

# trueDonate

Elliot Allard // Qin Bian // Zeeshan Rizvi







# Report: Red Cross Spent 25 Percent Of Haiti Donations On Internal Expenses

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Heard on [Morning Edition](#)



LAURA SULLIVAN



JUSTIN ELLIOTT, PROPUBLICA



Haitians outside a Red Cross field hospital in Carrefour, Haiti, on Dec. 14, 2010, 11 months after a magnitude 7.0 earthquake hit the country's capital, Port-au-Prince.

*Thony Belizaire/AFP/Getty Images*



# Meet Taylor and Marie



- Taylor is a 28 year old genderfluid product manager living in Venice, CA
- Lead a busy life
- Need to know that the orgs they donate to are credible
- Want to do the most good



- Marie is a 55 year old female volunteer working in Lesbos, Greece
- Runs a refugee camp
- Needs high quality donations, and a steady flow of them
- Wants to do the most good

Taylor



Donors

Volunteers

Marie



Requires  
convenience  
when sending  
goods and  
money

TRANSPARENCY  
COMMUNICATION

Needs to  
motivate donors  
to give

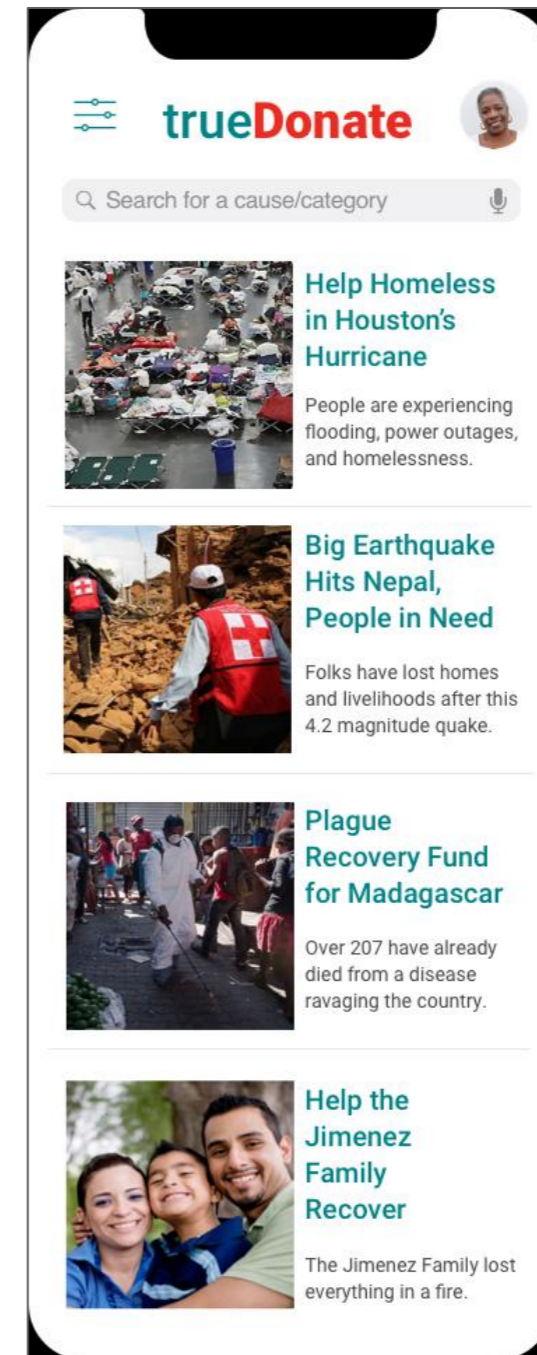
# trueDonate

An online platform that makes charitable giving as **efficacious**,  
**transparent**, and **convenient** as possible.

# MINIMIZE FRICTIONS IN DONATION PROCESS

Donors want the donation process to be as efficient as possible.

The home page will be tailored to individual donor.



# ENHANCE COMMUNICATION FOR USERS

Donors want to know what will help people in need the most.

The individual cause page shows very clear guidance on what and how to donate.






You are 10 miles away from this cause, donating items will be more helpful!

[Donate Money](#)

[Donate Items](#)

## Most Needed Items

[+ all items](#)

-  Canned Vegetables
-  Oral Rehydration Solutions (Sachet)
-  Dextrose 5% w/v, 500 ml (Bottle)
-  Children's winter clothing
-  Blanket, pillow

## Latest Update

[+ all updates](#)



**Tanya Mendenza**

4 days ago



Wow we have reached 8 grands 10 hours after we opened the donation! Thank you so much, all the donors.

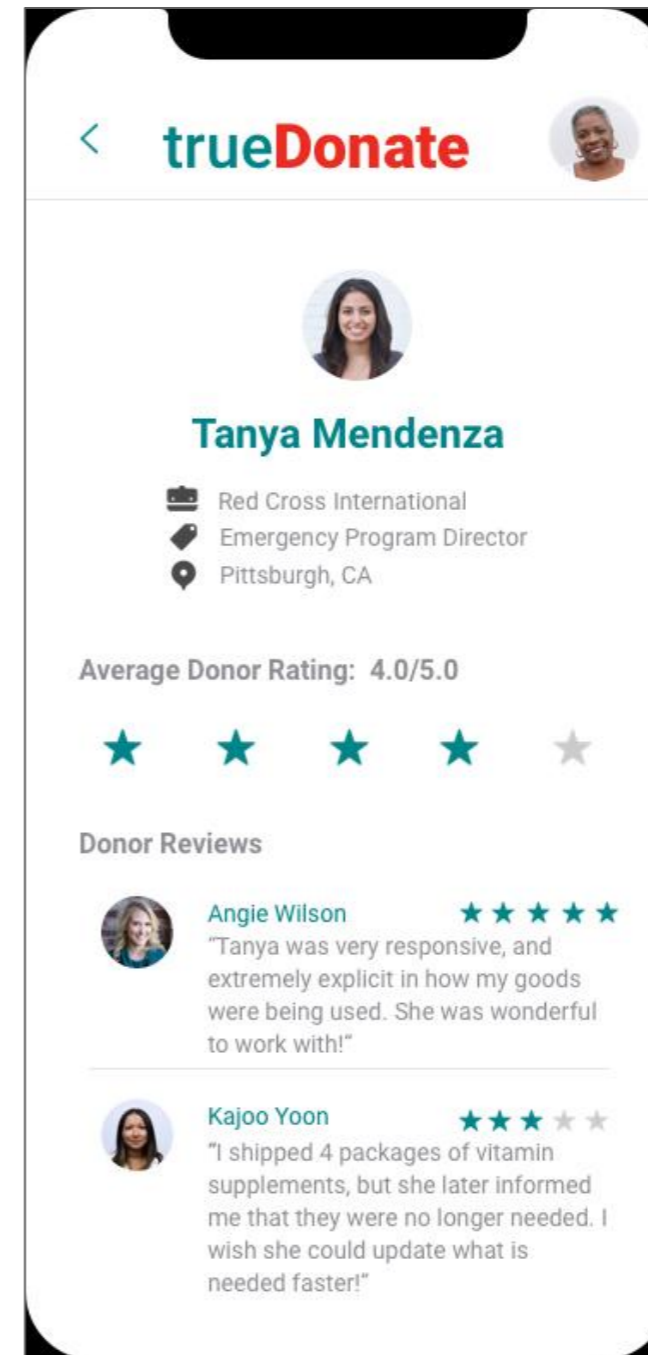
[Comment](#)



# INCREASE TRUST & TRANSPARENCY

There is lack of trust between donors and volunteers.

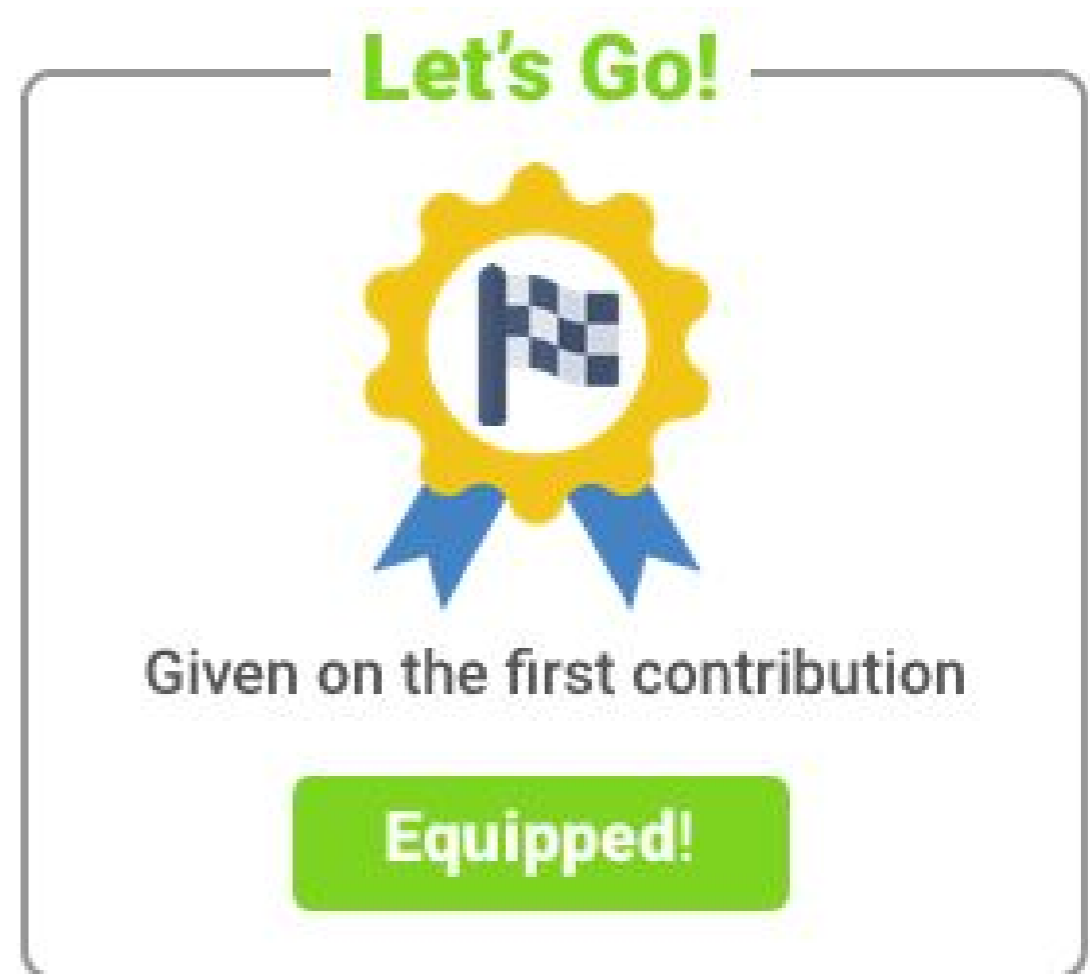
Rating and reviews on the volunteer's profile page yield transparency.



# GAMIFICATION TO MOTIVATE DONORS

Volunteers want to reward users for their donations and motivate them to become frequent donors to their causes

Badges are a great form of reward!





# IN APP MESSAGING & COMMUNICATION

Volunteers can set default messages or create beautiful, customized notes for their donors.

The preview option let's volunteers see what the recipient views!

## Help Provide Relief After Harvey



### SUMMARY

Hurricane Harvey has caused widespread, catastrophic flooding and damage in Texas and along the Gulf Coast. This fund will provide relief to survivors in the form of emergency supplies like food, water, and medicine in addition to longer-term recovery assistance to help residents recover and rebuild. All donations to this fund will exclusively support relief and recovery efforts from this storm.

### CHALLENGE

Record-breaking flooding is occurring in Houston and the surrounding areas. Torrential rainfall continues to threaten homes and lives along the Gulf Coast. Several of GlobalGiving's local nonprofit partners are responding to survivors' immediate needs and have asked us to help fund their relief and recovery efforts on the ground.

### SOLUTION

All donations to this fund will support recovery and relief efforts for Hurricane Harvey. Initially, the fund will help first responders meet survivors' immediate needs for food, fuel, clean water, hygiene products, and shelter. Once initial relief work is complete, this fund will transition to support longer-term recovery efforts run by local, vetted organizations in the Gulf Coast.

# trueDonate

## GIVES

- Money and Items
- Spread the Word



DONOR

## RECIEVES

- Social Recognition
- Transparency of Their Donations
- Convenience to Donate

## GIVES

- Actionable instructions on what to donate
- Targeted, informational messages



VOLUNTEER

## RECIEVES

- Continuous Donations
- Opportunities to Maintain Long-term Relationship with Donors