



# S.E.T. + C Factors

## Social Influences

- There is a big following on Facebook to keep fundraising active and profitable for charities
- Cross promos from partners like local vendors, **HiFi Hair & Records** and **Driftwood Bar** alert people to upcoming events to fund raise
- Weekly tally's from the FTC founders provided validated impact on Facebook for feel good storytelling results

### Insights

- Events could use an Instagram or TikTok feed
- Posters / Fliers / Web Banners could be used to provide more socialization
- Musicians have lots of friends & followers who like to help others and using their influence should increase
- People would pay to see or hear their favorite musicians
- A calendar of events on the website with email reminders, banner announcements and Marcom campaigns would amplify fundraising
- Partnerships could use a Foothold TC badge on their sites
- Engage donors to access their employers for funding since 9% of donors participate in a **workplace giving program** (such as matching gifts and/or payroll donations)

## Economic

- Donations are tax deductible
- Local charity **Foothold TC** donations are given 100% to those in need, all staff are unpaid
- Music brings people out and provides a service that people are willing to donate to for charity
- Donations are distributed quickly to individuals or families in need without multiple forms or qualifications
- Makes a real immediate impact to cover bills of all kinds and allows people to have a sense of security

### Insights

- The fact that money can get to the person in need quickly **w/out applications or sticky red tape**
- Referrals coming from professionals only is limiting
- Only in the Twin Cities, could it branch out to other urban musical towns?
- **Give to the Max Day** is a major day to be a part of that will help generate additional funds each year
- Live streams could create a subscription based service
- Partners like the bands and merchants could provide additional resources like recorded promos and use of QR codes and posters both digitally and printed
- Free tools for the existing website are needed to be sustainable with minimal volunteer staff at the charity
- Marcom needs to be unified and easy to use w/ free tools **Adobe Xpress** or **Canva** to help amplify communications

## Technology

- Facebook live streaming events raises money
- Donations can happen online any time 24/7 with multiple website and channels
- Website exists to provide a presence
- Facebook exists to provide event information and occasional storytelling of how fundraising is helping people in crisis

### Insights

- There are no digital donations at events or fundraisers
- SaaS add on's like **Givebutter** or **Donately** could provide more agile opportunities externally and internally for the charity to help donate, communicate & manage interactions and transactions
- There are no online campaigns or auctions to fund raise
- Mobile is missing the mark as a valuable tool all donors have access to and with them at all times
- **QR Codes** on posters at events would increase donations from more devices and eliminate the need for cash donations and encourage reoccurring gifts
- Opportunities to sell tickets, have auctions and sell donated live recordings to garner donations would generate additional revenue
- **Round Up** your change on any daily purchase could be used to gain daily small donations from people

## Cultural

- **Twin Cities has a long music culture**
- People love music because it provides positive brain waves that make you feel good
- **96% of people donate** because they have a sense of duty to give back and are empathetic to good causes
- 75% of people give to causes they believe in
- Moral duty, social dynamics & ego keys to **why people give \$**
- Musicians know all too well after the pandemic how much a single payment can help keep people stay in their houses, fix their cars or pay a heating bill or emergency surgery w/out medical insurance
- Employers like employees who donate time for good causes
- In 2022, Americans gave \$499.33 billion to charity
- The largest source of giving came from individuals, who contributed \$319.04 billion, representing 64% of total giving
- In 2022, the majority of charitable dollars went to the following sectors: religion (27%), human services (14%), education (13%), grant making foundations (11%), and health (10%)
- The average one-time gift in 2022 was \$121, up from \$115 the previous year. The average monthly gift was \$25, up from \$24

### Insights

- People will show up and support music in **Twin Cities scene**
- Easy to spread the word for big turnouts
- People like to be seen at these events, they are social and its kinda like getting a T-Shirt at a show, say you were there or a jersey for a Sports team to show your support
- Foothold Twin Cities has over 60 years combined experience and connections which will increase fundraising
- Only referrals from human services professionals are used
- Music enthusiasts like helping others
- Matching **employer donations** is missing

## Persona A: Donor



### Descriptors

Care-Giver

Money conscience

Organized

Tired

Artistic

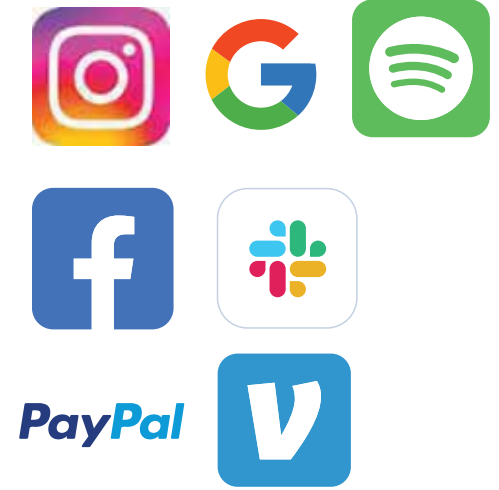
Community focused

### Motivations

Quote: "Donating to our community is just as important as paying our mortgage. We figure out a way to give back a little at a time"

- Wants to set a good example for his kids
- Is active with other parents in the community
- Grew up with musical parents, wife is a cello player in the symphony
- Deeply affected during pandemic with work being unavailable to musicians and having to home school kids
- Hosts karaoke parties on the weekends with friends and families
- Uses his phone to stay organized with all activities
- Likes to follow events and friends online when he has to stay home with the kids
- Can afford to donate money, but not a lot all the time because they are on a tight budget

### Programs



### Carter

**Age:** 37

**Occupation:** Instructional Designer

**Status:** Married, 2 kids

**Location:** Prospect Park, MN

**Education:** BS - English

**Generation:** Millennial

**Salary:** \$70,000

### Habits

Facebook

Pay Pal

Venmo

Instacart

The Current

Etsy

Electric Fetus

Target

Amazon

Prime Video

Apple

Lifetime Fitness

### Skillssets

- Very tech forward thinking - anything to help him get through the day of work, kids, life
- Loves EDM (electronic dance music) local jam bands & most live music
- Uses music as a creative muse while working from home to help him think and find the words and key messages for others
- Is a weekly volunteer at his kids school for various events

### Challenges

- Likes to attend live music for a good cause but always forgets to bring cash to donate
- Forgets about some of the fundraising events because he has to search a few places to find them
- Needs online reminders to help stay organized
- Would like to set up monthly donation so he doesn't have to think about it, but not sure its available for his charity
- Cherishes time with friends, but away time from the family is difficult at times

### Pain points/ goals

#### Main Pain Point 1-

- Would like 1 method to donate across any event, fundraiser or need that is not cash & also to donate per event or as possibly a low monthly amount from his bank account

#### Sub Pain Point

- Has information stored in his wallet on his phone and already set up on Venmo & Paypal and doesn't want to have to always re-enter information each time he donates. Would like a monthly donation subscription option.

#### Main Pain Point 2-

- Has time constraints with family & work so a more advanced notice w/ reminders on his calendar is needed to stay organized & would like a way to categorize the various types of events

#### Sub Pain Point

- Needs a singular calendar available from this particular non-profit to stay in the know for all events easily because he doesn't have a lot of time to search for opportunities to donate or participate in fundraising activities

### Opportunities

#### Carter would benefit from a mobile - forward redesign

- Able to donate at any event w/ saved payment options from his phone
- Introducing 3rd party apps to the website & mobile experiences would gain more donations
- Donate, organized donation budget and get calendar reminders for all online events, live events & musical festivals
- Could also provide a way to promote events on his own social apps and gain others support to donate

**Persona B: Fundraiser**



**Descriptors**

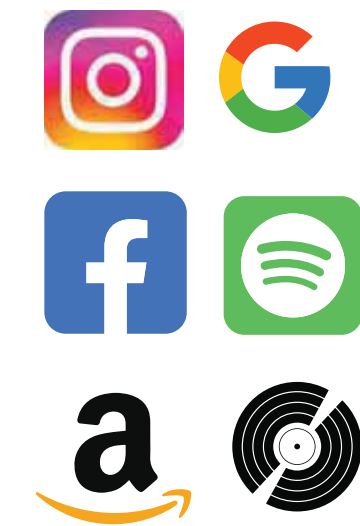
- Rock-n -Roller
- Caregiver
- Pioneer
- Nostalgic
- Artistic
- Community focused

**Motivations**

Quote: "During a pandemic, I want to help to create community and help us all heal by putting on these alley music shows during some of the most challenging and hardest times in our lives."

- Wants to set a good example for his kids
- His father passing away inspired him to open his own business again
- Grew up in Minneapolis, went to the first acclaimed Aveda salon & elevated his skills to a new level
- Many couldn't work during pandemic to musicians & stylists
- Hosts music shows at his store & alley to help raise money for good causes
- Uses his phone to stay organized with all activities
- Likes to post & promote events online and talk to his customers to make connections
- Raises large amounts cash of donations during events, but wants to raise more if tech was more readily available for donors

**Programs**



**Jon**

**Age:** 59

**Occupation:** Hair Stylist, Record & Salon Store Owner

**Status:** Re-married, 2 grown kids

**Location:** Minneapolis, MN

**Education:** Aveda Institute

**Generation:** X

**Salary:** \$150,000

**Skillssets**

- Talented hair stylist & accomplished business owner
- Cheerleader, booster & heart and soul promoter of the local Twin Cities music scene
- Created a rock-n- roller hair salon & record store combo to do what he loves every day as a creative muse
- Connector of the community & musicians promoting, fundraising through music at his store & famous alley in the heart of downtown Loring Park

**Challenges**

- Likes to support live music but it can get expensive to host the events all the time
- Not always sure about other fundraising events and would like to be better connected easily
- Would like to send online reminders to more people to help raise more money but doesn't have time to do it
- Would set up rounding up sales on all store & salon purchases for charity, but not sure its available
- Loves sharing music & his time with friends, family & TC

**Pain points/ goals**

**Main Pain Point 1-**

- Would like a method to allow his customers an opportunity to donate to the charity if they rounded up their purchases in the salon or record store.

Sub Pain Point

- Has to have a reliable method to transfer and keep track of the donations for the charity

**Main Pain Point 2-**

- Needs to provide a receipt for his records and for donors of every donation made

Sub Pain Point

- An automated system to keep track of donations and transfer funds quickly is needed

**Main Pain Point 3-**

- Needs to align musical events more easily as an editor and a viewer to keep track of his fundraising events

**Opportunities**

**Jon would benefit from a mobile - forward redesign**

- Able to promote digital donations at any event w/ saved payment options from any donor's phone
- Introducing 3rd party apps to the website & mobile experiences would gain more donations
- Could book calendar events & send reminders for all his fundraising events, current donation campaigns & as a fundraiser on
- Could also provide a way to promote events on his own social aps and gain others support to donate

**Habits**

- |           |            |               |
|-----------|------------|---------------|
| Facebook  | Hair       | Family        |
| Instagram | Vinyl      | Rock n Roll   |
| Fashion   | Vintage    | Rolling Stone |
| Netflix   | Home Depot | DIY           |

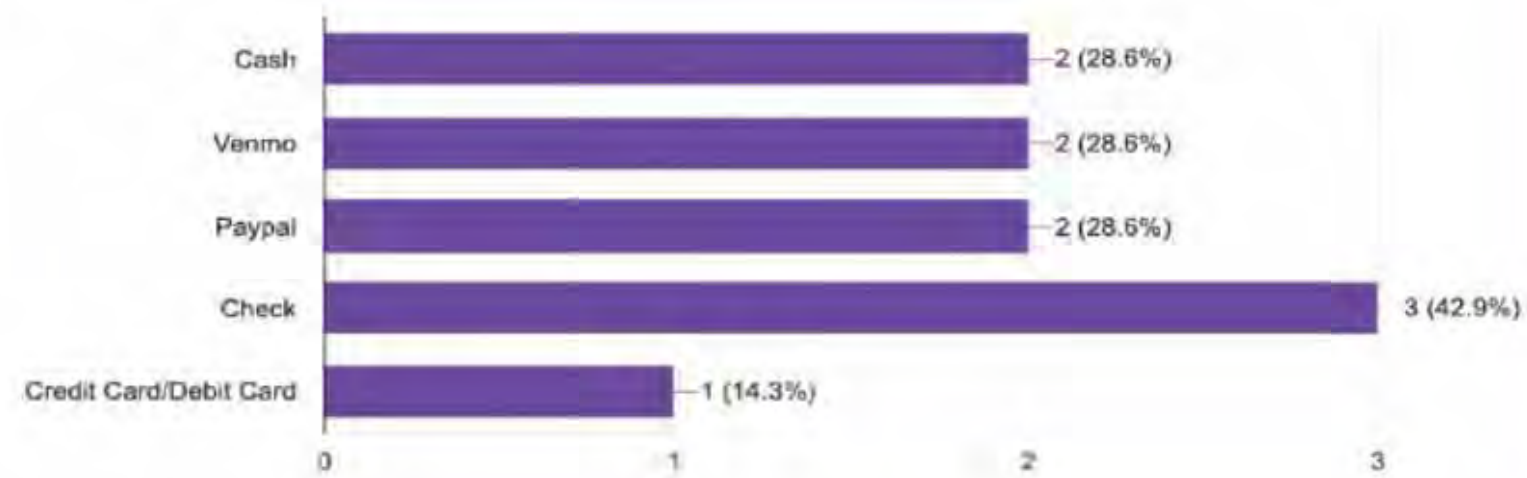
# Donor Survey

In order to understand how local charities struggle to receive donations that are not in the form of cash, this survey was sent to several current donors to learn more about what frustrates them and what they would like to see in a new donation app geared for fundraising sponsors to hold events, collect money and transfer it to their favorite charities easily, with minimal fees so that the majority of the money can go to the people in need.

|   |   |  |   |
|---|---|--|---|
| <p>What best describes your association with Foothold Twin Cities? *</p> <ul style="list-style-type: none"><li><input type="radio"/> Donor</li><li><input type="radio"/> Fundraiser</li><li><input type="radio"/> Event sponsor</li><li><input type="radio"/> Volunteer</li><li><input type="radio"/> Performer or music professional</li><li><input type="radio"/> Professional who refers a family in need</li><li><input type="radio"/> Person in need</li><li><input type="radio"/> Other...</li></ul>  | <p>How much do you donate each time?</p> <ul style="list-style-type: none"><li><input type="radio"/> \$5-10</li><li><input type="radio"/> \$11-25</li><li><input type="radio"/> \$26-50</li><li><input type="radio"/> \$51-100</li><li><input type="radio"/> \$101-250</li><li><input type="radio"/> \$500 -1000</li><li><input type="radio"/> Over \$1000</li><li><input type="radio"/> Prefer not to say</li></ul>  | <p>How do you normally pay for things in your daily life?</p> <ul style="list-style-type: none"><li><input type="radio"/> Cash</li><li><input type="radio"/> Credit Card</li><li><input type="radio"/> Venmo</li><li><input type="radio"/> Paypal</li><li><input type="radio"/> Digital Wallet</li><li><input type="radio"/> Check</li><li><input type="radio"/> Debit Card</li><li><input type="radio"/> Auto payments from my bank (Zelle)</li><li><input type="radio"/> Other...</li></ul>  | <p>What is the most frustrating thing about using the current payment methods available to donate? If you could suggest a way to make the donation process easier what would it be?</p> <p>Long answer text:</p>  |
| <p>Why do you donate to Foothold Twin Cities?</p> <ul style="list-style-type: none"><li><input type="radio"/> I know someone who needs help</li><li><input type="radio"/> I feel good knowing I helped someone in need</li><li><input type="radio"/> I have a personal connection to this charity</li><li><input type="radio"/> I am a music enthusiast</li><li><input type="radio"/> I like to give to local charities</li><li><input type="radio"/> Other...</li></ul>  | <p>What form of payment do you currently use to donate to Foothold Twin Cities? (Check all that apply)</p> <ul style="list-style-type: none"><li><input type="checkbox"/> Cash</li><li><input type="checkbox"/> Venmo</li><li><input type="checkbox"/> Paypal</li><li><input type="checkbox"/> Check</li><li><input type="checkbox"/> Credit Card/Debit Card</li></ul>  | <p>What sometimes prevents you from giving to Foothold Twin Cities?</p> <ul style="list-style-type: none"><li><input type="checkbox"/> I don't have cash when I am at events to donate</li><li><input type="checkbox"/> Too many steps online to donate</li><li><input type="checkbox"/> I have a tight budget</li><li><input type="checkbox"/> I get busy and forget to donate regularly</li><li><input type="checkbox"/> I don't have Venmo or PayPal</li><li><input type="checkbox"/> Other...</li></ul>  | <p>Would you be willing to pay a small fee from a 3rd party app in order to pay by credit card or other electronic means?</p> <ul style="list-style-type: none"><li><input type="radio"/> Yes</li><li><input type="radio"/> No</li><li><input type="radio"/> Maybe</li><li><input type="radio"/> Other...</li></ul> |
| <p>How often do you donate money to Foothold Twin Cities? (Check all that apply)</p> <ul style="list-style-type: none"><li><input type="checkbox"/> Every month as a regular donation I send on my own</li><li><input type="checkbox"/> Every time there is a musical event sponsored by Foothold</li><li><input type="checkbox"/> Usually Tuesdays during the live music stream at the Driftwood</li><li><input type="checkbox"/> Occasionally when I attend events</li><li><input type="checkbox"/> When I can afford it</li><li><input type="checkbox"/> On Give to the Max Day each November</li><li><input type="checkbox"/> At the end of the year for tax purposes</li></ul> | <p>How do you normally pay for things in your daily life?</p> <ul style="list-style-type: none"><li><input type="radio"/> Cash</li><li><input type="radio"/> Credit Card</li><li><input type="radio"/> Venmo</li><li><input type="radio"/> Paypal</li><li><input type="radio"/> Digital Wallet</li><li><input type="radio"/> Check</li><li><input type="radio"/> Debit Card</li><li><input type="radio"/> Auto payments from my bank (Zelle)</li><li><input type="radio"/> Other...</li></ul> | <p>What would make it easy for you to donate on a regular basis? (Check all that apply)</p> <ul style="list-style-type: none"><li><input type="checkbox"/> Digital payment options at events</li><li><input type="checkbox"/> Calendar reminders for upcoming events with opportunities to donate</li><li><input type="checkbox"/> QR codes at events to take digital donations</li><li><input type="checkbox"/> Automatic setup for a recurring payment option</li><li><input type="checkbox"/> Email updates with reminders to donate</li><li><input type="checkbox"/> Employer matching donations through your place of employment</li><li><input type="checkbox"/> Rounding up your daily purchases to donate spare change</li><li><input type="checkbox"/> Auto generated tax receipts sent to your phone, email or google account each time</li><li><input type="checkbox"/> Facebook group challenges to raise money for a certain amount of time</li><li><input type="checkbox"/> Other...</li></ul> | <p>Would you like to be kept informed of Foothold's upcoming events, fundraising needs or urgent donation requests?</p> <ul style="list-style-type: none"><li><input type="checkbox"/> Yes</li><li><input type="checkbox"/> No</li></ul> <p>What is your name &amp; email address?</p> <p>Long answer text:</p>     |

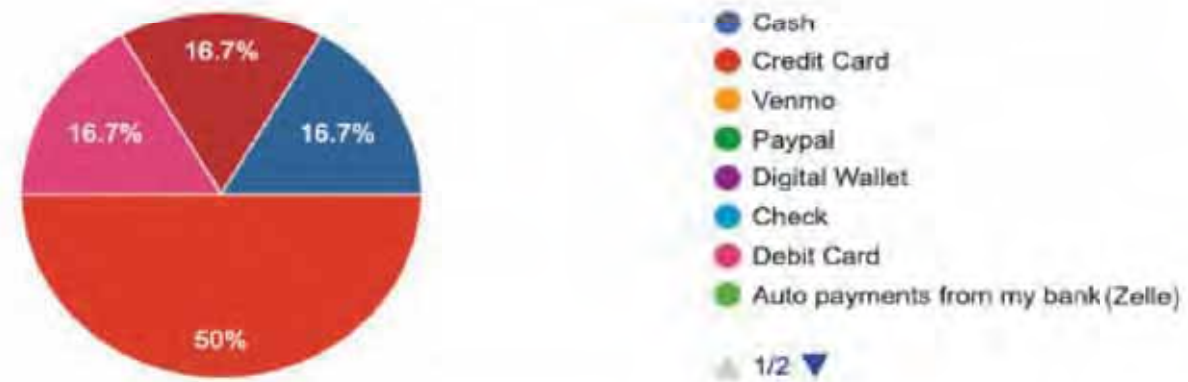
What form of payment do you currently use to donate to Foothold Twin Cities? (Check all that apply) [Copy](#)

7 responses



How do you normally pay for things in your daily life? [Copy](#)

6 responses



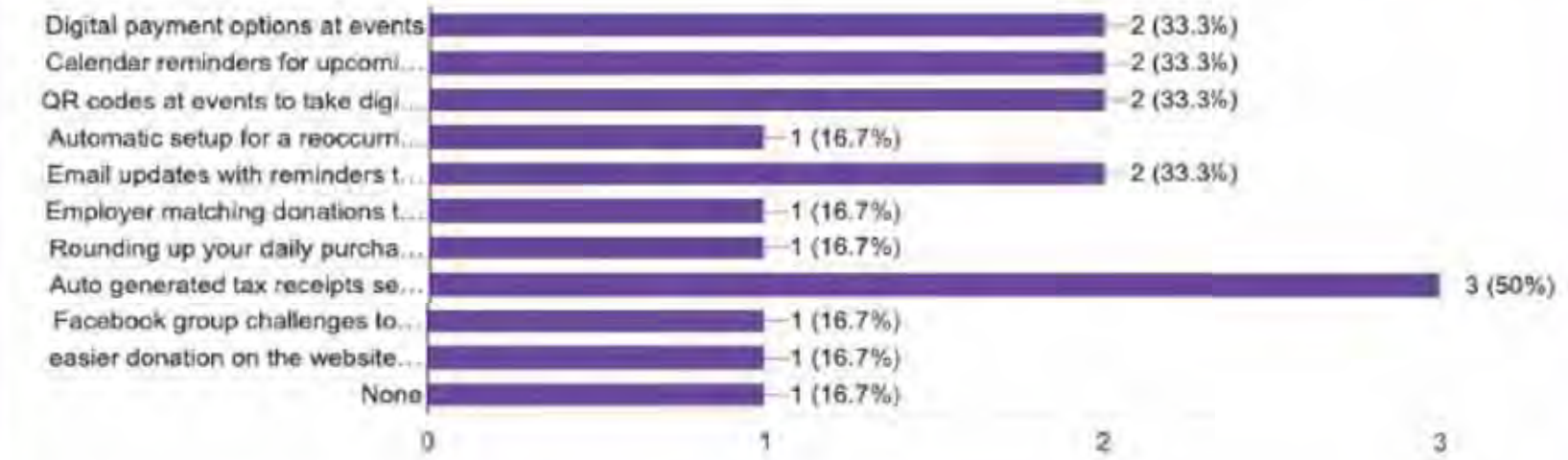
What sometimes prevents you from giving to Foothold Twin Cities? [Copy](#)

6 responses



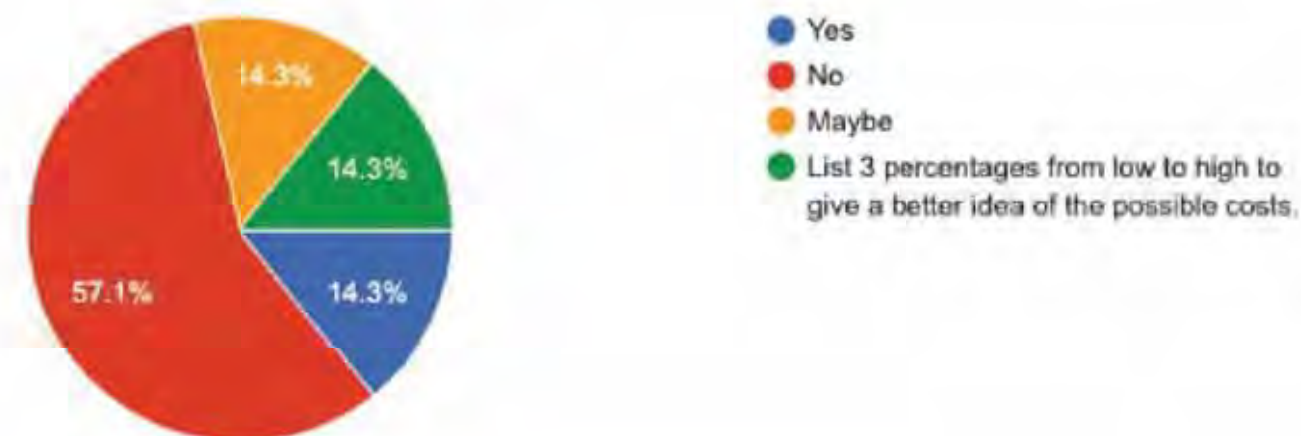
What would make it easy for you to donate on a regular basis? (Check all that apply) [Copy](#)

6 responses



Would you be willing to pay a small fee from a 3rd party app in order to pay by credit card or other electronic means? [Copy](#)

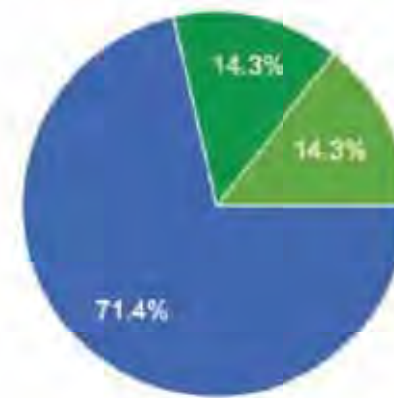
7 responses



What best describes your association with Foothold Twin Cities?

Copy

7 responses



- Donor
- Fundraiser
- Event sponsor
- Volunteer
- Performer or music professional
- Professional who refers a family in need
- Person in need
- super supporter!

How often do you donate money to Foothold Twin Cities? (Check all that apply)

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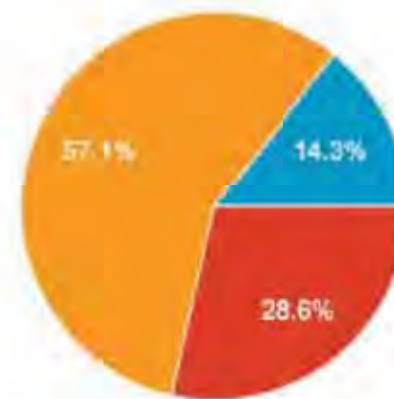
7 responses



Why do you donate to Foothold Twin Cities?

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7 responses

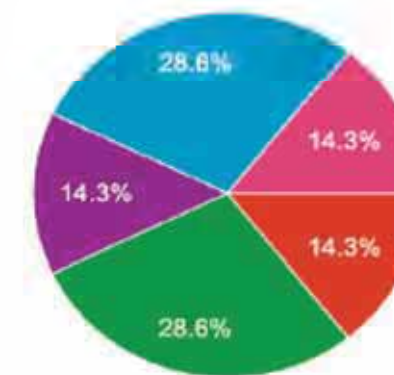


- I know someone who needs help
- I feel good knowing I helped someone in need
- I have a personal connection to this charity
- I am a music enthusiast
- I like to give to local charities
- How about offering more than one choice, or a rank on this question?

How much do you donate each time?

Copy

7 responses

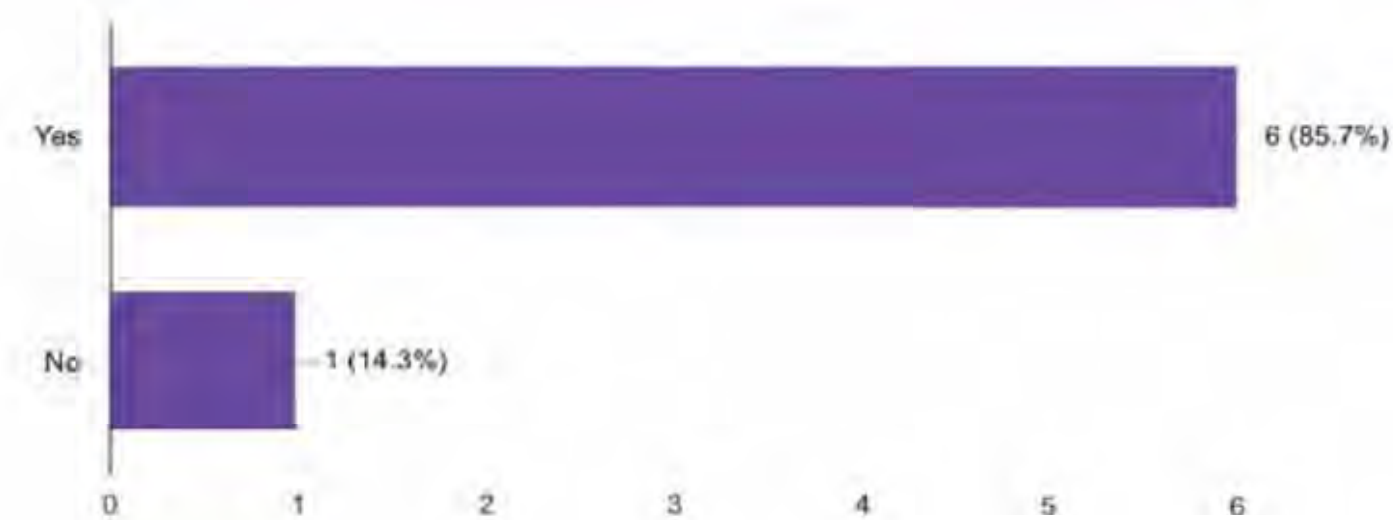


- \$5-10
- \$11-25
- \$28-50
- \$51-100
- \$101-250
- \$500 -1000
- Over \$1000
- Prefer not to say

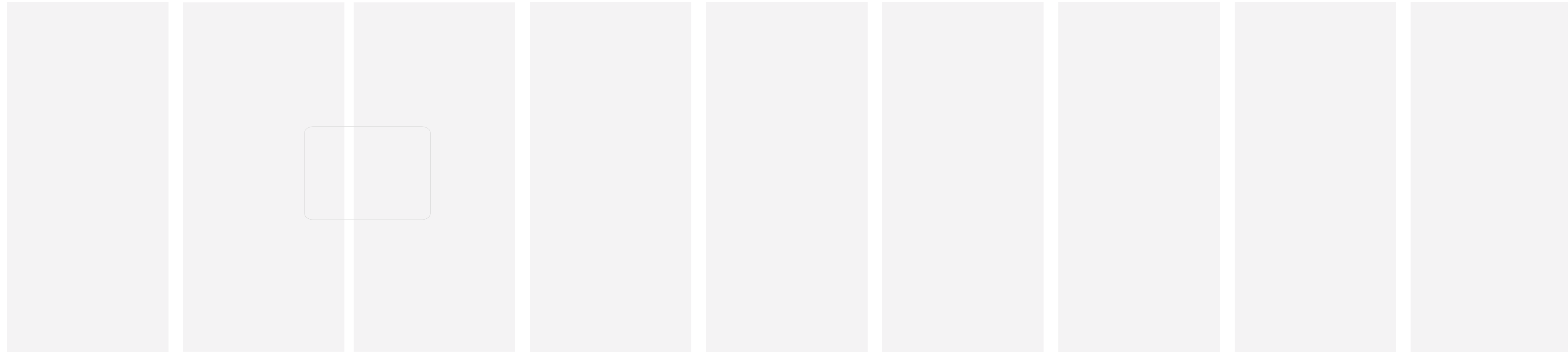
Would you like to be kept informed of Foothold's upcoming events, fundraising needs or urgent donation requests?

Copy

7 responses



# User Journey - Donors



## Splash Screen

- Static Page - Play, Donate, Help.
- smaller Logo for FTC, promo of upcoming concert created by fundraiser, QR code used for donations for that event & to share and get info about the event

- or
- Video Reel - Play, Donate, Help.
  - Logo for FTC, band playing, charitable need, donations, keeping their foothold

## Home Screen

- Sign in with
  - Google
  - Facebook
  - Apple
  - Email or Username
  - Password
  - Facial ID
  - Forgot password

- Join
  - Set up account

- Continue as guest
  - Allows users to bypass creating an account and go straight to donations screen

## Fundraiser Screen

- Filter
  - Donor
  - Sponsor
  - Partner
  - Volunteer
  - Fundraiser

- Activities
  - Make a cash donation
  - Partnership Opportunities
  - Nominate person in need
  - Volunteer your time
  - Create a matching funds campaign
  - Promote an upcoming event

## Create a Donation

- Filters
  - Live Event
  - One-Time
  - Monthly
  - Round UP
  - Employer Match
  - Principle
  - Annual

- Add a payment method
  - Allows users to choose between credit cards, digital wallets or 3rd party apps
- Quick Donate - Scan QR Code or Credit Card
  - Pay Pal
  - Venmo link to FTC
  - Zelle
  - Apple Pay
  - Credit Card Scan

## Add Payment Method

- Filters
  - Master Card
  - Visa
  - Discover
  - American Express
  - Pay Pal
  - Venmo
  - Zelle
  - Apple Pay

- Information
  - number
  - mm/yy
  - CVV
  - Country
  - zip
  - save for future use
  - already on file or scan code

## Donation Amount

- Enter Amount
  - enter dollar amount

- Quick select
  - \$5
  - \$10
  - \$25
  - \$50
  - \$100
  - \$200

- Filters
  - Anonymous
  - Use Facebook
  - Use Google
  - Use Email

## 2-Part Verification

- Facial ID
  - scan your face

- Enter your Pin
  - 4-digits

- Enter code recieved
  - 5-digits

- Date
  - XX-XX-XXXX

- Confirm & Donate
  - Accept terms and pledge funds

## Summary of donation

- Name
  - first and last

- phone
  - 6-digits

- email
  - xxxx@gmail.com

- Date
  - XX-XX-XXXX

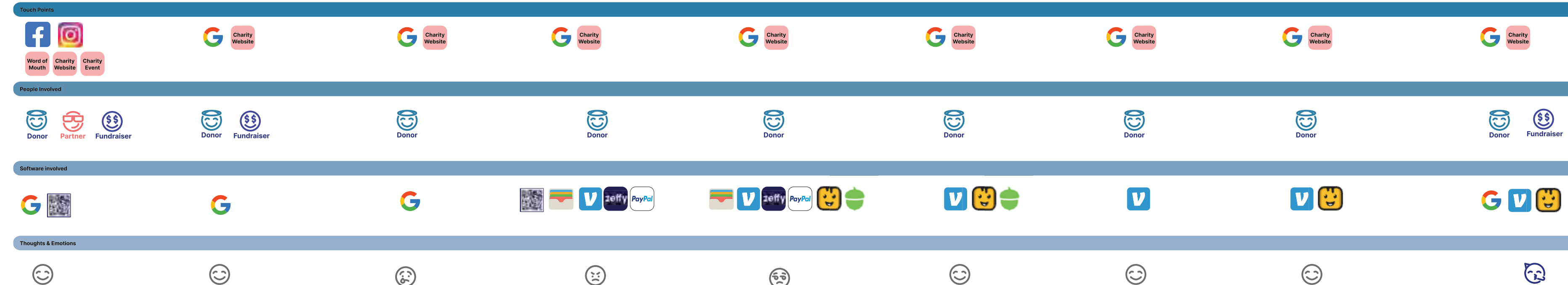
- Accept terms
  - Check box to accepts

- Email Tax Receipt
  - xxxxx@gmail.com

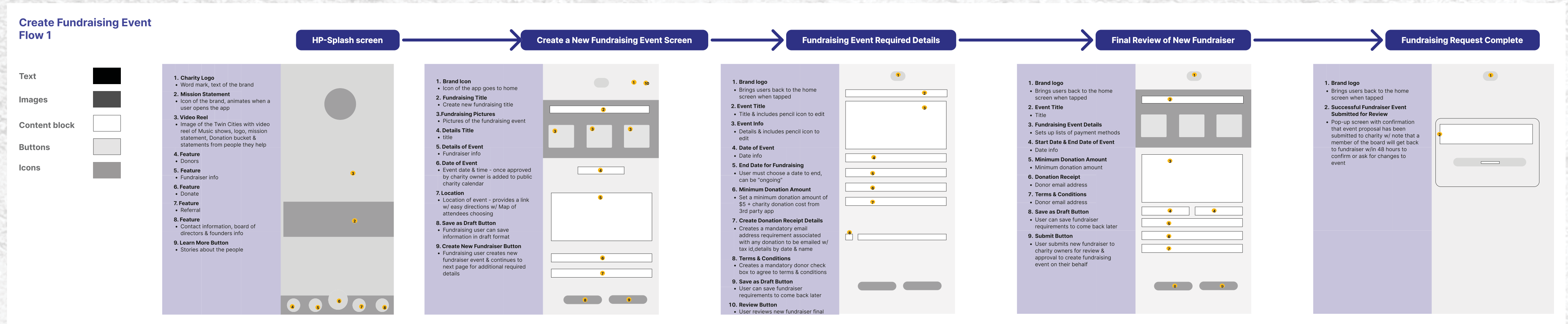
## Confirmation screen

- Thank you message
  - Successfully submitted request to make a tax deductible donation

- Ok button
  - sends back to home screen

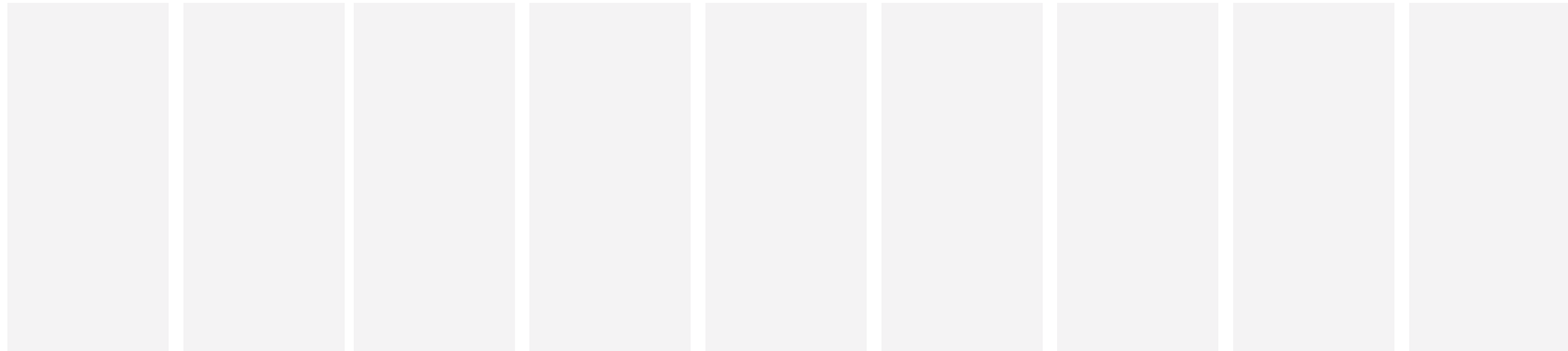


# Fundraiser Flow





# User Flow - Fundraisers



**Splash Screen**  
 Video Reel - Play, Donate, Help.  
 • Logo for FTC, band playing, charitable need, donations, keeping their foothold

**Home Screen**  
 Filter  
 • Donor  
 • Fundraiser  
 • Partner  
 • Volunteer  
 • Fundraiser  
 Log in with  
 • Google  
 • Facebook  
 • Apple  
 • Email or Username  
 • Password  
 • Facial ID  
 • Password  
 Join  
 • Set up account

**Sponsor Screen**  
 Activities  
 • Make a cash donation  
 • Create a fundraiser  
 • Nominate person in need  
 • Volunteer your time  
 • Create a matching funds campaign  
 • Promote an upcoming event

**Create a Fundraiser**  
 Filter  
 • Live Event  
 • One-Time  
 • Monthly  
 • Round UP  
 • Employer Match  
 • Reoccurring  
 • Annual  
 Add a payment method  
 • Allows users to choose between credit cards, digital wallets or 3rd party apps  
 Enter date, time, address, create map link, provide description  
 • date & time  
 • location  
 • description

**Enable Payment Methods & Donor Collection Info**  
 Filters  
 • Master Card  
 • Zeffy  
 • Pay Pal  
 • Venmo  
 • Zelle  
 • Apple Pay  
 Enable 3rd Party Apps  
 • Givebuttr  
 • Acorns  
 Create Quick Donate QR Code & link to digital payments  
 • Pay Pal  
 • Venmo  
 • Zeffy  
 • Apple Pay

**Set Donation Amount**  
 Enter parameters for donations  
 • Enter dollar amount minimum and maximum  
 Set up Quick select options  
 • \$5  
 • \$10  
 • \$25  
 • \$50  
 • \$100  
 • \$200  
 Enable Filters  
 • Anonymous  
 • Use Facebook  
 • Use Google  
 • Use Email

**Fundraising Partner Verification**  
 Facial ID  
 • scan your face  
 Enter your Pin  
 • 4-digits  
 Enter code recieved  
 • 5-digits  
 Date  
 • XX-XX-XXXX  
 Confirm to create new fundraiser  
 • Accept terms and creates new event

**Summary of Event**  
 Name  
 • name of fundraiser  
 Contact person of event  
 • name  
 Fundraiser Contact email  
 • xxxxx@gmail.com  
 Date of event  
 • XX-XX-XXXX  
 Accept all to publish to charity calendar of events & to social  
 • Check box to accepts  
 Email Event details to charity & fundraiser  
 • xxxxxx@gmail.com  
 • xxxxxx@gmail.com

**Confirmation screen**  
 Thank you message  
 • Successfully submitted request to charity for review  
 Creates new funding record  
 • New record created and in production que for charity approval for official posting  
 Ok button  
 • sends back to home screen

**Touch Points**



**People Involved**



**Software Involved**

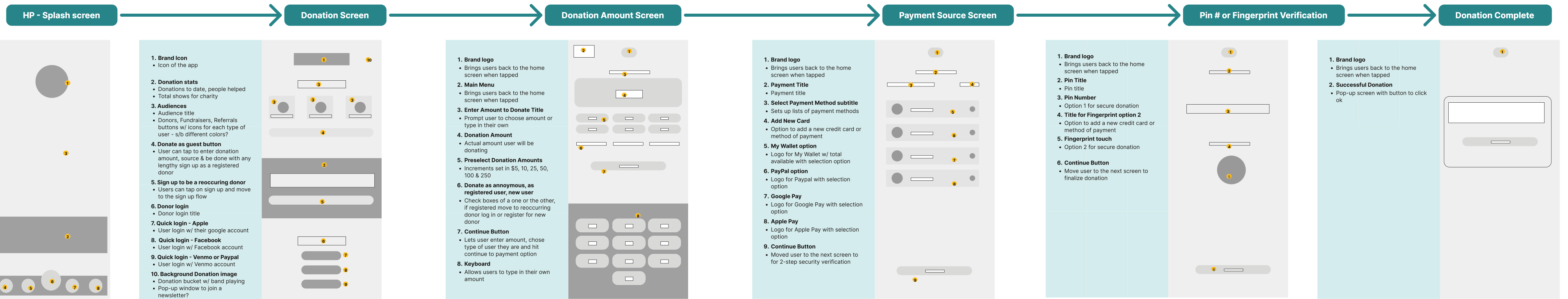


**Thoughts & Emotions**



# Donor Flow

## Donate to Charity Flow 1



# Survey Results in Feature Considerations

## 1 Why people donate

- 57% of donors have a personal connection to the charity
- Average donation is \$5-10
- Many donors don't want to publicize how much they donated
- 28% donate at the event
- 28% donate weekly during the live stream fundraisers
- 28% donate at the end of the year

## 2 Digital donations is an MVP

- 50% of donors wanted an email tax receipt
- 33% wanted digital payment options at events
- 33% wanted calendar reminders for upcoming events
- 33% wanted QR codes at events to take digital donations
- Automatic setup for a reoccurring payments was the least wanted by donors
- 50% of donors pay for everyday items by credit card

## 3 Donors want to be informed

- Over 85% of surveyed donors want to be kept in the loop for future events and to learn more about who they are helping.
- Email updates with reminders were favored by 33% of surveyed donors
- 33% of donors got busy and forget to donate regularly