
Effective Giving

A platform for simpler, more impactful philanthropy

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Image source: <http://www.playpumps.co.za/>

Problems

We want to help others and do good—BUT

- lack of knowledge (how to give effectively)
- lack of awareness (what impact donations have)
- lack of accessibility (immediate, creative, effective resources)

**Goal: increase thoughtfulness in the donation process
and ultimate effectiveness of charitable donations**

- increase donations to effective charities
- engage users to collaborate in the giving process

Research goals

- Understanding the thought process behind charitable actions
 - What motivates people to give?
 - We expect this to vary between demographic groups
- Identify barriers to effective giving
- Identify barriers to collaboration and discussion
 - What are common reasons not to give/collaborate/discuss?
 - What do people want?
 - What can be done to facilitate?



Members of religious groups

- Attendee at St. Patrick & St. Raphael's Catholic Church
- Interviewed attendee after Sunday mass

Image source: <https://williamstowncatholics.org/>



Charitable organizations

- CLiA Representative
- Contextual inquiry in office

Image source: <https://www.thoughtco.com/williams-college-photo-tour-788533>



Effective Altruists

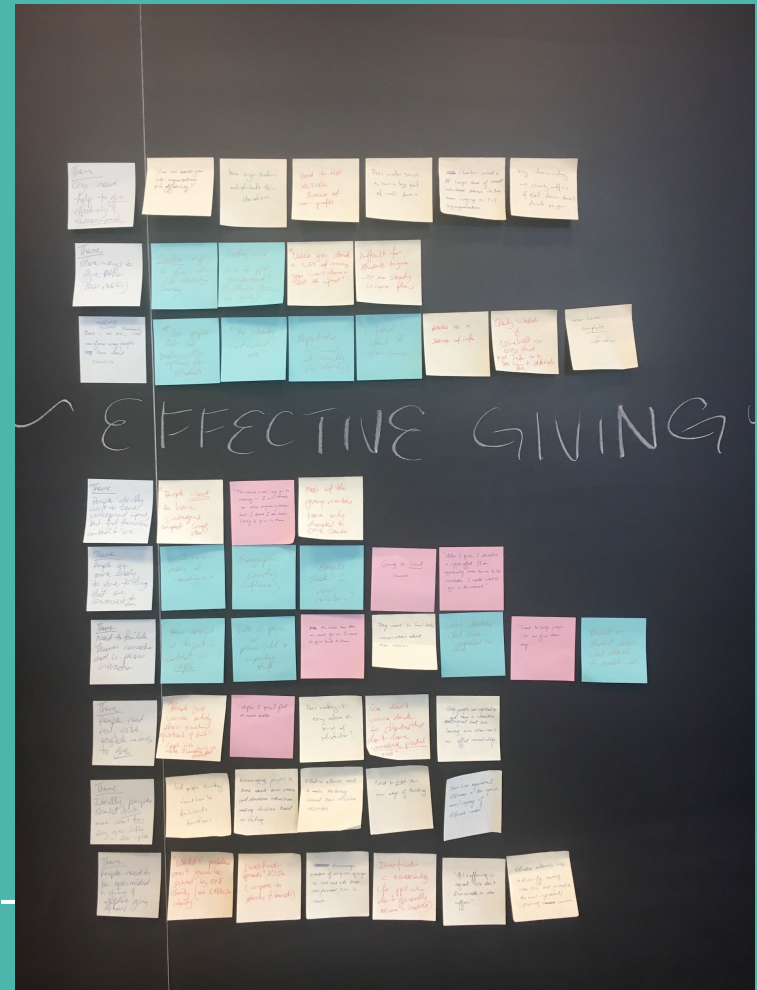
- Effective Altruists@Williams student group
- Attended Sunday night weekly meeting

Image source:

<https://www.facebook.com/williamseffectivealtruism/photos/pb.297727390606079.-2207520000.1523470850./514566192255530/>

Results

Affinity diagram summarizing
the fruits of our research



Tasks addressed

- Finding ways to give other than direct monetary donations
- Learning about effective charities
- Staying updated on charities that have benefited from past donations
- Giving effectively without having to sacrifice too much convenience
- Discussing and collaborating with others about having the most impact
- Understanding the impact you can have

DISCOVER

Effective Giving

Discover | Connect | Learn | Give | ...

Discover

Search

Cause | Region | News

Effective Giving

Discover | Connect | Learn | Give | ...

Discover

Search

Charity A (Link to Website)

Region

News

How do we give effectively?

Articles

Advice

Events

LEARN

Effective Giving

Discover | Connect | Learn | Give | ...

How do we give effectively?

Articles

Advice

Events

Effective Giving

Discover | Connect | Learn | Give | ...

Menu:

Articles

Advice

Events

Articles

Search

Title

Article

CONNECT

Effective Giving

Discover | Connect | Learn | Give | ...

Menu:

Trending Topics

Forums

People

Trending People

Effective Giving

Discover | Connect | Learn | Give | ...

Menu:

Forums

Forums

People

• Diversification?

• How do we give?

• Date

• 01/11

• 11/11

GIVE

Effective Giving

Discover | Connect | Learn | Give | ...

Ways to Give Based On:

Interest Skills

Location

Cause

Give

Effective Giving

Discover | Connect | Learn | Give | ...

Filtered by:

Interests Skills

Location

Cause

Results

• 1

• 2

• 3

• 4

• 5

• 6

• 7

• 8

• 9

• 10

• 11

• 12

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• 17

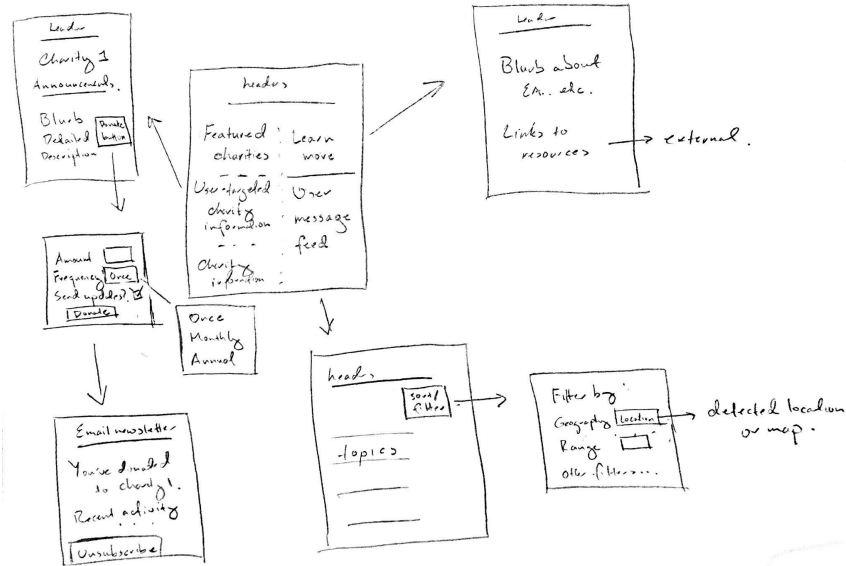
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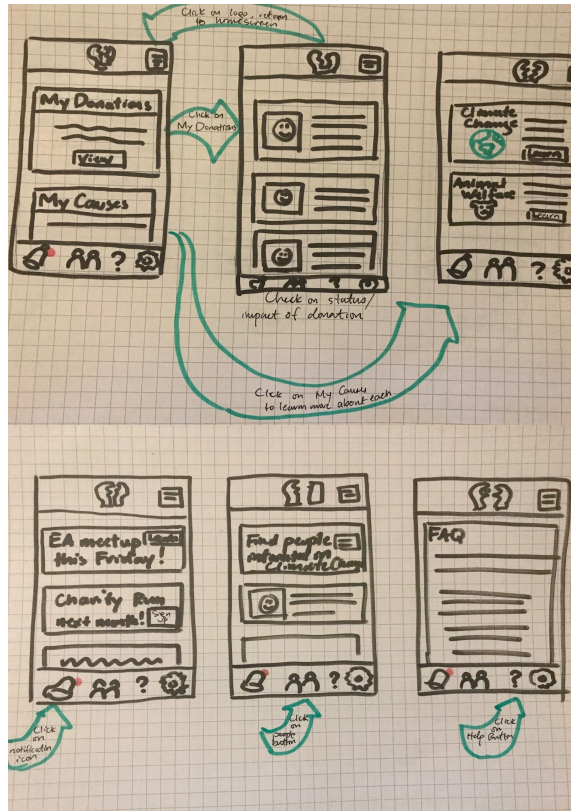
Design sketch: a web platform focused on delivering content about effective giving, with the capability to direct users to external resources to connect with charities or gain information

- readily accessible info
- centralized resource



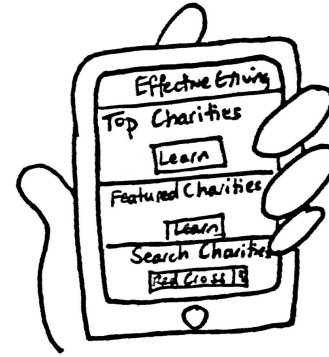
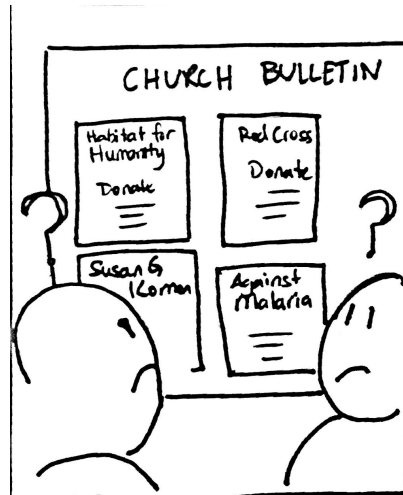
Design sketch: a web portal with two purposes: facilitating the logistics of making donations, and enabling community engagement

- info tailored to user
- enable non-monetary giving

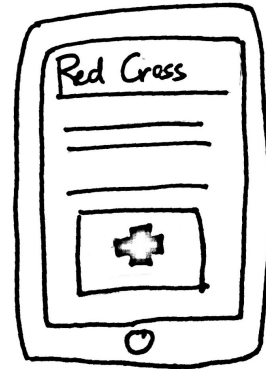


Design sketch: a mobile application interface for our tasks, with an emphasis on creating a personalized user experience

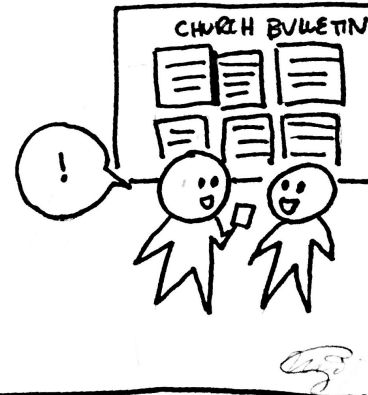
- mobile device
- integrates into daily life



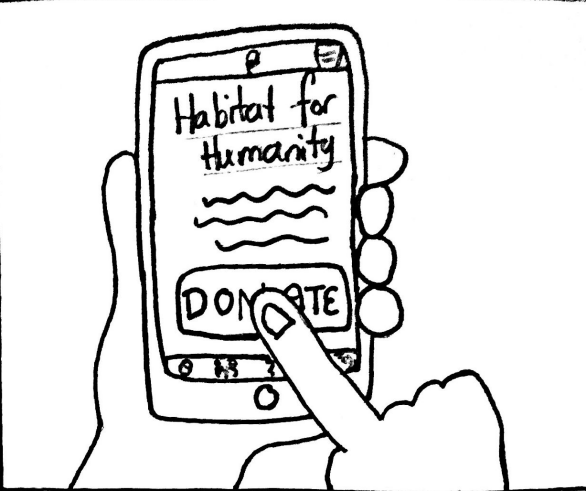
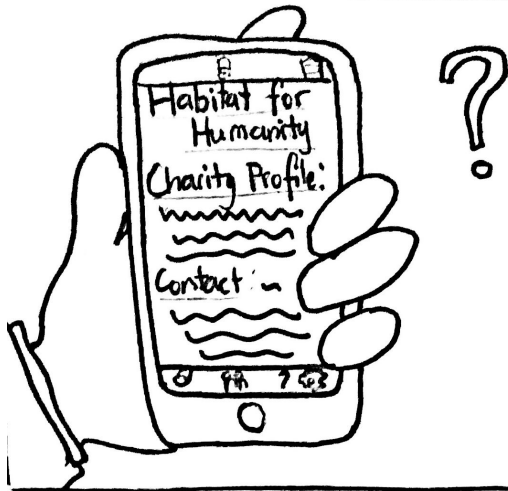
User Searches Red Cross



Thorough Profile of Red Cross
comes up



Users discuss what was
learned



Lessons Learned

- Individuals and organizations can benefit from guidance in giving to effective charities
- No single uniform source from which people learn about charities
- Tasks are not performed very often by most target users (everyday people) but are a more integral part of the lives of other users (e.g. members of charitable organizations and groups)
- Giving is significantly influenced by accessibility and how much individuals value certain causes