

FundRally Site Concept

What is the purpose of the site?

FundRally provides a platform to support charities in funding specific efforts. Charities are able to create fundraisers with custom project goals, funding goals, duration, and campaign messages. Fundraisers are tied to specific projects that help to advance the charity's mission, and successful fundraisers are followed up with updates from the charity to the donors to show how the funds are actually being spent. Regular and required updates increase transparency, accountability, and promote continued donor engagement.

For donors, this site provides a clearinghouse of charitable causes that they can support. The fundraisers are targeted to specific goals, so donors have a clear idea of what exactly their contributions are going to support. Fundraising projects are tied to specific locations and categorized, so that donors can find causes that appeal to them, such as those local to the donor's community or in a particular area of interest.

All fundraisers are time-limited, with the duration set by that charity when they create the fundraiser. Limiting the duration of the fundraiser helps to focus the campaign on a specific funding goal for a specific project goal, and allows charities to define a concrete project start date to organize around. For fundraisers that meet their funding goal before their deadline, charities receive all funds donated. If the fundraiser isn't successful, the donations are refunded back to the donors in the form of site credits. Those donors may then choose to give the credits to the charity anyways, or select another project to support.

What are the goals of the site?

For Charities

- Provide a platform for fundraising that allows charities to reach donors in ways they couldn't on their own. Provide the tools to help charities easily create new fundraisers, and hone those tools so that they also hone the charity's projects.
- Promote fundraisers in an easily accessible location that becomes donors' go-to choice when looking for charities to support.
- Provide a simplified payment system to remove the burden of payment processing from the charity's responsibilities.
- Raise public awareness of how the charity's mission helps communities, and how funds are spent in support of that mission.
- Communicate with donors, providing them updates on both the fundraisers and on projects those fundraisers enable.
- Categorize the project and identify its location so that donors can easily find project they're interested in supporting.

- View fundraiser campaign status, including funding levels and remaining fundraiser duration.
- Monitor and moderate comments from donors interested in discussing the fundraiser.

For Donors

- Have an easy way to find charity projects the donor is interested in based on location or project category.
- Be notified (through web or email) of fundraisers that might be of interest to the donor.
- Easy donations by using simple credit card processing forms.
- Share fundraisers with friends over social media (Twitter, Facebook) or email.
- Keep up to date on fundraisers via email and through notifications in the site interface.
- Add their voice to campaigns the donor has supported through a site comment system.
- Access to project details and updates that help to ensure transparency and accountability, building trust between donors and their favorite charities.