Hope for Haiti
ENRICHING RELATIONSHIPS WITH DESIGN THINKING

Abstract
Hope for Haiti is a non-profit organization dedicated to improving the quality of life for the Haitian people, mainly children. Their activities and services are all funded by key donors and philanthropic partners and investors. The organization aims to create sustainable communities that catalyze generational and transformative change by focusing on five core areas within the Greater South of Haiti. These core areas are education, economy, health care & nutrition, infrastructure, and clean water. Our project aims to empower the Haitian people and attract key donors to support Hope for Haiti. We achieved this by applying the design thinking process.

The Design Thinking Process

Empathize: Through primary and secondary research, we assessed the company’s promotional strategy.

Define: The main problem Hope for Haiti is facing is the quick drop of interest, engagement, and commitment among the donors. The reason is the lack of effective communication about the value of the organization.

Ideate: We produced a remarkable variety of solutions for each identified weakness.

Prototype: We designed the solutions for the client’s problems.

Test: Present the ideas to the client.

How might we create awareness about hope for Haiti’s approach to donations?

Solution: INVESTMENT FUND MAP
This graphic explains the donation distribution network. It is used to encourage current philanthropic partners to continue investing into Hope for Haiti.

Introduction: The map shows techniques and strategies used by Hope for Haiti’s staff to familiarize potential donors with their organization.

Philanthropic Partner Investors: Identifies various investors [donors] defined by Hope for Haiti, separated by duration and type of donation.

Philanthropic Investment Portfolio: The Philanthropic Investment Portfolio (PIP) is an investment fund that will be distributed through the Target Fund Set Allocation into the five core programs.

A Connected, Healed, and Empowered Community: We do this by highlighting the five regions and 26 communities Hope for Haiti is currently focused on.

Material Results: Hope for Haiti will share material results (report) with their investors to highlight the impact that has been achieved by their contributions in order to maintain donor commitment. Material results can also be described as the return on investment for Partner Investors.

This map has simplified the donation process and is displayed on Hope for Haiti’s website, and various reports to help potential donors have a clearer understanding of the donation flow.

How might we maximize engagement levels among donors?

Solution: WEBSITE

1. Inspirational video above the fold to engage the audience.
2. Investment Fund Map to make people aware of the organization’s new approach about donation.
3. Display of the core programs, providing users with a fast navigation to the points of interest.
4. It is important to support and connect everything in the page by proving the positive outcome of the programs in the different locations all over the island. An interactive map could let the user zoom in and identify the actual location and description of the projects.

How might we develop long-term relationship between donors and NGO’s?

Solution: Philanthropic Investment Portfolio Performance Analysis Report (PI.P.P.A.)
Continually building trust through complete transparency is a mission for any non-profit organization. Through research and interviews we have created a visually compelling Philanthropic Investment Portfolio Performance Analysis Report (PI.P.P.A.). This report engages investors by using empathetic testimony as well as infographics to depict the numbers.

By setting apart vision and strategic statements we can help readers understand the point of view as well as the vision for the future. PI.P.P.A. was developed to help the investor understand the level to which Hope for Haiti has taken the importance of transparency. The numbers are what counts and the way to make sure contributors feel acknowledged is by using key, attractive, transparent, transparent.

Infographics that organizes information and presents it in an interesting and visual way.

Conclusion
By using Design Thinking we developed innovative and creative solutions that helped us achieve the ultimate goal of creating long-lasting relationships between Hope for Haiti and its investors. Our solutions also gave the client a strategic framework and structure to use and build upon for the future.