and challengers. Hoboken, New Jersey: John Wiley & Sons.*
Author has focused on visionaries, game changers, and challengers striving to defy outmoded business models and design.

This book helps me to understand how to methodically understand, design, and implement a game-changing business and understand our customers, distribution channels, partners, revenue streams, costs, and core value proposition.

Dorst, K. (2011). The core of 'design thinking' and its application. *Design Studies, 32(6), 521-532.*
This article talks about how "Design Thinking" has gained popularity, and its new standard for dealing with problems in sectors of IT, Business, Education and Medicine.

This article has concentrated on particular to the designing disciplines, and explored how that design practice could interface with an organisation.

Neumeier, M., & American Institute of Graphic Arts. (2007). Zag: The number-one strategy of high-performance brands: *A whiteboard overview. Berkeley, Calif: AIGA.*
The book focuses on how organisations can develop strong and differentiated brands in an increasingly competitive and crowded communication and marketing landscape.

This book helps me to understand the 17 steps for designing difference into brand, how to stretch brand without breaking it, and how to succeed.

Lockwood, T. (2010;2009;). *Design thinking: Integrating innovation, customer experience and brand value*. New York, NY: Allworth Press.
Author has focused on on how to increase productivity through creativity and innovation.

This book helps me to understand how design thinking is a complete guide to increasing productivity through promoting creativity. And provides strategies and confidence necessary to encourage the growth of creative thought within business.

Myers, J. (2012). *Today's Fundraising Challenges.* Retrieved from http://www.wheel.ie/funding/fundraising-guide/today%E2%80%99s-fundraising-challenges
This article talks about today's fundraising challenges such as Lack of commitment to the fundraising and overdependence on one stream of funding.

Author has mentioned about his observations about the classic challenges that remain constant in the fundraising arena.

UNICEF - *The United Nations Children's Fund.* (2015). Retrieved from https://www.unicef.org/media/media_45279.html
This article talks about numbers of orphans, where they are living, and how they are surviving.

According to UNICEF, there are more than 132 million children classified as orphans, and 13 million have lost both parents. Evidence clearly shows that the vast majority of orphans are living with a surviving parent grandparent, or other family member.

Showhope organization. (2014). *4 Statistics You Should Know About the Orphan Crisis*. Retrieved from https://showhope.org/2014/03/24/4-statistics/
This article talks about statistics of orphan crisis.

According to Showhope organization, there are roughly 400,000 children in the US foster care system. Of that number, approximately 100,000 are waiting to be adopted.

Orphanages in the United States. (2016). Retrieved from https://en.wikipedia.org/wiki/Category:Orphanages_in_the_United_States
According to Wikipedia there are 56 orphanages in the United States.

Berkshire, C, J. (2013). *Half of Fundraisers in the Top Job Would Like to Quit.* Retrieved from https://www.philanthropy.com/article/Half-of-Fundraisers-in-the-Top/155603
This article talks about fundraisers job and dissatisfaction, and this article helps me to understand the problem of fundraisers.

Author has described that half of the chief fundraisers plan to leave their jobs within two years or less. Forty percent are thinking about leaving fundraising entirely.

Klenner, N. F., Hartz-olsson, L., & Capron, B. (2015). Design as a competitive advantage in start-up fundraising. *Journal of Design, Business & Society, 1(2), 163-182.*
This study examines how design can be employed to create a competitive advantage for start-ups in seeking external funding.

This article helps me to understand the main challenges for design-led start-ups in the fundraising process and demonstrate how taking a design-led approach towards fundraising might confer a competitive advantage for start-ups that are looking to obtain external funding.

HainsDirect. (2017). *25+ Experts Share Their #1 Reason Nonprofits Fail at Fundraising*. Retrieved from http://blog.haines.com/nonprofitmarketing/25-experts-share-their-reason-nonprofits-fail-at-fundraising
This article has shared expert's opinion on why fundraising failing everyday and how to avoid them.

This article helps me to understand the ways to reach out to donors and how to improve communications between fundraisers and donors.

Dunham+company. (2015). *15 Social Media Best Practices for Nonprofits*. Retrieved from https://www.dunhamandcompany.com/2015/11/15-social-media-best-practices-for-nonprofits/
This article talks about social media best practises for nonprofits, how to connect with donors, and best ways of using social media for fundraise.

Also this article helps me to understand how thanking donors through social media is more powerful than print and email.

Razzouk, R., & Shute, V. (2012). What is design thinking and why is it important? *Review of Educational Research, 82(3), 330–348.*
This article talk about research on design thinking, helping one to understand characteristics of the process, differences in beginner versus expert design thinkers, and a teaching process.

This article helps me to understand basics of design thinking in order to promote problem-solving skills.

Images Retrieved From:

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