


Donation module

D  ika

## What is it?

The solution helps NGO to gather funds independently

- On the own website
- With minimal service fee
- Open source (customization)

## For whom?

- For NGOs looking for own in-site fundraising approach
- For people wanting to support civil activities by finance, easily and comfortably once or recurrently

# Users

## Donators

- Language Rus/Bel
- 30-40 years
- Average+ income
- Internet user
- Female
- Big cities



## NGO staff

- Language Rus/Bel
- 25-35 years
- Internet user
- Female
- Big cities



## Benefits

- **Flexible on-site fundraising strategies, manage donation campaigns and adjust them to current needs**
- **More time and funds into own infrastructure**

# Benefits

- Quick donations by **debit or credit cards**
- **Reduced intermediary fees**
- **Open source** and can be further developed or customized freely

# NGO can create campaigns in the module for:

- Member fees
- Regular activities
- Special events
- Special campaign
- Special personalised issue

# Development strategy



# Offline promoting

- Presentations of the module, new features
- Participation with own slot in social and IT events
- Interviews for ICT related media
- Our meetups with complementary topics
- Stickers and leaflets distributed on above mentioned events
- To increase our partner's contact list

# Online promoting

- Posts in social media resources
- Target advertisement
- Articles in well-known mass-media
- Articles on our organisation's site ([falanster.by](http://falanster.by))
- SEO on project's page in our website.
- Telegram channel
- Viral video among NGOs

# Maintenance

- One of the most important project at our organization
- Open source - every developer can add features or fix bugs
- Organisations can use it and change functionality according to their needs
- Users can leave notifications about bugs

# Maintenance

- Telegram channels with supporting
- Automatically data collection
- Customization of some module's features for some organizations by payment

# Our team

## Product owner

Mikhail Volchak

idea and project management

## SMM

Sviatlana Yermakovich

SMM and promoting

## Developer

Alexey Kirpichenkau

web-developer and devops

## UX/UI Designer

Nastassia Marozava

Research, ux, ui