



Information Architecture

Purpose: This document is to help understand what users will **need** from each page, what they would like, and what would be a bonus. This document is set up so we can see both the micro (users' needs and content) and the macro (overall goal of the page and how each page works to send the site's overall message of empowerment).

Please edit and add comments as you see fit! This is also to help you determine not only what kind of content should live on each page, but what the purpose it is. It's also to help see if there are any crucial user needs that the content either doesn't cover or doesn't address properly.

Online Courses

- **User Needs:**
 - Easily identify which programs will benefit them
 - Understand if further research/help is needed and where to find it
 - ~Find more resources linked to their topic
 - Easy Payment method
 - Know that the course is worth the money and how it will value them
 - Course value is summarized and easy to read
 - Credibility is clear and reliable
 - Testimonies and reviews
 - Hassle-free
 - Clear before buying what the expectations are and what type of work the user will need to put in
 - (assortment/filtering options of courses should align with these needs)
 - Registration tool to collect contacts
- **Page Goal:** Content is best presented and developed to provide users the tools/tactics/methods to fundraise THEIR way, and in a way that not only works but is accessible to ALL. **So well said!!!**

Home page (courses) - I don't want to change a single heading - I love them all. But here is some copy for the subheadings:

QUESTION - I mix up pronouns in the copy below. I can't decide which is best. Do I want to use "YOU?" Does that build a sense of comradery? Or do I want to use third person like "Them" and "They" and "Fundraisers?" Rather than correct, I'll leave it like this so we can talk about what comes off more engaging.

1. Empowering the Fundraisers of Today, For a Better Tomorrow



- a. Fundraisers get into philanthropy to be a part of making positive change in the world. They leave the field (and this is happening in staggering numbers at this time) because the work often veers far from that ideal. <Whatever we call this company lol> is here to champion and inspire fundraisers by providing the tools and the permission to be the kind of fundraiser you want to be! We are also here to empower nonprofit leaders to allow their fundraisers to work in a manner that not only brings in the funding your organization needs, but also edifies them as professionals.
2. Training: Fundraise Your Way
 - a. Humans are unique. That goes for donors and fundraisers. By starting with the concept of social capital, this model provides a framework for fundraising practice that leverages your unique approach to fundraising by building authentic connections with donors. The Social Capital Fundraising Model enables giving that is actually meaningful for your organization and leaves donors feeling really great about the impact of their gift.
 - b. Courses on The Social Capital Fundraising Model begin with a free introductory course. Other courses dig deeper into the science behind the method and strategies for applying the model.
3. Consulting: One-On-One
 - a. Building Cases for Giving
 - i. There is a lot of research on donor behavior that can tell us what they care about. This service identifies what your donors and potential donors hope to achieve through their giving to your organization, and how you can build cases for support that align with those interests while ensuring that your actual funding needs are met.
 - b. Getting to know your Donors
 - i. There are ways to evaluate donors and potential donors on the macro and the micro. The mission of your organization is a starting point for developing a donor profile that can guide donor prospecting and development. Research on real life current donors and potential major gift donors builds a profile of these individuals identifying their interests, motivations and capacity.
 - c. Building Proposals that leverage Social Capital
 - i. The solicitation needs to meet the social goals of the donor. Is this about a gala or a named building? Nope. Not that simple at all. Proposals that leverage social capital align with how their various networks, life experience and values collide with your organization's mission.
4. Publications: Power to the People



- a. Successful, meaningful philanthropy is both an art and a science. Unfortunately, neither art nor science are represented very well in current fundraising models or in the way fundraisers are managed. Creativity is discouraged with punitive management models that only measure visits, solicitations and gifts. There is fantastic research on fundraising, but organizations rarely know it exists instead relying on the scientific claims and efficacy of costly fundraising management tools utilizing black box algorithms. My research leverages the work of social scientists, economists, historians, psychologists, political scientists and other experts to build evidence-based knowledge on donor behavior, philanthropic trends, and nonprofit organization management models.
5. About: Your Champion
 - a. Like so many fundraisers, I never started out my career to do this work. Volunteer experiences introduced me to the nonprofit sector where I discovered a career that allowed me to participate in making the world a better place and bring along people with means who wanted to do the same thing. Despite years in the sector enduring amateurism, territorialism, corruption, poor management and even bullying, I've maintained my love of this work because good things really are accomplished, and I get to watch good people be the mechanism for that positive change. As a philanthropy scholar, I am privileged to be in a position to help right some of the wrongs in this noble field and support my fellow fundraisers in the process!
6. Let's Connect
 - a. Want to join this revolution?
 - b. Just want to learn a little more before you commit?
 - c. At wit's end wondering how you can stay in this field?
 - d. Need help keeping fundraisers?
 - e. Dealing with a board with unreasonable expectations?
 - f. Hate the thought of fundraising so much that you would literally do anything to avoid it but can't?
 - g. Shoot me a message - I'm more than happy to help :)

Consulting Services

- **User Needs:**
 - Clear results of consulting

My consulting services include programs for:

- Building Cases for Giving
- Getting to Know your Donors
- Building Proposals that leverage Social Capital



In addition our time together will:

- Teach you so much more about how and why fundraising works
- Build a stronger sense of how your organization's mission aligns with your donor ecosystem
- Provide you the tools to build and sustain strong donor engagement
- Build confidence for fundraising success
- Previous customer experiences and testimonies
 - Art Scene West, San Diego, CA
 - Purdue Honors College, West Lafayette, IN
 - Happiness Alliance, Seattle, WA
- What consulting entails and what value the program has to offer **and what the program is NOT. In this realm we have to make clear that fundraising consulting does not mean that we raise the money for you.**
 - Consulting prepares you and your organization to fundraise successfully
 - Consulting does not include me asking your donors for support
- A credible instructor who has experience fundraising and teaching
 - 21 years of experience in the nonprofit sector, 19 years as a front-line fundraiser
 - Philanthropy scholar researching and publishing on fundraising practice, the relationship between philanthropy and community well-being and ethics of philanthropy
 - Instructor in Master of Science programs teaching fundraising methods, nonprofit leadership and ethics of philanthropy
- Easy to connect for further inquiries (ie email, phone, FAQ's)
 - Email - katfrandil@gmail.com
 - LinkedIn www.linkedin.com/in/kathryn-dilworth
- Outlined costs, expenses, quotes
 - Three Programs:
 - Building Cases for Giving
 - Getting to Know your Donors
 - Building Proposals that leverage Social Capital
 - Length
 - Each program is four consecutive weeks long
 - Course materials
 - Weekly trainings
 - Homework
 - Deliverables for:



- Building Cases for Giving - Portfolio of cases for giving with collateral to use in donor engagement
- Getting to Know your Donors - Engagement plan for real donors and potential donors including philanthropic foundations
- Building Proposals that leverage Social Capital - Real proposals for real donors or potential donors
- Cost
 - \$699 per program
 - Hourly rate for further support offered following program completion
 - No cost introductory meeting? **Absolutely. The standard is to have a one hour conversation and follow up with a proposal of service and the cost**
 - Service aligns with their values, mission, and ethics.
- **Page Goal:** User recognizes that consultation will not only lead to an increase in donations for the user's business but also empower the user to fundraise in a way that aligns with their own values and mission.

Publications

(Presentations, Writings, Podcast, Speaking Events)

- **User Needs:**
 - Recognize author's credibility
 - Find articles/research/data/etc. that relates to what they need
 - Easily navigate
 - Bonus: Pages link to other related pages and publications that they might like (ie the podcast)
 - Save and share findings from the site
 - Connect with the publisher of content
 - Know where new content will emerge or if there will be any at all
 - Blog or social media posts
 - Recognize what problems these publications are solving
- **Page Goal:** Provide free online content that not only shows the author's credibility, but also her genuine desire to provide free/accessible resources to empower.

About

- **User Needs:**



- Recognize authentic credibility (why her over others in the field)
 - Education
 - Ph.D. in Philanthropic Studies from the Lilly Family School of Philanthropy at Indiana University - the only doctoral program in philanthropy in the world
 - Certified Fund Raising Executive (CFRE) - yeah - that's how you spell fundraising in this case
 - Certificate in Fundraising Management, the Fund Raising School, IUPUI
 - Certification in Disciplines of Frontline Fundraising, Plus Delta Partners
 - Leadership PRESENCE for Women, Inspired II Excel Academy
 - Testimonials
 - Art Scene West, San Diego, CA
 - Purdue Honors College, West Lafayette, IN
 - Happiness Alliance, Seattle, WA
 - Fundraising Experience in the Nonprofit Sector
 - Cultural Centers (Gardens and Museums)
 - Health Care
 - Conservation
 - Libraries
 - Higher Education (Academic Libraries, Science and Math, Honors, Education)
- Know and understand Kathryn's "Why"
 - Mission
 - To make fundraising more authentic bringing more meaningful to fundraisers and donors
 - Disrupt the amateurish, punitive fundraiser management models
 - Values
 - Freedom to integrate creativity and innovation to fundraising practice
 - Building respect for fundraising as a profession
 - Advancing the science of philanthropy in fundraising practice
 - Building the case for professionalization of the sector for fundraisers and philanthropy leaders
 -
 - Story



- Connect, contact her, and/or find out what she's up to
 - Phone, social media, email, upcoming events
- **Page Goal:**
 - Sell Kathryn's story: Empowering others with the hard-earned tools and knowledge she has dedicated herself to learning and developing.