The innovation of integrating public fundraising groups

Song-Wei WU and Ming-Chuan CHIU[1]

National Tsing Hua University, Taiwan

Abstract. At present, Taiwan does not have a platform for online donation that completely integrates all non-profit public organizations, not to mention smooth operation. The study aims to innovate and improve public fundraising platforms for these deficiencies. The purpose is to promote Taiwanese smoother donation process and make donors make successful donations with sufficient information. Through a complete collection of public fundraising groups in Taiwan and its integration into the network platform, also can make more new or less famous public interest groups to increase exposure. It also gives donors more options to correctly allocate every penny to those in need in Taiwan.

Keywords. Public fundraising groups, Innovation platform , Integration website

1. Introduction

This article is divided into five chapters. The order of writing is Chapter 1: Introduction, Chapter 2: Improve simulation, Chapter 3: Website application, Chapter 4: Conclusions, Chapter 5: Future. This chapter describes the research background and purpose of this article, the first section describes the research background, the second section describes the purpose of this study.

1.1 Research background and motivation

Everyone will have some experience of donating money, but often interrupted because of some small details of the idea of donations. Considered from the reality, under the big environment downturn, social welfare organizations are often limited by limited funds, fund-raising is not easy and other factors, the lack of information resources is obvious, commonweal groups to promote the common limitation of information is nothing more than the organization Software (professional manpower) and hardware (budget, etc.) the lack of. However, in the information-based and knowledge-based economy, the benefits of information technology lie in the openness, sharing, immediacy and convenience of information. The publicity and sharing of information are in line with the needs of non-profit organizations. It is hoped that all existing public welfare fundraising organizations will be integrated through the online

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[1] Department of Industrial Engineering and Engineering Management

National Tsing Hua University, Hsinchu, Taiwan, 30013, R.O.C

e-mail: mcchiu@ie.nthu.edu.tw

public information platform and all of them will be presented on the same platform, to achieve a win-win goal.

When a disaster happens. Why non-profit organizations or government agencies to do this kind of thing will be bad? Take volunteer dispatching as an example. At present, both Taiwan's private sector and the government have established platforms for volunteering. Many of them have huge amounts of information on websites that should, in theory, be used by disaster relief agencies. However, many of the volunteer platforms in those years have disappeared over the years mainly because of the size, budget and economic benefits that these dedicated human resource banks have created for volunteer work. Since there are no sources of revenue and fixed professional staffing Maintenance, so it is almost impossible to revise or add new features after the project is set up, even if it was originally planned to invest a further high budget. A few years later, its interface and technology soon lagged behind those commonly used in the market. Rather than spend so much time and energy to create a system that does not apply, why not focus on promotion or education, and the direct integration by the system?

1.2 Research purposes

As for the current status of information technology in Taiwan, there is a thriving situation in the use of the Internet. However, small and medium-sized groups are limited funds and information resources easily lacking. Is the annual fee of more than 10,000 dollars for broadband internet access affordable to the limited budget of social welfare organizations? What is the use of these organizations in the information hardware and software and the future demand situation? Research and discussion on the above issues such as "digital gap" are still quite scarce. We hope that all public interest groups will be able to build a platform for online recruitment.

2. Improve simulation

This chapter uses ANYLOGIC software to conduct the simulation analysis of the past and the improved process of the fund-raising platform.

2.1 Asis model

The asis model is shown in figure 1 below. Departing from donors. First, donors will browse what he can get access to information on donations, for example, newspapers and magazines and public interest groups website or the Ministry of the Interior public website. After finding a lot of information, go to compare and analyze one by one and determine how to put this money to play well. After spending some

time to find the best donation object, and finally completed the donation action. The anylogic chart shows the process as generally described above.
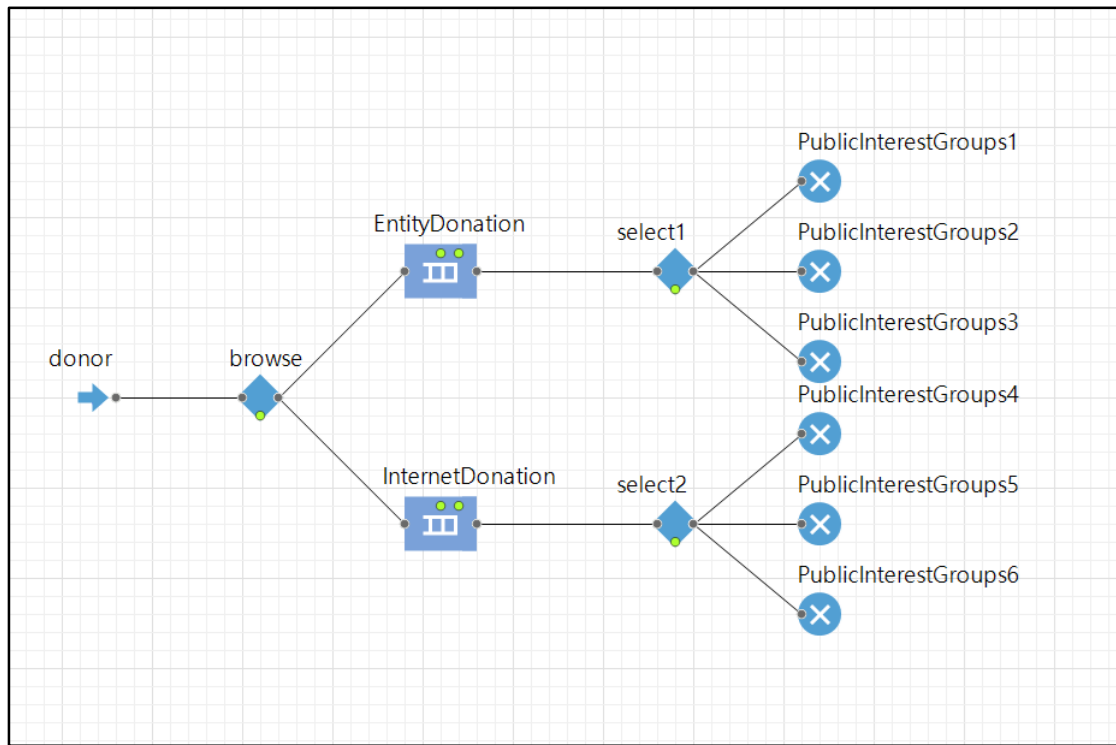

Fig1.Anylogic asis model

Through the simulation process, we can see the different time points and the flow of donors from the following figure 2.
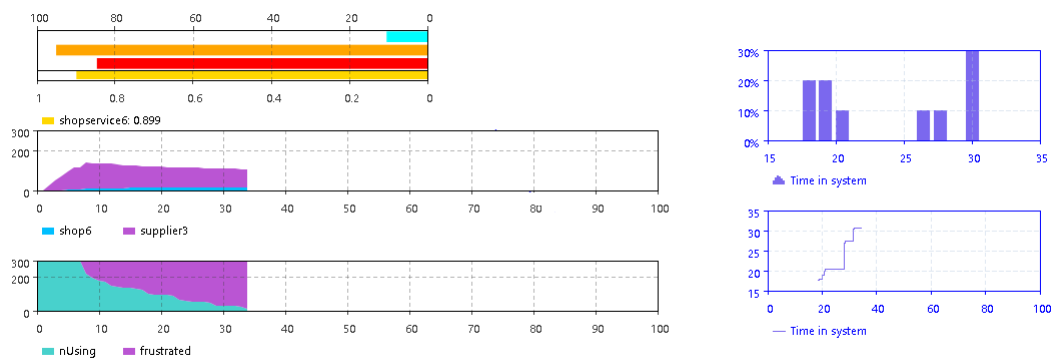

Fig2.Anylogic asis analysis chart-1

As shown in Figure 3 below, a mechanism is set up in the simulation whereby donors can withdraw from the process because of poor information gathering in the process, resulting in a decrease in the satisfaction of the entire process.
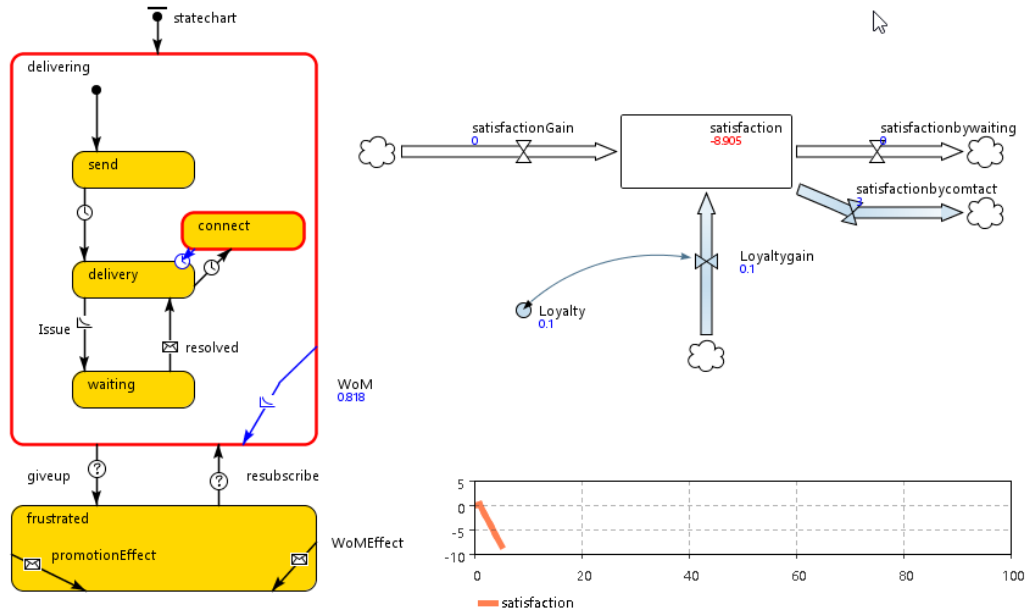
Fig3. Anylogic asis analysis chart-2

2.2 Tobe model

The improved process is shown in Figure 4 below. The difference between the asis model and tobe model is that the tobe model collects information and integrates all the methods previously used in newspapers, magazines, etc. into the internet platform. Through a well-integrated system, it recruits all kinds of public welfare organizations in Taiwan so that donors do not have to go to search information, significant savings the process of time.
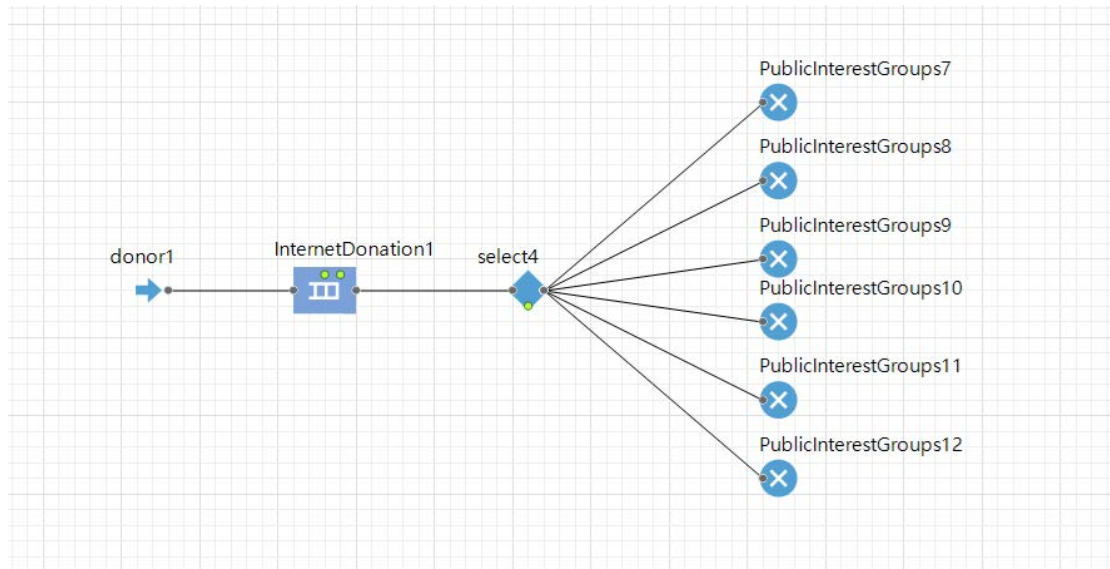

Fig4. Anylogic tobe model

As shown in Figure 5, donors have increased a lot compared to asis model, significantly reduce the situation of the information collection is not smooth. Finally, the satisfaction of the entire process slowed down a lot of speed.
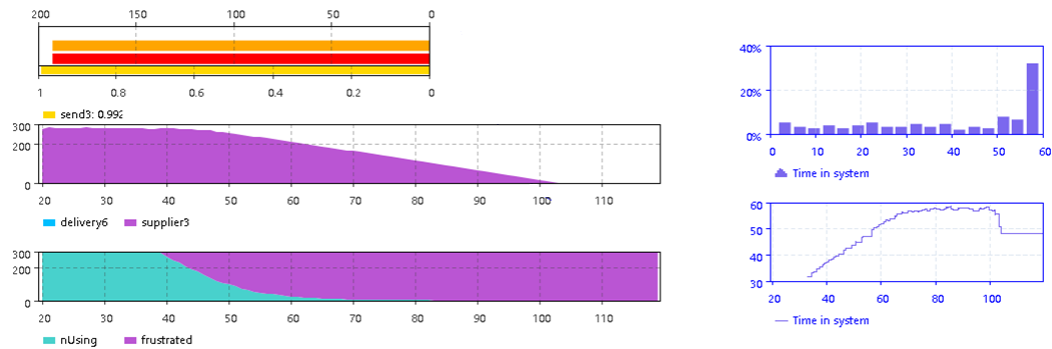

Fig5. Anylogic tobe analysis chart-1

As shown in Figure 6 below, the integrated process reduces the factor of descent satisfaction, which means donors can obtain sufficient information directly through the platform.
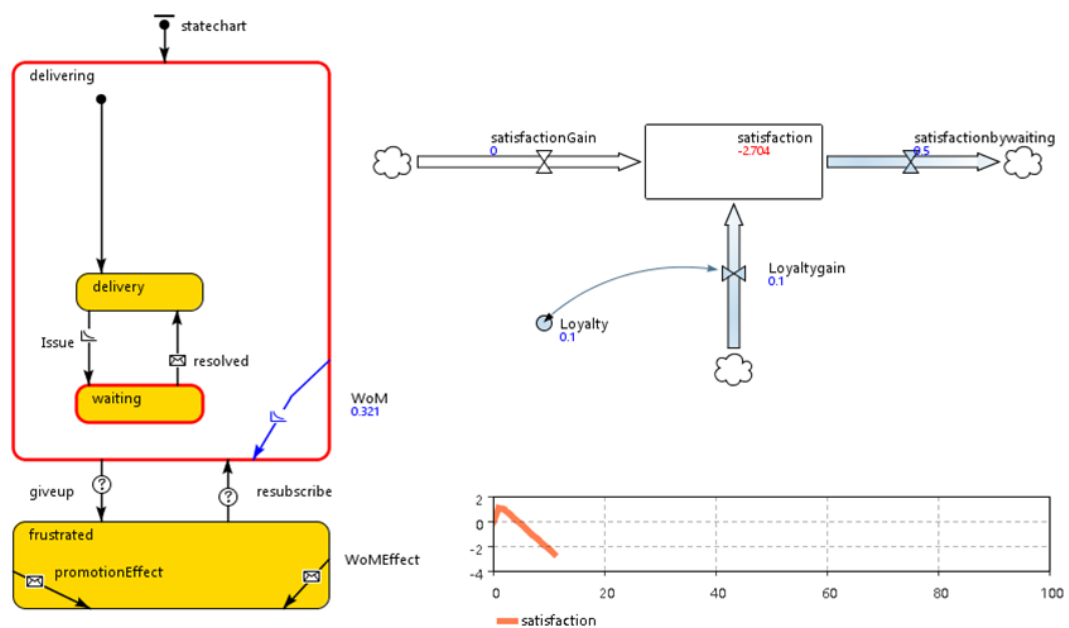

Fig6. Anylogic tobe analysis chart-2

3. WEBSITE APPLICATION

Through the webpage design and creation, we will realize the functions of the network public fundraising platform. In this chapter, we will introduce the various functions and design ideas of the network fundraising platform. Through these functions, we will achieve the win-win result of the charity groups and donors.

3.1   Homepage

Home page designed beautiful and comfortable page, as shown in Figure 7. This page is to apply the free template on the Internet as a basis for the design, and set the slide in the home page to promote the benefits and significance of doing public service. As shown in Figure 8, below the home page you can see some slogans and links to recent fundraising events that give fundraisers a glance at the latest and most popular fundraising activities, giving fundraisers more options to capitalize.

Fig7.web homepage-1

Fig8. Web homepage-2

3.2 *public interest groups*

As shown in Figure 9 below, through a complete integration of information from public interest groups, donors can be more clear about what they want to donate and be presented on the page in a unified manner. Groups have a higher chance of getting donations, and public organizations with less exposure can also promote ideas and fundraising online in a fairer way.

Fig9. Web public interest groups

3.3 story

As shown in Figure 10 below, setting up a story area allows viewers to see a lot of stories about moving in Taiwan. By moving story area, the entire website is more public-interest integrity than just a mobile platform today. Hope that visitors can also see more other enthusiasts are doing things, each other, causing the ripples of happiness.

Fig10. Web story-1

From Figure 11, we can see that every picture in the story can have a text description, allowing the viewer to better understand the meaning of the story in the picture. This section of the text, titles and photos can be added, modified and deleted. Through the photos, I hope it can induce donors to donate more money and more generously.

Fig11. Web story-2

3.4   contact

Figure 12, part of the message is mainly to allow visitors to leave a message, to respond to favorite topics to reply action, through the message area, you can want to tell the public interest groups to be expressed, can be considered to make the entire platform more complete.

In the meantime, the pictures and background color of the comment area are randomly generated. That is, each time you enter the message area, the photos and background colors will be different, but the message sorting will be arranged according to the message time.

	主題：第一名 時間：2017-12-21 08:45:25 好棒
	作者：嘿嘿 主題：哈 時間：2017-12-21 08:44:49 丂
	作者：第六個留言 主題：讚 時間：2017-12-21 08:44:39 厲害
	作者：陳小貞 主題：社會公益 時間：2017-12-21 08:44:22 太棒了，大家好厲害
	作者：林靜如 主題：公益 時間：2017-12-21 08:44:07 太棒了，大家好厲害

1 2 下一頁

請在此輸入新的留言

作者	
主題	
內容	

請先登入 才可留言

Fig12. Web contact

3.5 donate

The donation part must first be entered before entering the donation section. The donation part contains the necessary information for the donation and is sent to the backstage database where it can be viewed after the manager logs in. Although the donation area is simple, but it is very real. And I hope the future of the function can be more perfect, for example, more diverse choice of donations.

Fig13. Web donate

3.6 member system

The following figure 14. for member login after the personal management area, the basic login system for general membership and administrator login, although both login port, but the database side can determine whether the group account manager is the manager, and in the next Step by step to different pages, but managers or At-Large members can add, modify, delete their own basic information, and only after the general members can log messages and donations. In addition, if the manager login, the same is the message information and donation information is presented from the database.

Some of the new and modified, when you enter the account and password data, there are specific format restrictions, such as the latter part of the email to be presented @, and some of the necessary information must be filled in. These are designed to add and modify parts, and add and modify will be deposited into the database, when the manager login can also present the latest information.

Fig14. Web member management

4. Conclusion

By improving the past process, innovative platform for donations can make the number of donations increased, the use of anylogic find out the past fund-raising platform for many users of bad and through the donation platform can solve the long-term small and medium fundraising groups network On the one hand, the platform can help increase the exposure of less-publicized or emerging non-profit public organizations. On the other hand, through this platform, donors can have better choices of donations, through which the platform can be made easier to obtain Adequate information to enable fundraisers to make quick and correct donations.

5. Future

At present, there are still some imperfections in this study that can continue to develop. For example, although information on all public interest organizations can be integrated, an evaluation mechanism can be provided to score individual public interest groups. However, the scoring factors and Standards need to be fair and reasonable, otherwise it will cause a lot of negative. In the meantime, I hope that the platform for the future can have all the information of public interest groups, such as the details of the flow of funds, the current deposits, the future plans, etc. It is hoped that everything

will be quite transparent so that donors can also monitor the flow of funds. In the end, we should make great dreams to create greatness. This study is only limited to Taiwan. However, regions all over the world must have more funds or supplies. Through internationalization, various charities in the world will be integrated to create a strong fundraising platform Make the world a better place.

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