

User Group:

Donors or people/organizations wanting to support them in some other way.

CommUnityZone Mission Statement:

“The CommUnity Zone works to build a strong, diverse, and thriving community in the Central Susquehanna Valley by connecting people with health and human service, social, and arts and cultural programs and other community initiatives.”

CommUnityZone Donors:

<https://www.communityzonelewisburg.org/our-donors.html>

Web Resources

- ❖ <https://www.communityfunded.com/blog/donor-cultivation-engage-retain-donors/>
- ❖ <https://www.networkforgood.com/nonprofitblog/7-reasons-why-donors-give/>
- ❖ <http://www.uniteforsight.org/grassroots-fundraising/module2>
- ❖ <https://www.networkforgood.com/nonprofitblog/5-ways-to-engage-modern-donors/>

What do you think the goals of your users would be?

- ❖ Donate to the Lewisburg community
- ❖ Volunteer for Lewisburg community events
- ❖ Make Lewisburg a better place
 - Safer
 - More technologically in-tune
 - Empower youth
 - Cleaner
- ❖ Connect Lewisburg community members with health and human service, social, and arts and cultural programs and other community initiatives (From CommUnityZone website)

What motivates donors?

<https://www.networkforgood.com/nonprofitblog/7-reasons-why-donors-give/>

- ❖ Their donation/service being a catalyst for change or helpful to the community
- ❖ They trust the organization to be true to their word and not use donated money for selfish reasons
- ❖ They want to be a part of a community/work together towards the common good
- ❖ They know exactly what their money is being used for/contributing to
- ❖ They want tax benefits
- ❖ Donors are more likely to donate if they know someone that has benefitted from the charity
- ❖ If they donate, it encourages family and friends to donate as well