

9. Sponsor: Springetts Brand Design Consultants

Challenge

Design an application that addresses 'Innovation in Giving', which acts as a campaign, service or tool that will encourage or enable people to donate either their money or their time to good causes. This brief is essentially about developing clever ways for people to give their time or money whilst maintaining the essential principles of honesty, transparency and fairness.

Background

Many charities and not-for-profit enterprises rely on donations and support from volunteers to deliver their core services. In recent years the nature of giving has been changing. Traditional fundraising methods aren't working as well and patterns of volunteering are shifting. At the same time increased hardship as a result of the recession and widespread cuts to state-funded services means that services provided by charities and not-for-profits are needed more than ever.

Rapid advances in technology and an increase in 'social entrepreneurship' (the process of pursuing innovative solutions to social problems) have resulted in some exciting responses to these challenges – ranging from crowdfunding platforms such as Kickstarter to micro volunteering initiatives such as the Good Gym – and there's a big appetite for new innovations.

In the increasingly complex and time-pressured world we live in, how can people be encouraged to give more of their time and money to good causes?

Considerations

- In the increasingly complex and time-pressured world we live in, how can people be encouraged to give more of their time and money to good causes?
- How does a mobile device add value to and facilitate the concept of innovation in giving?

The following would all be viable responses:

- A tool or system that enables more people to volunteer
- A micro-volunteering service design
- A well-communicated and ingenious way of collecting money
- A persuasive new way of using words and/or images to invoke need
- A service or campaigning system that deploys time, talent and connections in new ways

Target audience

The audience is global. Within that, target your user group and profile them accordingly.

Further information on sponsor

Springetts Brand Design Consultants

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