

# charitability.

Find your inner charity

## BACKGROUND & PURPOSE

We knew early on that we wanted our project to focus on charities. Initially, our idea was to help smaller charities get noticed amongst all the big charity organizations out there. However, we quickly realized that the industry's main problem was not that smaller charities struggle in their marketing and reach. Rather, the problem lies in the fact that potential donors might find it hard to navigate the charitable landscape, since it can be difficult to know who and what to donate to.



8/10  
Is positive to  
charities



6/10  
Have donated the  
last six months

In fact, research shows that eight out of ten people have a positive attitude towards charities. Despite this, only six out of ten have donated during the six months after taking the survey.

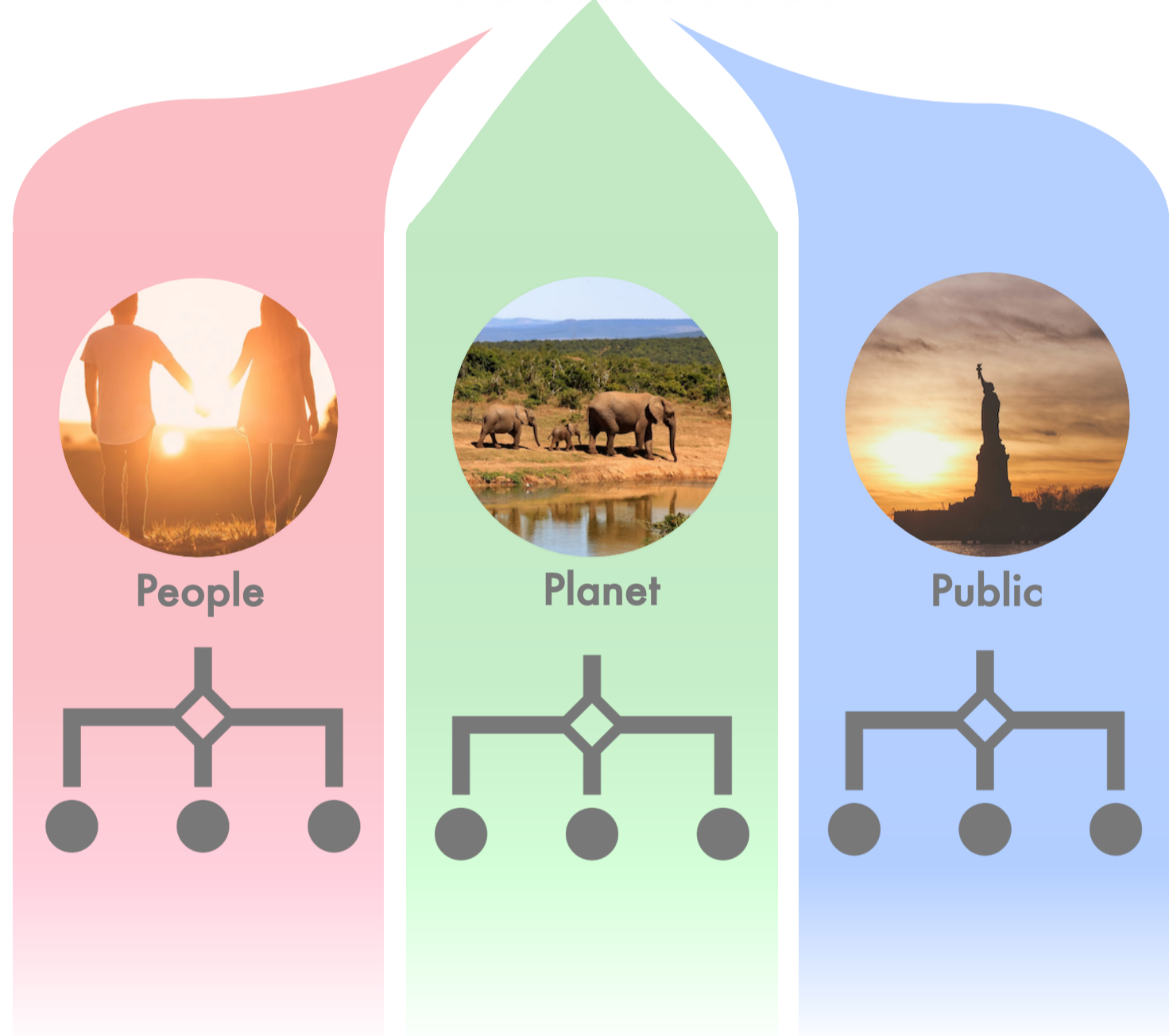
We perceive the main hurdle to be that the charity landscape, with its thousands of competent charities and important causes, can be difficult to navigate. For a potential donor, the alternatives can seem infinite, and it becomes a laborious task to try and research the subject. So much so that some end up being discouraged from donating at all.

We wanted to make it easier for these people, who want to donate but struggle to find the right cause and charity. That is why we created Charitability; a website that makes it easier to identify what you want to donate to. By doing the test you go through a journey where you make decisions based on your emotions and what is most important to you. You narrow down what you care the most about and the test presents you with a certain cause you naturally feel the most for, along with a few select charities you might like.



the Charitability Test by simply clicking on the following category you feel is the most important to you, continue by doing the same with the next subcategories presented until you receive your result,

your inner charity

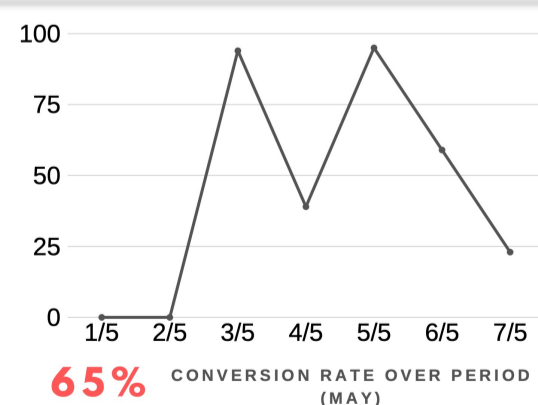


## RESULTS

In practice the Charitability Test is accessed simply by going to our website [www.charitability.se](http://www.charitability.se) or by scanning the QR-code in the bottom left corner of this poster. You get started by simply clicking on the category (*People, Planet or Public*) you feel is the most important to you based on its description. The process is repeated with the following subcategories presented to you until you receive your result in the end along with a recommendation on what charities you might want to donate to.

Our Selection of Charities is based on their rating on websites such as Givarguiden and Charity Navigator as well as whether they have a 90-konto (if they are active in Sweden), which is a seal of approval that the organization is trustworthy and that their work is authentic.

## Website Sessions



Since its launch in late April, we have had a total of 310 sessions on our website. We have a conversion rate of roughly 65 percent, meaning that 202 out of those 310 sessions end up with the visitor completing the Charitability Test.

Take the  
Charitability  
Test!



## IMPACT

### Global Goals

The Charitability project does not focus on helping just a single Sustainable Development Goal. Instead, the aim is to contribute to reaching all 17 of the SDGs by increasing the amount of people who end up actually donating to charities. As such, we based the categories in the test on our website on the 17 goals, to make sure every single of them is represented in some way.



### Marketing

Our main launch and social media push was on the 5th of May. We partnered up with three social media pages who all posted an Instagram story about us and linked to our website, giving us exposure to about 230 000 people with all their followers combined. As such, even though our website was published in late April, the majority of our users and sessions so far came on and after the 5th of May.

## THE FUTURE IS BRIGHT

Charitability has a bright future with a great potential for upscaling and a pipeline already full of exciting opportunities.

### Partnerships

We already have a partnership with TargetAid in the works. TargetAid is an organization that works to provide information about charity organizations and give a better insight into the financials of them. Currently, we are discussing a collaboration where we would expand our recommended charities to include all the organizations on TargetAid's website and link to their information about the charities. This would make our recommendations better and more trustworthy.



On their end they would give us exposure by linking to [charitability.se](http://charitability.se) and endorsing visitors to go do our test. We see this as a great potential first step in getting our website's name out there in the charity industry. It also prepares us for potential upscaling by improving the reliability of our charity recommendations, which is a core part of our website.

### Data

Thanks to Google Analytics, we are already able to collect quite a large amount of useful data from the website's visitors. However, a main focus when scaling up would be to improve and expand this data collection, as it would enable us to offer useful services to companies interested in corporate social responsibility (CSR). Charitability could provide a service where companies get access to useful data on what charitable cause and charity organization is the most popular in their target group for consumers or potential employees. This service would help companies shape their CSR-campaigns in order to increase their liking compared to other companies, since they would have a CSR-campaign that helps a charitable cause their target group likes.

## Corporate Charitability

The prospect of expanding into the corporate world is appealing and highly possible. An expansion and upscaling of Charitability would give a multitude of different services to offer.

1 **Firstly**, companies could hire Charitability to help map out what charitable causes their employees care about. By doing this, the company can make their employees feel appreciated since they show that they care about their values while also making sure that their CSR-campaign is for a cause that their employees will appreciate. In this way, companies can build up an internal culture where everyone feels they're involved and that they are part of a greater good.

2 **Secondly**, if they would rather base their CSR work on their own core values as a company, Charitability could help find them a charity partner by using the Charitability Test as a base to analyze the company and help find what causes best line up with the company's core values. This service would be more individualized for the company in question, where we could use our large database of organizations to come up with recommendations, rather than letting them just do the website test.

3 **Thirdly**, a service Charitability could provide is to offer companies the opportunity to sponsor the results page they ended up with when they took the test. Their name and logo would appear on the page and the company would get exposure to people who do the test and get the same result, and thus share the same values as the company. These people would see that the company sponsors the cause they care the most about, which would increase their liking of the company.

## Website & Development

In terms of the website itself what we have right now is solid, as such, when looking to scale up our main focus regarding the Charitability Test would be to get help from actual web developers and make the website more robust. We would also expand the test to include more categories and organizations from many different countries in order to expand our reach and be relevant to people all over the world. Since we launched our website in English this will be a straightforward process and is very doable.

## THE CHARITABILITY TEAM

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## REFERENCES

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