Blackbaud Impact Platform

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Predispositions

People often make donation decisions based on personal reasons.

Predispositions

Most donors have the desire to contribute to causes they believe in.
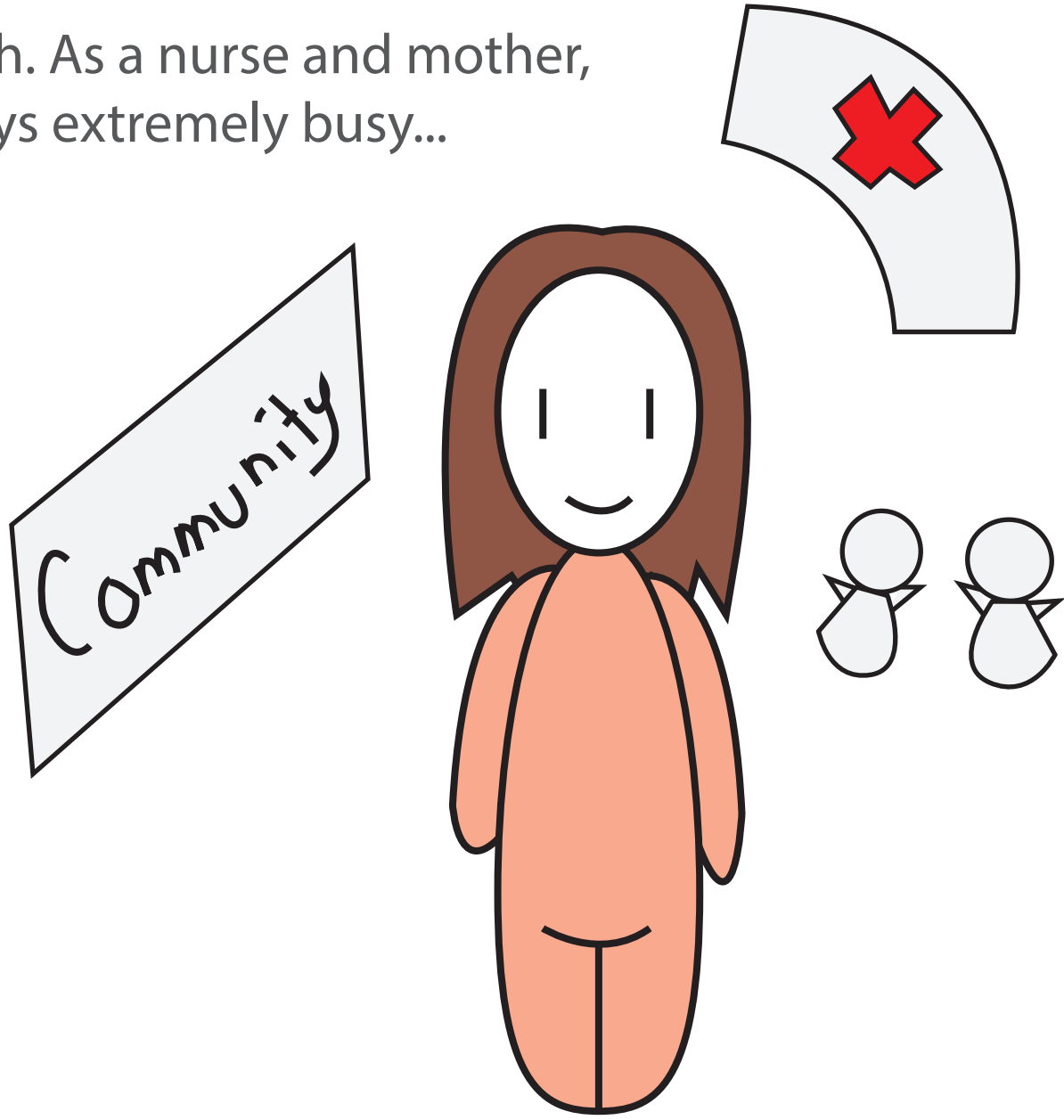
Predispositions

**Potential donors are more motivated to take action if their friends are already involved.**

Core

We want to help existing donors by showing them the impact they *HAVE* made and help potential donors find the causes they care most about as well as the impact they *CAN* make.

Meet Sarah. As a nurse and mother, she's always extremely busy...

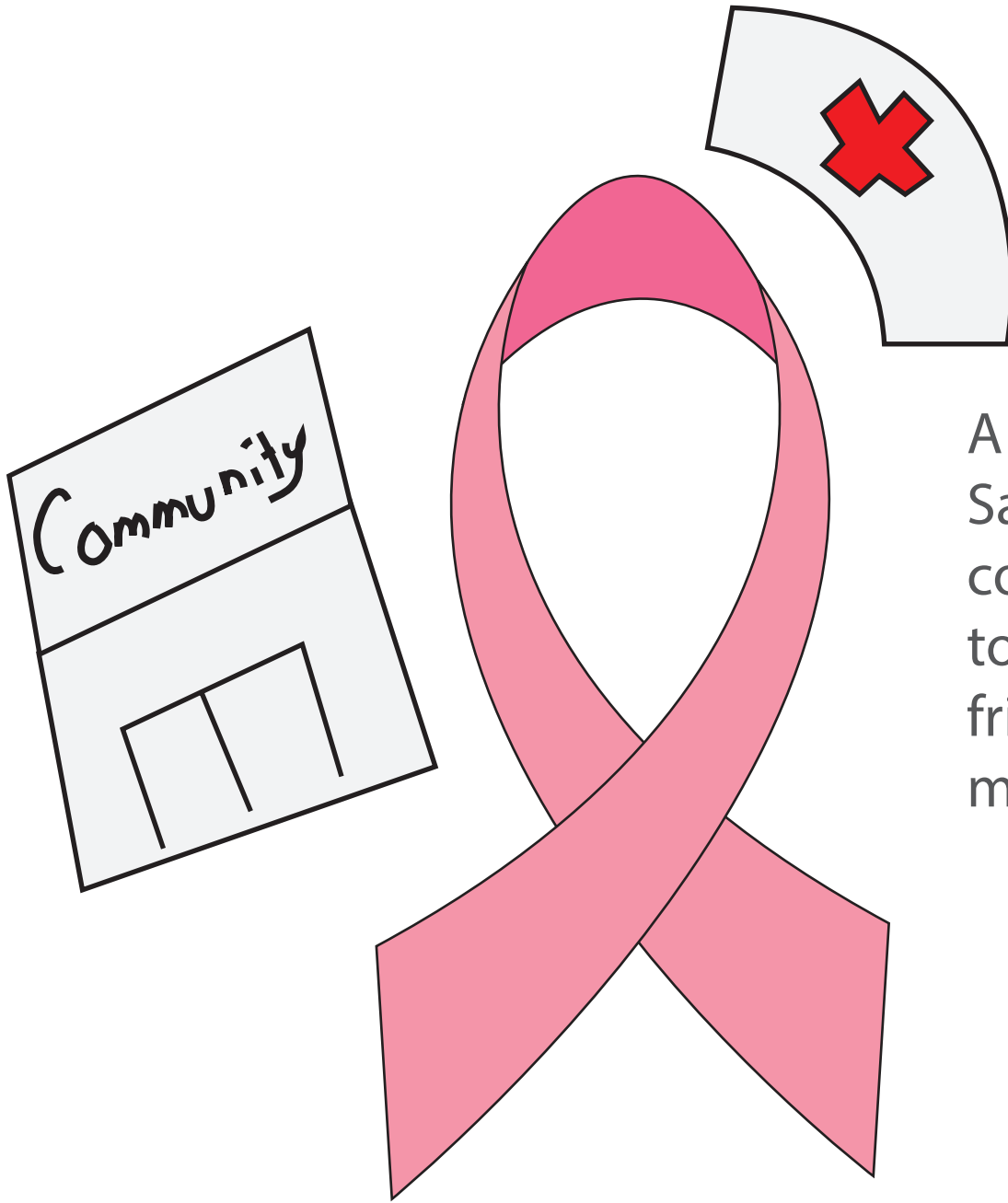... but she always finds time to give back to her community and tries to volunteer regularly on weekends.
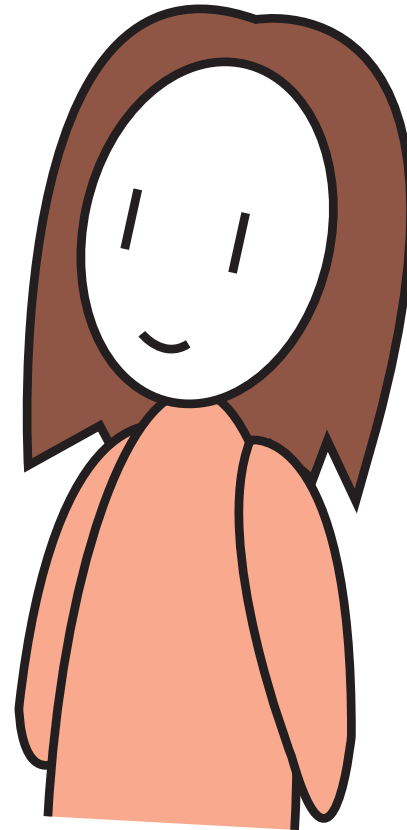
Around 5 years ago, Sarah's mother Audrey passed away from breast cancer. Audrey was very involved in many causes and a was a huge inspiration in Sarah's life.

A big part of the reason Sarah became a nurse and continues to volunteer is to lead by example for her friends and children like her mother before her.
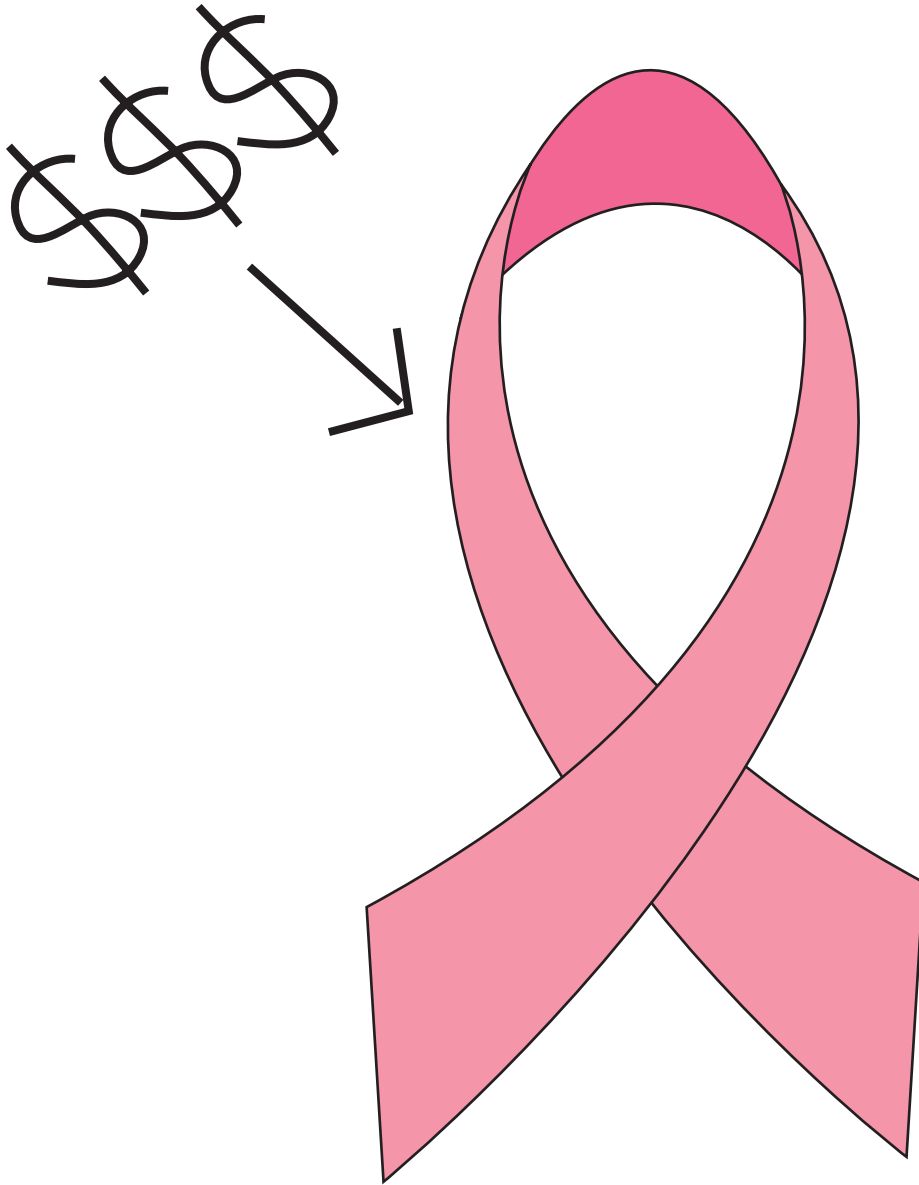
Every Mothers' Day for the past five years, Sarah has donated money to the Breast Cancer Society.

This year when she donates...
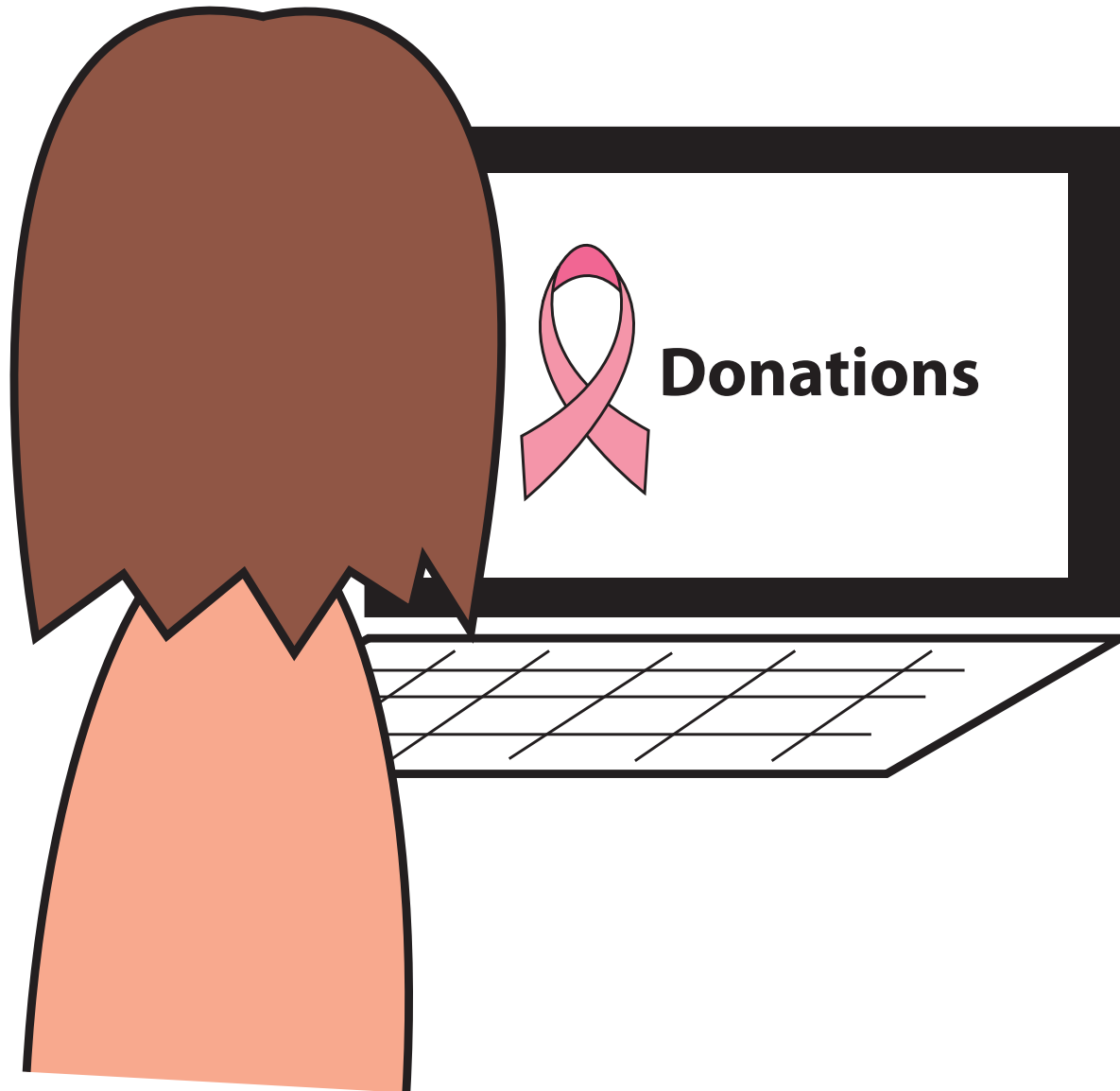
...when she presses the donation button...
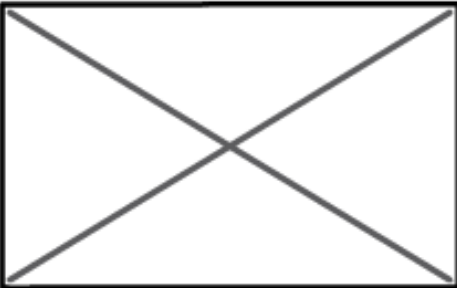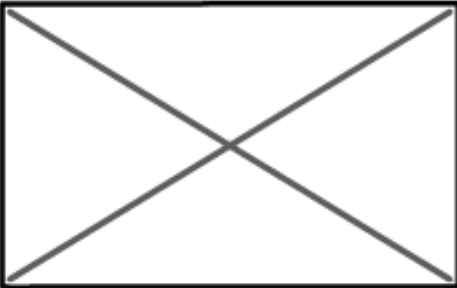
http://breastcancerfoundation.com

BREAST CANCER
FOUNDATION

Sarah's Account ▼   Logout

Current Project - Women Support

🔍 search project name here

Amount of Donation

$ 80

Donate

Donation

http://breastcancerfoundation.com

Thank you! Your donation has been confirmed.

Receipt of Women Support project

YOUR IMPACTS on fighting against breast cancer over the past 5 years

People Helped

Money Donated

More Impacts

People are saying "Thank you!"

With the donation from 198 people in total, all the money you donated before the year of 2013 has helped 26 women fight against breast cancer. They will keep being benefited from your donation this year.

Share your impact

... instead of seeing just the standard confirmation, she also sees the quick view of the online platform. This view shows her pictures of women that has been helped over time because of her and other people's donations.
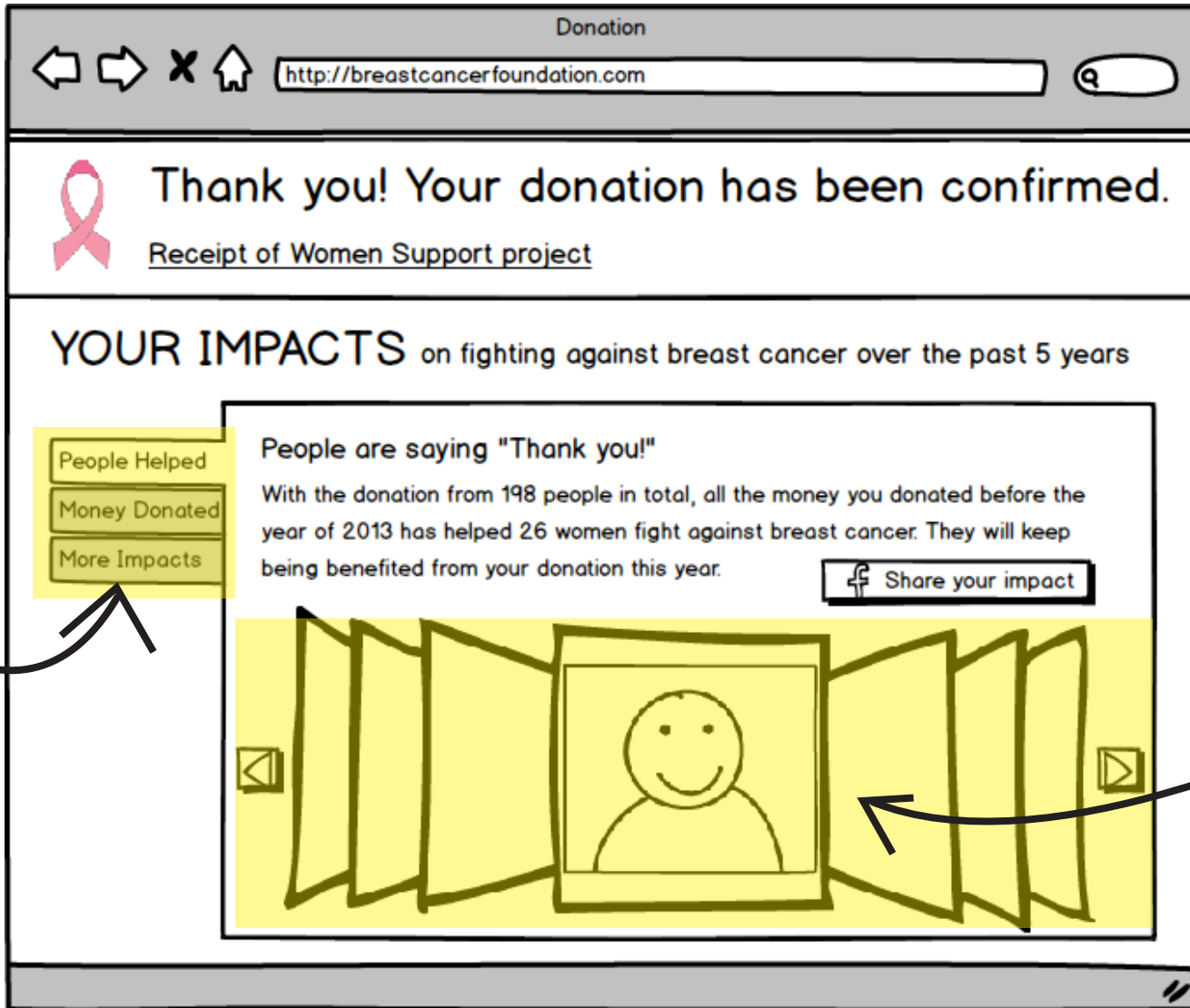
More options of the impact Sarah has made for this organization.

Album of images that are continuously changing. These are images from the Breast Cancer Awareness Organization that Sarah has just donated to.

Donation

http://breastcancerfoundation.com

Thank you! Your donation has been confirmed.

Receipt of Women Support project

YOUR IMPACTS on fighting against breast cancer over the past 5 years

People Helped

Money Donated

More Impacts

People are saying "Thank you!"

With the donation from 198 people in total, all the money you donated before the year of 2013 has helped 26 women fight against breast cancer. They will keep being benefited from your donation this year.

Share your impact

Sarah forgot how much she had contributed over time and wants to see the ways she has made a difference over the years.

Donation

http://breastcancerfoundation.com

Thank you! Your donation has been confirmed.

Receipt of Women Support project

YOUR IMPACTS on fighting against breast cancer over the past 5 years

People Helped

Money Donated

More Impacts

Blackbaud - Donation Impact platform

Sign up to see (produce) more impacts

E-mail: sarah@gmail.com

Password: **********

Sign Up   No, thanks.

or

Sign in with Facebook

When she goes to see the details, the system asks if she wants to sign-up for more benefits. She signs up through Facebook.
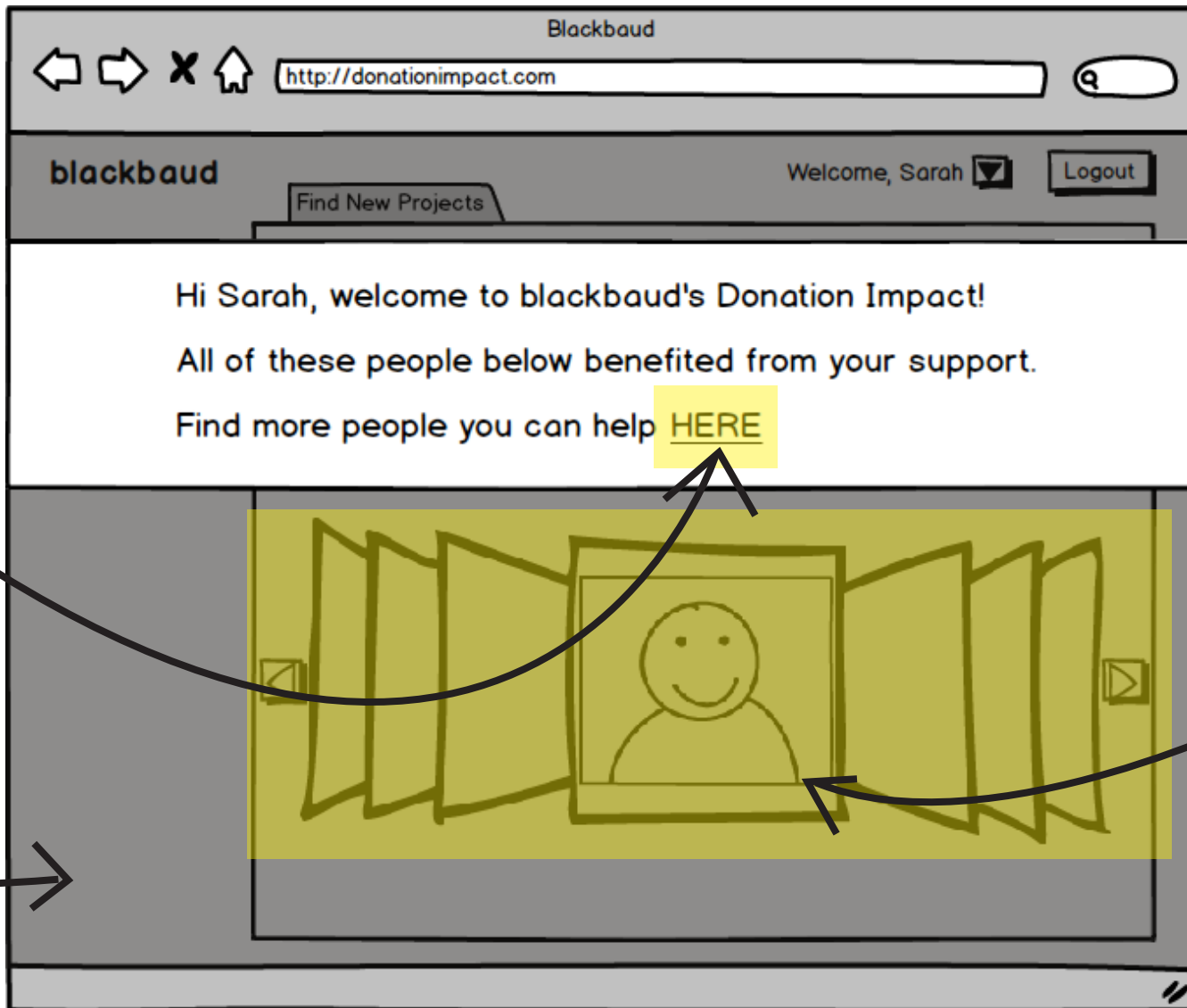
User can click here to go to page that will help match the user to organizations that share the same values.

Album of images that are continuously changing. These are images from all of the organizations Sarah donates to.

User click off of banner to continue browsing rest of platform.

Blackbaud

http://donationimpact.com

blackbaud

Welcome, Sarah ▼   Logout

Find New Projects

Hi Sarah, welcome to blackbaud's Donation Impact!

All of these people below benefited from your support.

Find more people you can help HERE

On the welcome page, she sees more images from all of the organizations that she had donated to. There is also a banner that can take her to help more people. Sarah clicks on the link to see what other organizations are doing to make the world a better place.
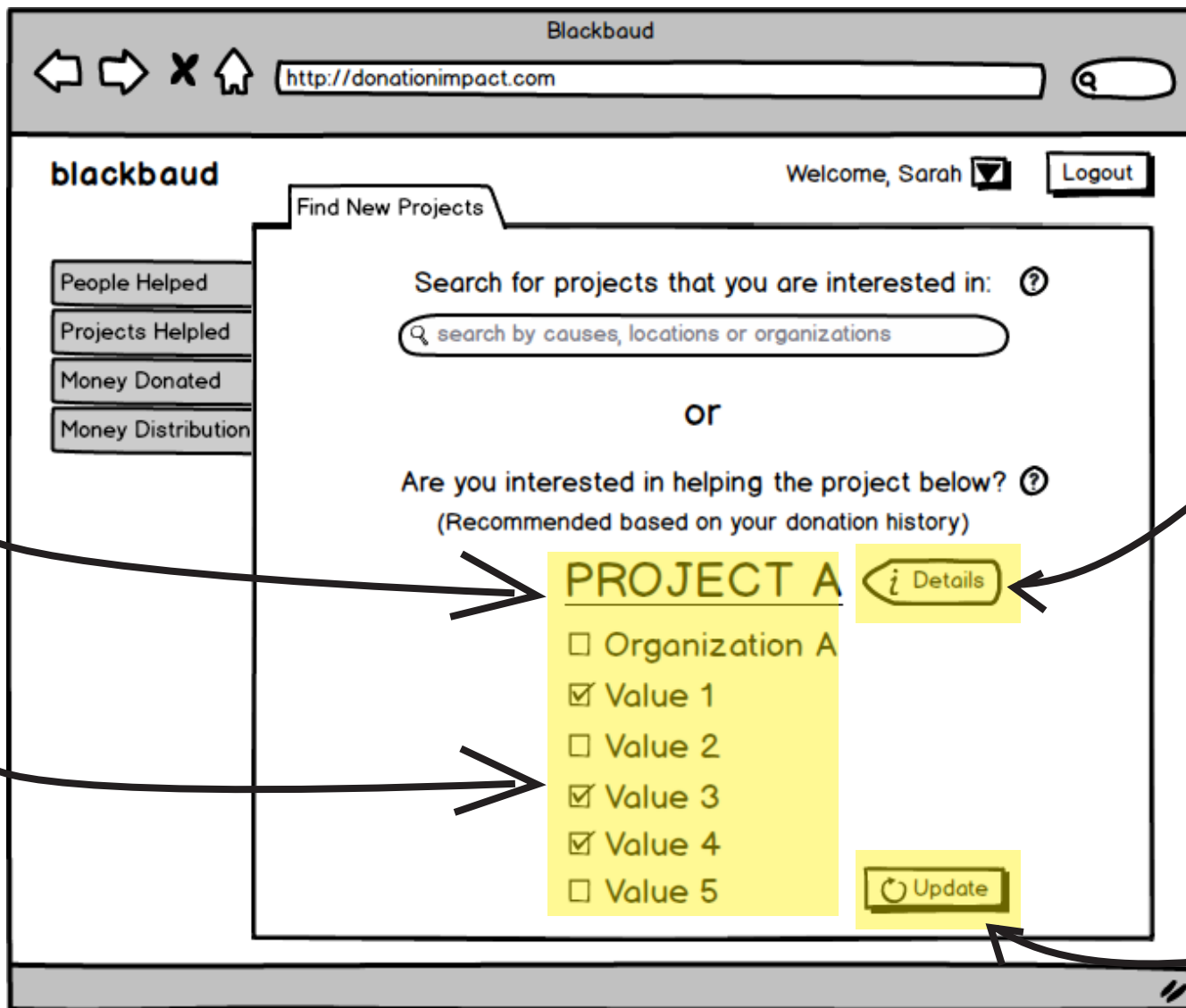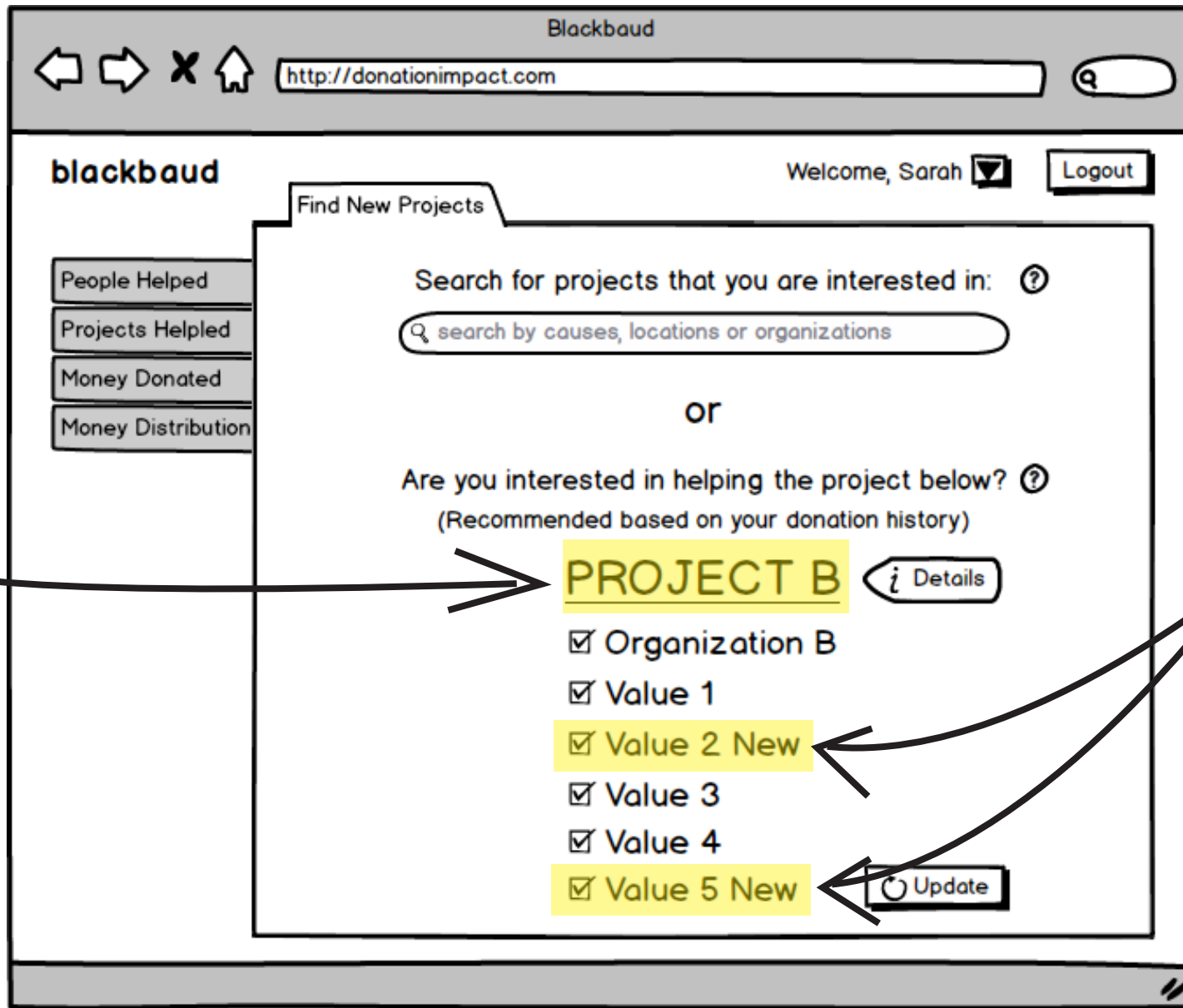
This can be a project if it is a large organization. With smaller ones, it may just be something like "fundraising".

Values are provided from organization's end.

This will show the details of the project. The user can also donate to the project through here.

When updated, the result will change to something that matches the selected values.

Blackbaud

http://donationimpact.com

blackbaud

Welcome, Sarah ▼   Logout

Find New Projects

People Helped
Projects Helpled
Money Donated
Money Distribution

Search for projects that you are interested in: ⑦

🔍 search by causes, locations or organizations

or

Are you interested in helping the project below? ⑦
(Recommended based on your donation history)

PROJECT A ⟨ i Details ⟩

☐ Organization A
☑ Value 1
☐ Value 2
☑ Value 3
☑ Value 4
☐ Value 5   ↻ Update

The platform recommends a project for Sarah, matching one as best as it can with her existing history (which is mostly geared towards women's health and children). Sarah has a look and sees that she does not like the organization and some of their values. She chooses the values she agrees with and selects update.

Blackbaud

http://donationimpact.com

blackbaud

Welcome, Sarah ▼   Logout

Find New Projects

People Helped
Projects Helpled
Money Donated
Money Distribution

Search for projects that you are interested in: ⦵

🔍 search by causes, locations or organizations

or

Are you interested in helping the project below? ⦵
(Recommended based on your donation history)

PROJECT B   ⓘ Details

☑ Organization B
☑ Value 1
☑ Value 2 New
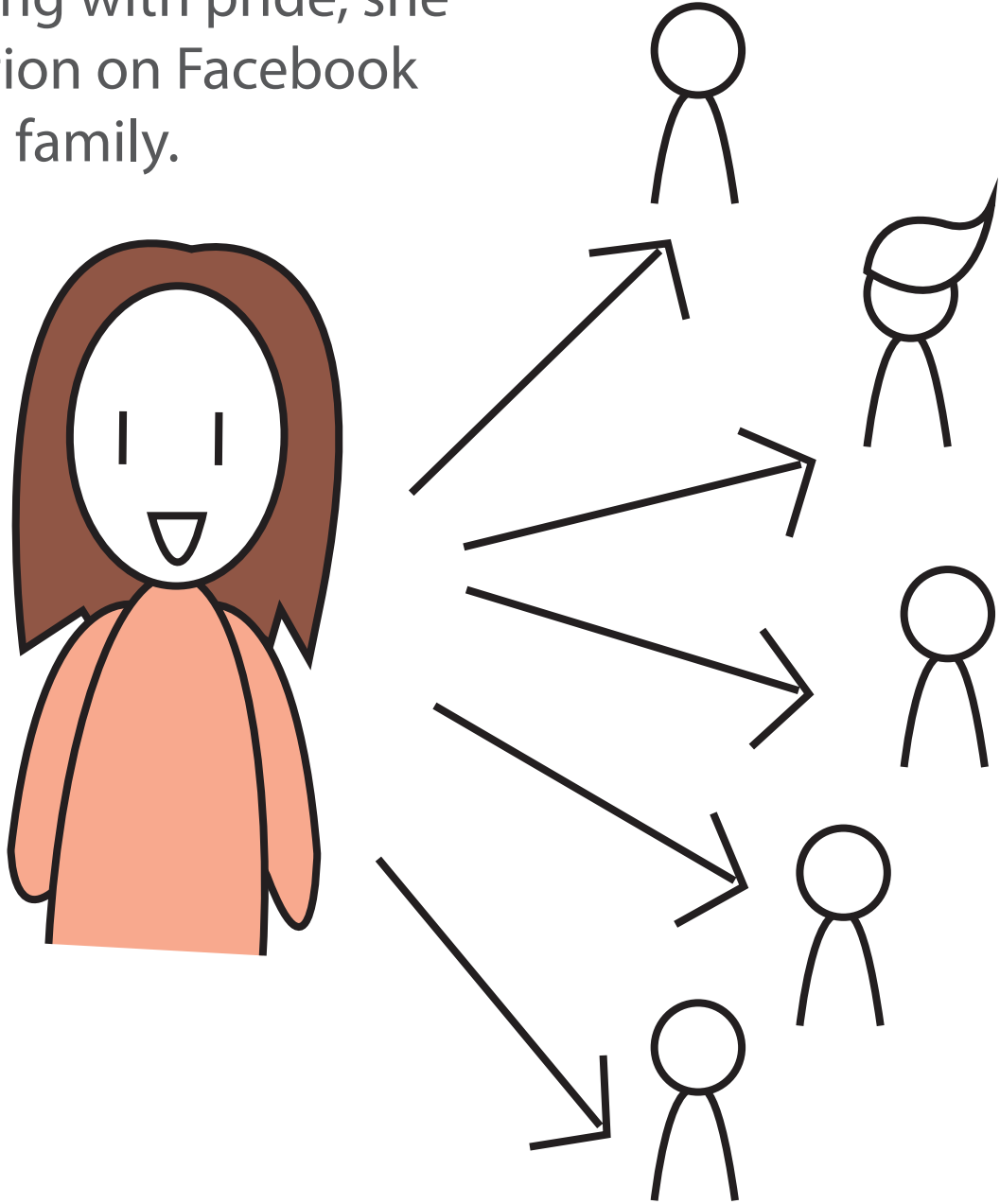☑ Value 3
☑ Value 4
☑ Value 5 New   ↻ Update

A new project has been recommended.

This new project has the same values that the user likes along with some that are set on the organization's end.

The platform recommends a different project with the values that she selected. She looks it over and really likes the project. She wonders how she has never heard of this organization before.

Sarah decides to donate to the new organization. Beaming with pride, she shares her contribution on Facebook with her friends and family.
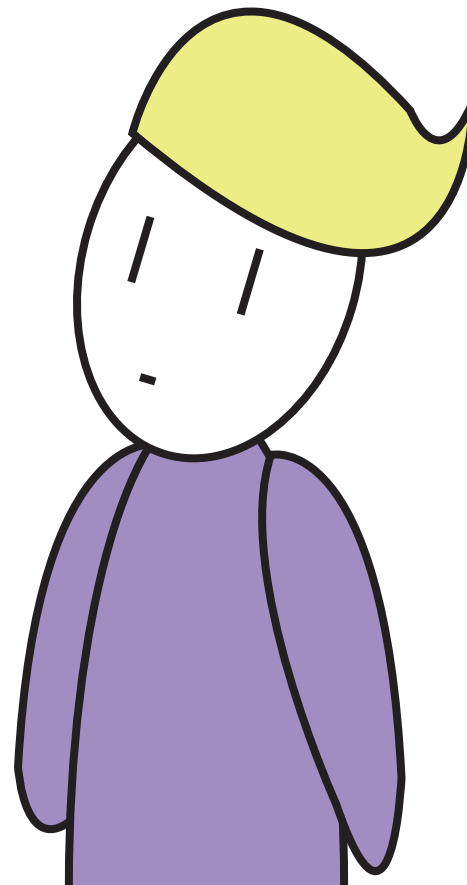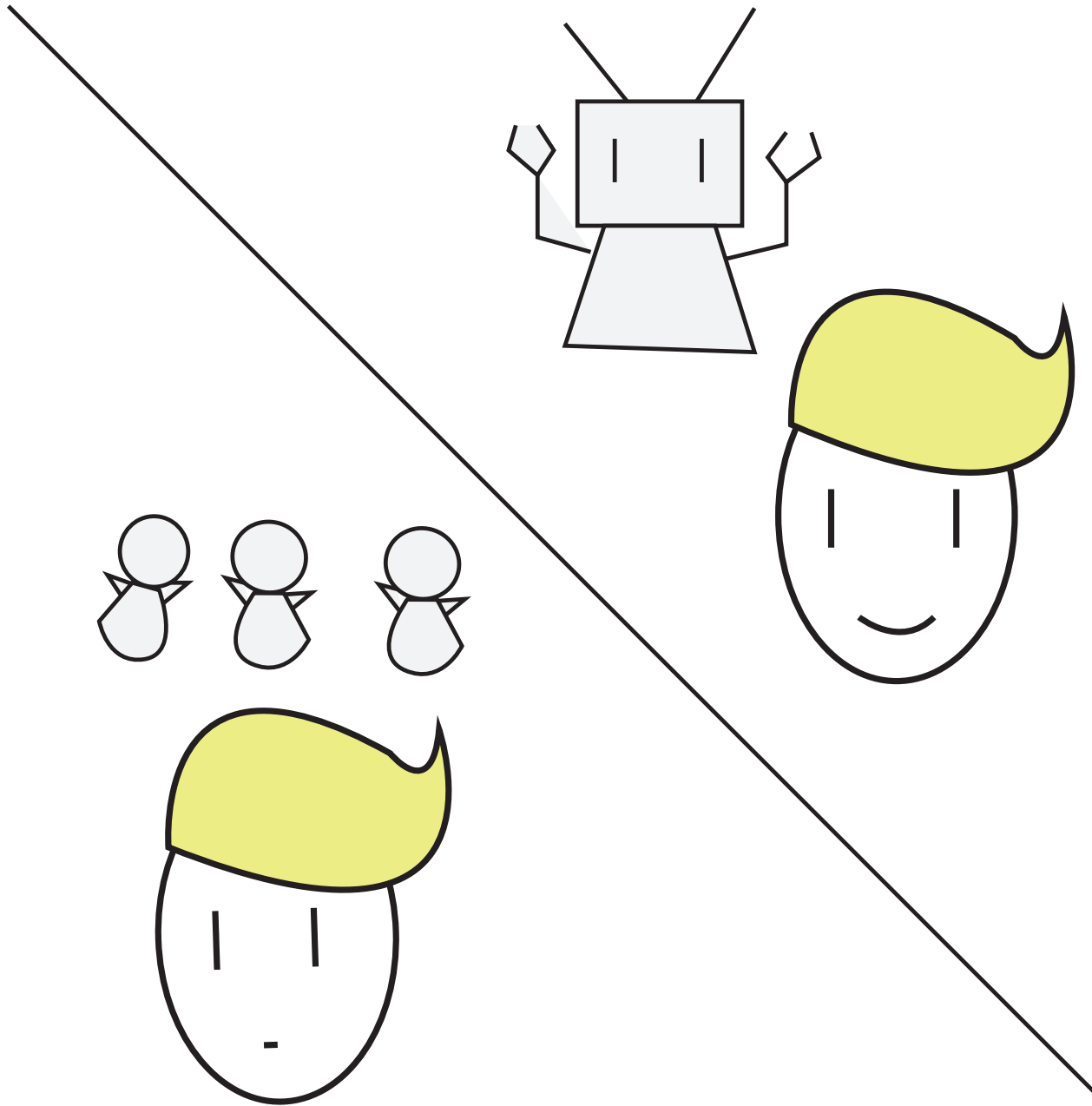
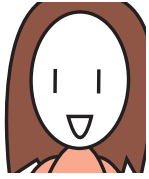The next day, her friend Anthony sees Sarah's Facebook post.
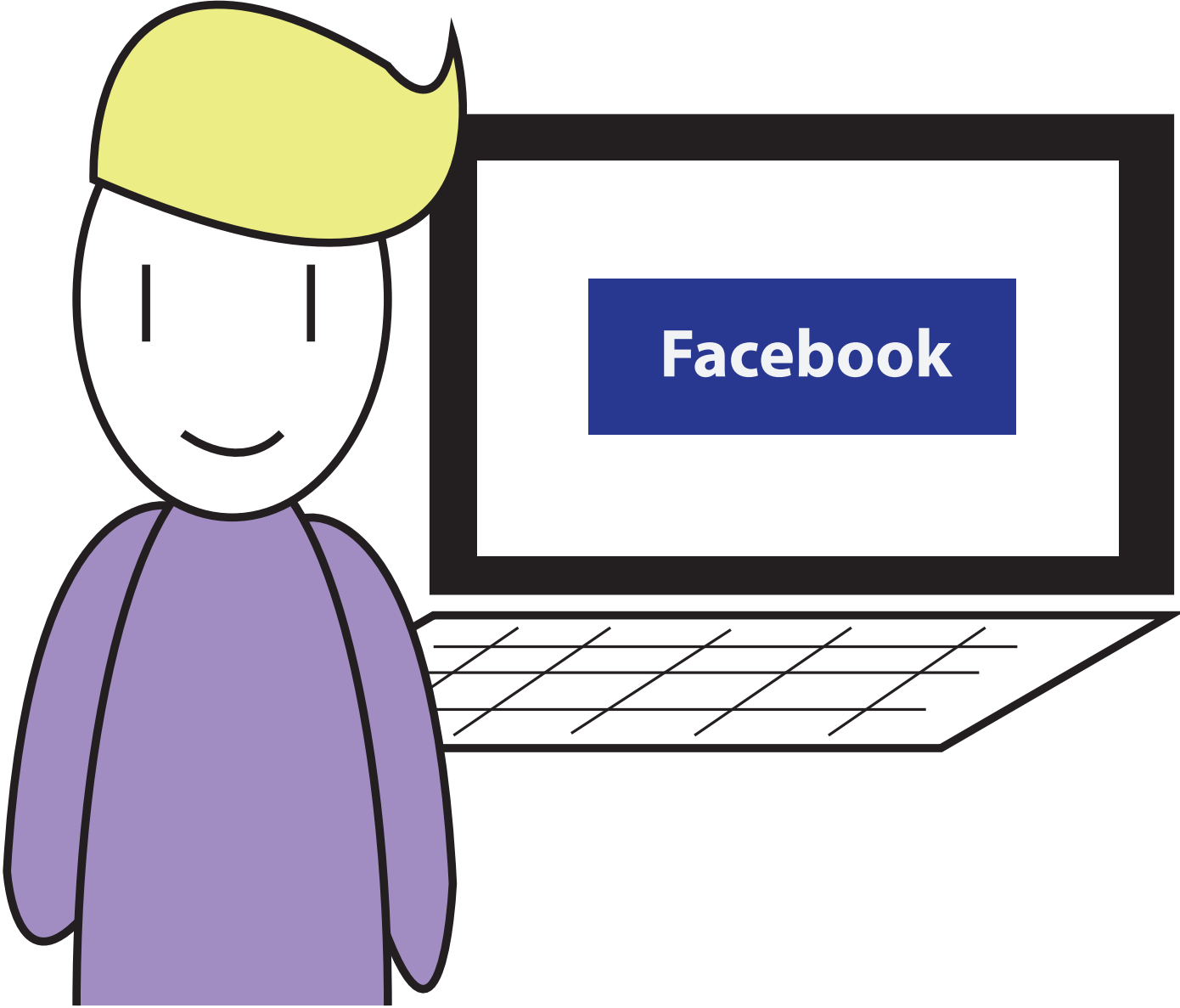
Anthony has been roped into volunteering with Sarah more than a few times...

... but he isn't nearly as excited about the organizations Sarah volunteers for. He values giving back, he just wants to find an organization that fits his interests better.

Sarah
May 12

Hey guys, check this out! I just found out about this awesome organization in town that raised over 50,000 last year for women's health causes. Woo!

**Helping Women For over 25 Years**
www.website.com

With your donations, we've been able to help over 300 women get back on their feet.
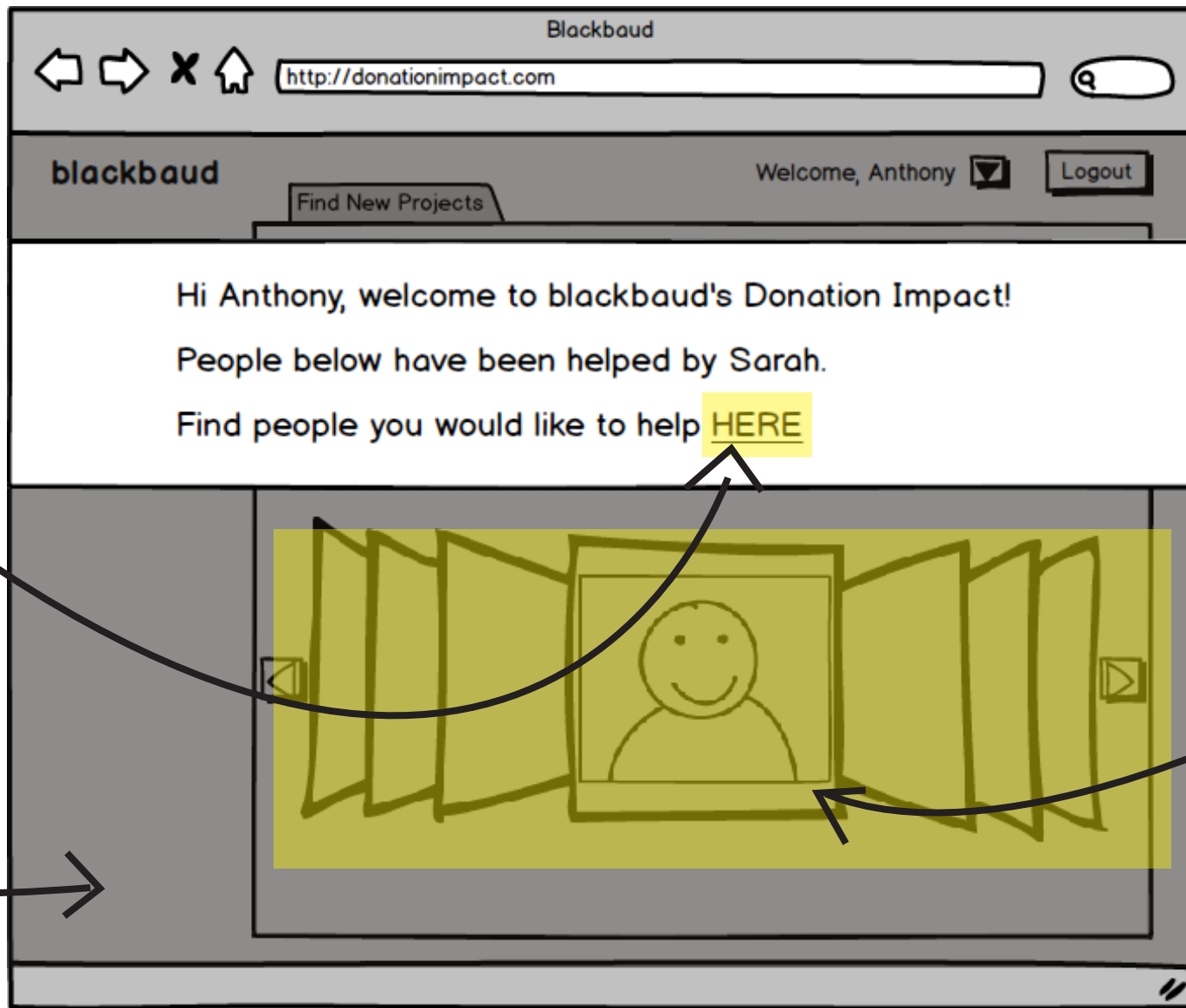
With so many causes out there, how do you plan to make a difference?

Like   Comment   Share

Sarah's Facebook post shows the impact that the women's health organization had, and that there are a number of other organizations that do a lot of good.

Intrigued, Anthony wonders if he can find a cause that he likes.
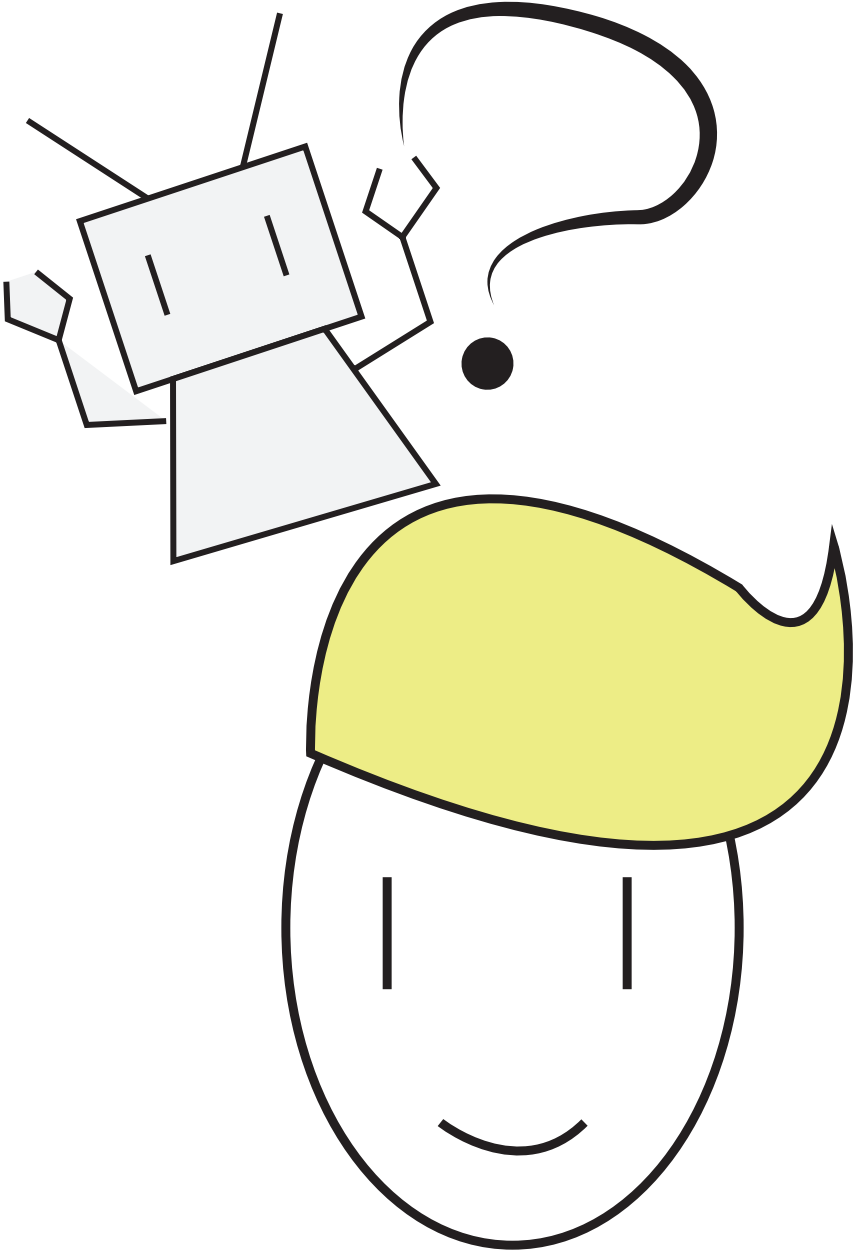
User can click here to go to page that will help match the user to organizations that share the same values.

User click off of banner to continue browsing rest of platform.

Album of images that are continuously changing. These are images of people the new user's friends have helped.

Anthony signs into the platform with his Facebook account. He sees the welcome page which shows images of people his friends have helped. He is intrigued so clicks on the link so he can see if there are any organizations he agrees with.
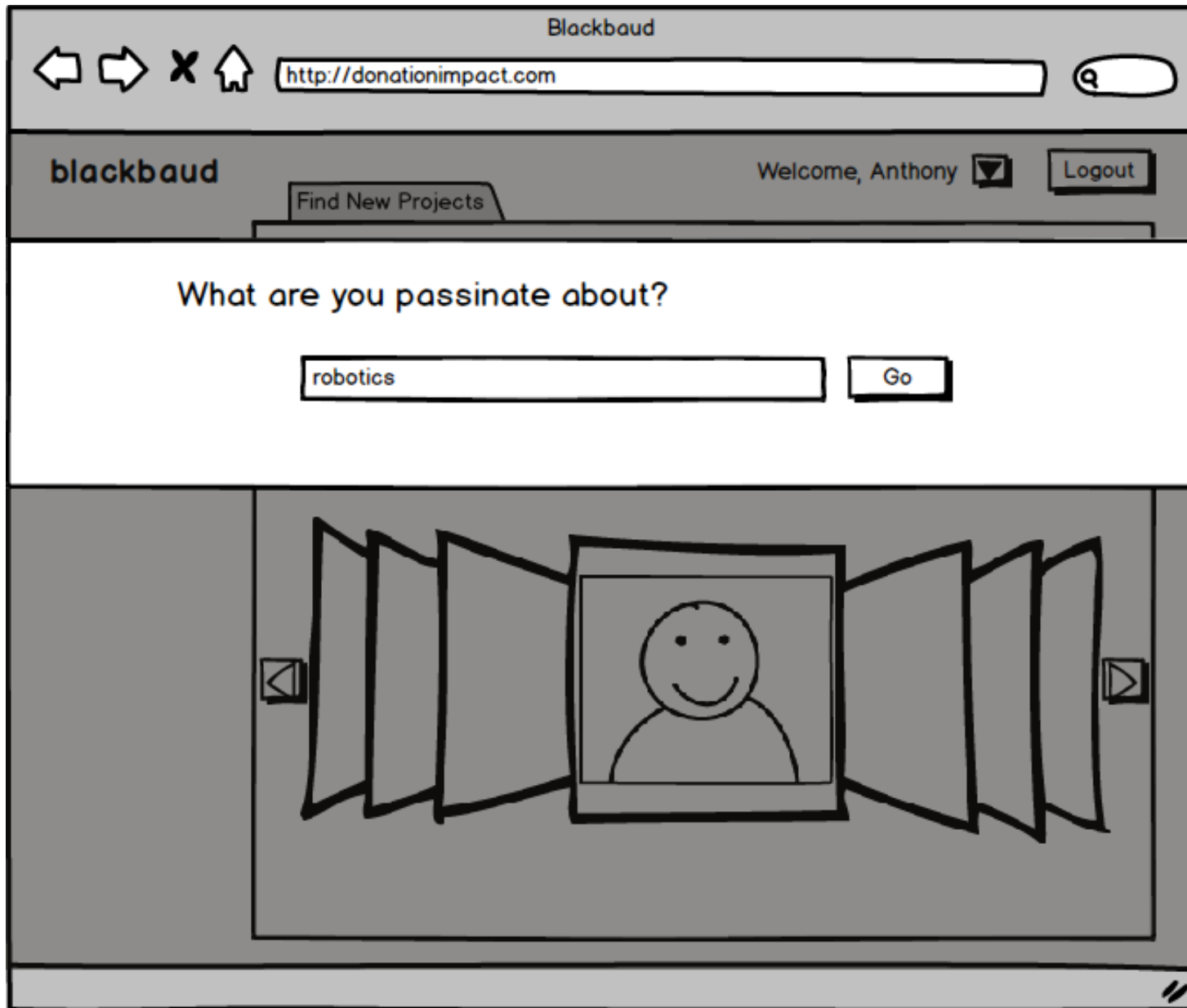
Anthony is prompted to enter something he is passionate about. He types in robotics.
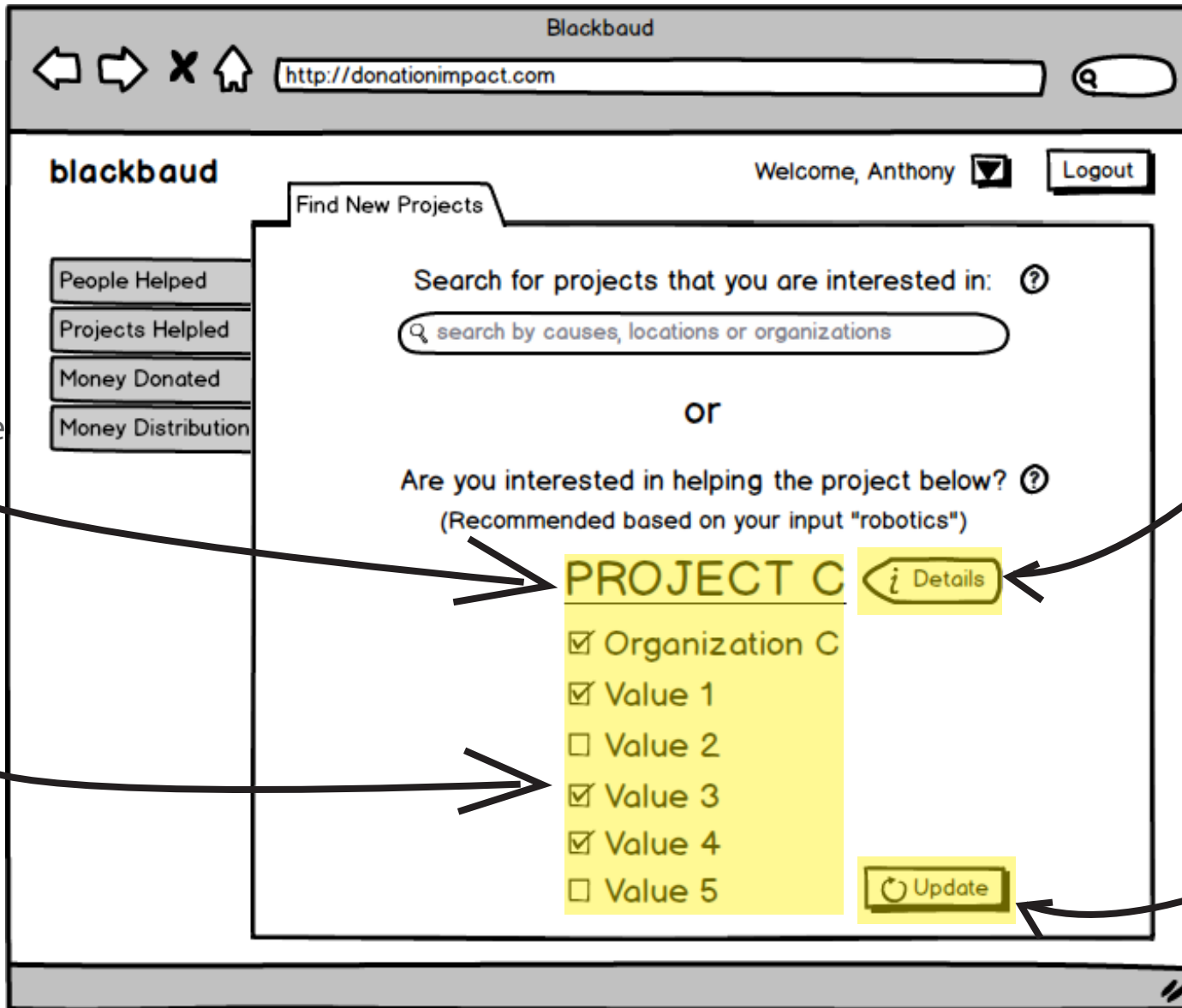
This can be a project if it is a large organization. With smaller ones, it may just be something like "fundraising".

This will show the details of the project. The user can also donate to the project through here.

Values are provided from organization's end.

When updated, the result will change to something that matches the selected values.

Blackbaud

http://donationimpact.com

blackbaud

Welcome, Anthony ▼   Logout

Find New Projects

People Helped

Projects Helped

Money Donated

Money Distribution

Search for projects that you are interested in: ⓘ

🔍 search by causes, locations or organizations

or

Are you interested in helping the project below? ⓘ

(Recommended based on your input "robotics")

PROJECT C ⟨ⓘ Details⟩

☑ Organization C

☑ Value 1

☐ Value 2

☑ Value 3

☑ Value 4

☐ Value 5

↻ Update

Anthony is recommended a project about robotics. He plays with selecting values for a while until he finds the project he feels strongly about.

It's a local organization that uses its donations to teach robotics after school and sends children from local middle and high schools to compete nationally. Anthony decides to contribute so the team can successfully compete.
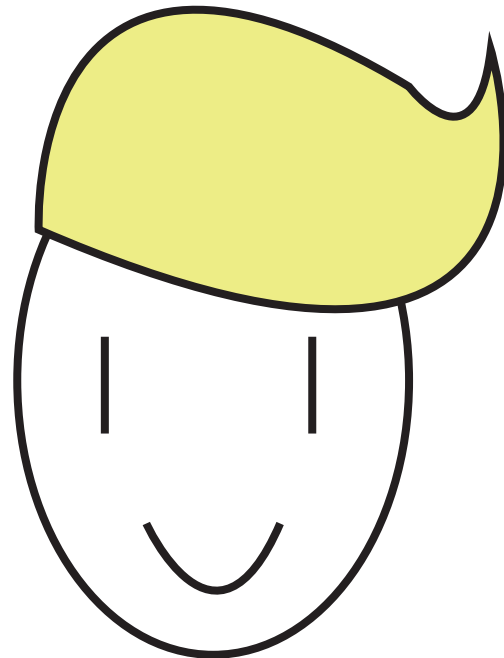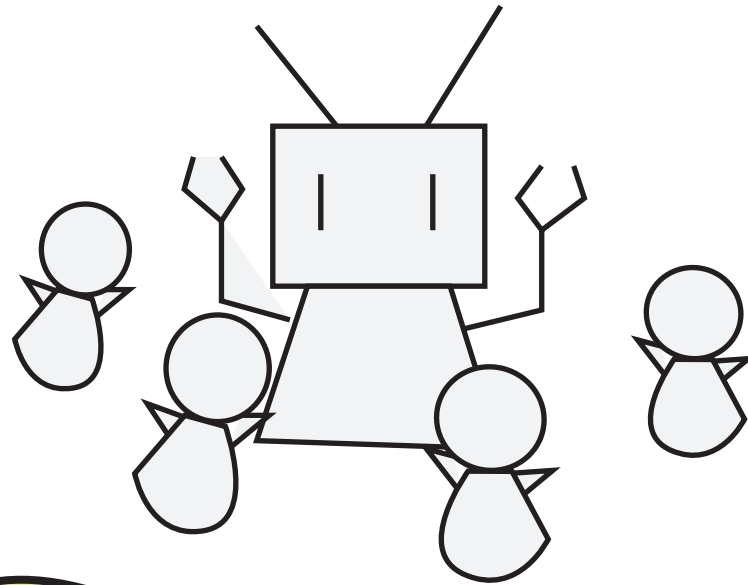
He feels good knowing that he was able to make a difference.

Weeks later, he gets a link in his email, showing him a short video. The kids from the local high school won 2nd place in the competition! All because of Anthony's and others' contributions. He is happy to post the video on Facebook since it is a shared victory.
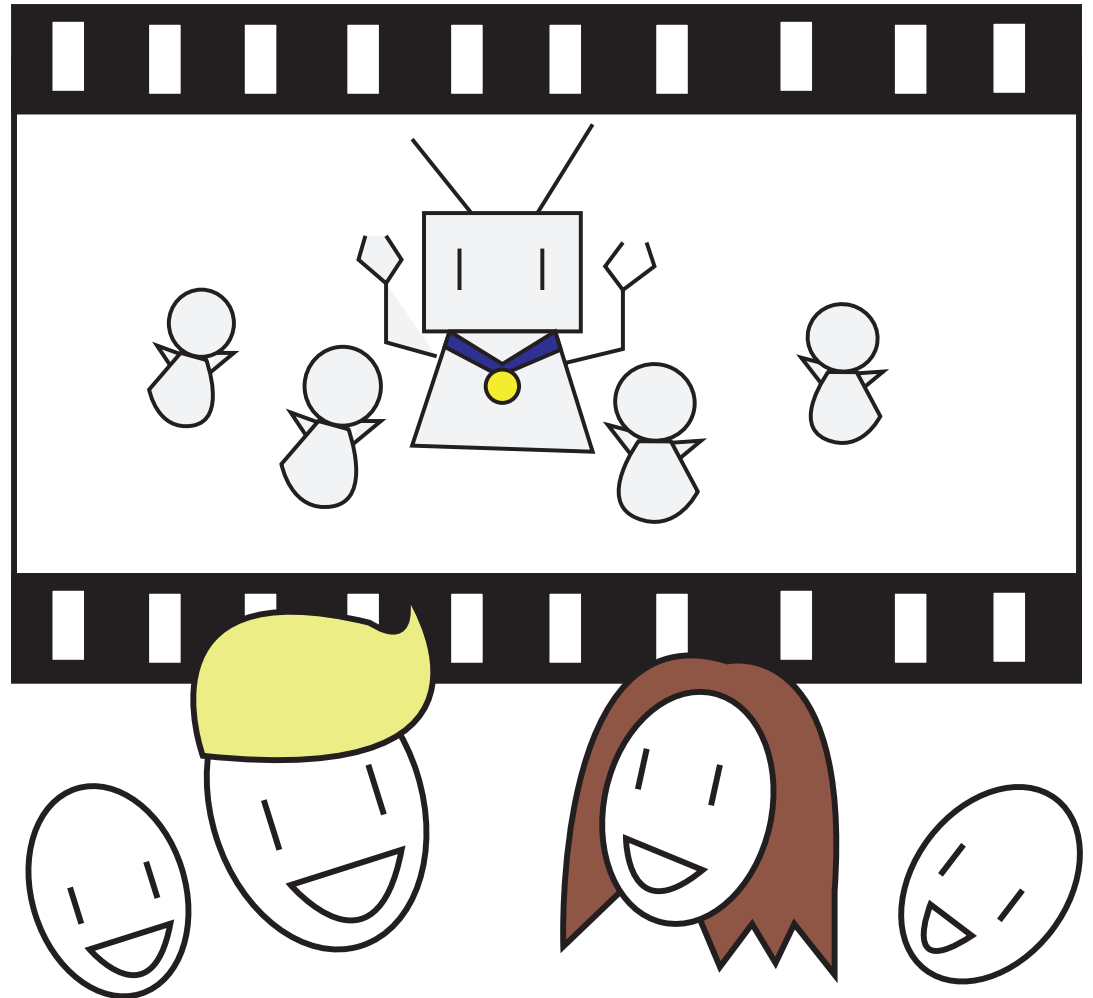
Technical Strategies

- This is a general platform that can accommodate nonprofits of varying sizes. Depending on the structure of the NPO, users can select by organization or individual project (if applicable).

- Historical data between organizations is gathered from Blackbaud data, as well as gathered from companies that opt into the platform.

- Gratitude from the organizations can come to users in the form of real images, videos, stories, etc. This way donors can hear from the organizations or individual beneficiaries personally. This can be done via Facebook shared posts by the organization or the individual donors.

Future Strategies

- We see the Blackbaud Impact Platform as a way to reach out to smaller non-profits that may not get as much exposure and give them equal voice with larger organizations. A key element we see is the ability for organizations to create profiles with summarized mission statements/key values, and FAQs to give a quick overview to potential donors.

- We view this online platform as a key strategy to attract the growing online market and younger donors who are historically less likely to contribute. A future goal is to further explore offline means of contributing, as well as supporting local volunteering.

Special Thanks to:

Nick Quagliara
Marty Siegel
Chung-Ching Huang

References

- *Fundraising Principles and Practice, Sargeant & Shang* - The key takeaways from this are that the top three reasons people donate are: those with more should give to those with less, they believe they owe something to the community and they were personally asked to contribute. In addition, people that see how much others give are more likely to give more, and that donations increase as more people in a group participate.

- *Blackbaud Charitable Giving Report 2012* - While we understand that internet donations only constitute ~7% of the donation landscape, it increased over 10% between 2011 and 2012, so we view it as a market segment with good growth potential. The goal of focusing on the internet is both the catch the interest of that market segment, as well as help grow it as a larger segment in the future.to make a stronger impact with social change.

References

- Giving USA 2013 - Modern donors are looking more towards multichannel communication methods, as well as more opportunities to make a stronger impact with social change.

- Personal Taste Drives Charitable Giving - http://www.theguardian.com/voluntary-sector-network/2011/sep/15/personal-taste-drives-charitable-giving - Personal taste is a strong driver of what organizations people donate to. We want to give them options that match with the preferences they provide.

- Post-Recession Donors Have Changed - http://www.gailperry.com/2012/09/post-recession-donors-have-changed/ - The biggest takeaway from this article is that we wanted to show users their impact very explicitly, through clear breakdowns and when possible, showing the actual projects and people that were affected by their contributions.

Persona 1

"I think it is important to give to others and I want my kids to learn that."

http://farm1.staticflickr.com/21/31087896_1db15fe5fb_z.jpg?zz=1@ 10.08.13, used here under education fair use only

Sarah, 42
Nurse and Mother

When it comes to donations...
- Even though she is busy as a mother and a nurse, she always finds time on the weekends to volunteer at the local community center and boys and girls club.
- She is a strong advocate of the health care cause and for children.
- She often take her kids with her to her volunteer work so helping others will become a habit for them too.
- She and her husband very regularly donate money to the causes they care about. Her husband tends to donate to the big ones but Sarah will research less-heard-of organizations. She has stuck to ones that match her values.
- Though she loves to help, apart from her designated weekend volunteer time, what she spends her time on has to be efficient. She is very busy.

Background
- She is a working mother of 2. Her son is 13 years old and her daughter is 7.
- Her mother was a huge advocate for better healthcare which is why she became a nurse. She shares the same passion as her mother.
- She wants her kids to also feel passionate about giving to others.

Persona 2

http://goodmenproject.wpengine.netdna-cdn.com/wp-content/uploads/2012/07/guy-smile_flickr_
AleBonvini.jpg @ 10.08.13, used here under education fair use only

Anthony, 30
Engineer and Bachelor

Background
- He grew up without a lot of money.
- Since he didn't have a lot, he grew up dreaming about all the things he wants to have. He has a lot of motivation to do anything to make it happen.
- He worked three jobs to pay for college and then graduate school.
- He has been working for an engineering firm every since graduation and he is happy there. At 30, he has finally got the security he has always wanted and the ability to freely buy things that he wants for himself.
- He is the first person in his family to go to college and no one but one of his high school teachers thought he could make it.
- He has a huge interest in robotics.
- He does not often think of things that are not in front of him.

When it comes to donations...
- He can be stingy with his money when it comes to others. When he spends it for himself, he knows exactly where the money is going and what he is getting for it.
- His main reasons for not liking to donate money is because he doesn't know what the organization does with his money.
- He isn't passionate enough about charity to do a lot of research about it.
- He will usually give $1 to the Salvation Army red bucket during the Christmas season because they are always in the mall when he does Christmas shopping and the Salvation Army has helped him in the past.
- Because of the mentorship his high school teacher gave him to go to college, he does think he should pay it forward if the right opportunity came up. Though he doesn't know where to look and it has to fit into his busy schedule.