



Bringing Love to Every Single Soul (BLESS)

FY 2014/2015

8 July 2015

**Bringing Love to
Every Small Soul**

**The Use of Online Platforms in
Community Engagement Efforts**



CONTENT

- ❖ About Us
- ❖ The Social Issue
- ❖ The Project: **Bringing Love to Every Small Soul**
- ❖ Results
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ABOUT US

WHO WE ARE

- ❖ A community-focused non-profit organisation
- ❖ Managed by NUS students and alumni members, with the guidance of professors
- ❖ Incorporated on 21 June 2014
- ❖ NUS – BLESS: research collaboration with a strong focus on community engagement



"We strongly believe in the power of community. We believe that every community is its own strongest resource."

ABOUT US

WHAT WE DO:

Maximize social impact by empowering communities



ABOUT US

WHAT WE DO:

Maximize social impact by empowering communities through

BLESS

- ❖ Conduct community engagement activities for social development
- ❖ Collaborate and coordinate between different social service agencies

bringing  to every
SINGLE SOUL

NUS

- ❖ Conduct applied research
- ❖ Publication of report to inform knowledge and drive social policy changes



bringing  to every
SMALL SOUL

THE SOCIAL ISSUE



Physical needs are yet to be met

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THE SOCIAL ISSUE



Social workers have to spend time purchasing and organising logistics

THE SOCIAL ISSUE

Recent concerns
for the lack of
resources and
manpower in the
social services
sector



Advent of
technology
and the
increased use
of social media



Initiative to bless
less privileged
children using the
notion of the
Internet as an
avenue to harness
community
resources

THE SOCIAL ISSUE

WE NEED YOUR HELP TO
BLESS A CHILD TODAY

Need:

To tap on newer technologies to mobilise, coordinate and direct the available community resources to the less privileged

for 3 MORE under-privileged children

for 5 MORE under-privileged children

Contribute to WISH #7 & WISH #8 now @ The Gifting Shop / bringinglovetoeverysmall soul.com



LITERATURE REVIEW

Recent surge in online giving (Warwick, 2009)

- Online platform likely to constitute the majority of donations in the near future

Literature review of the advantages of using an online platform to raise donations

- Effective in attracting new donors and supporting impulse giving
- Expand a NPO's donor base by increasing "the reach for fund-raising *across traditional geographical boundaries*"

LITERATURE REVIEW

“Giving money on charity websites is 7% harder than spending money on e-commerce websites” (Nielsen, 2009)

- “Fixing a process with even minor usability problems might increase donations by 10%”

LITERATURE REVIEW

Literature review of guidelines on designing donation portals

□ Easy and convenient user interface

- Clear workflow
- Noticeable and clear donation link for donation
- Mimic the e-commerce checkout process within the donation process

LITERATURE REVIEW

❑ Good content usability

- Clear presentation of values and information
- Clearly state the following:
 - **What the organization is about (goals, objectives, mission)**
 - **How it uses the donations and contributions**
 - 3.6 times as important as the organization's presence in the donor's own community
- Speak plainly

THE PROJECT

Bringing Love to Every Small Soul



OBJECTIVES

- ❖ **Engage** and coordinate community giving efforts
- ❖ **Enrich** lives of less privileged by meeting their physical needs
- ❖ **Cost-effective** in getting resources

OVERVIEW

- ❖ Online community engagement efforts
- ❖ Phase 1 (Oct 2013– Dec 2016)
- ❖ Phase 2 (Jan 2017 – Dec 2021)
- ❖ Press event: July 2016

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THE PROJECT

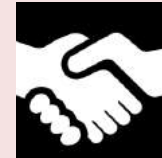
Bringing Love to Every Small Soul



2 years



12 social
service
agencies



10 suppliers
network



NUS-BLESS
youths each
year



Increased cost-
effectiveness by
at least 40%



2951 wishes
fulfilled



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Bringing Love to Every Small Soul



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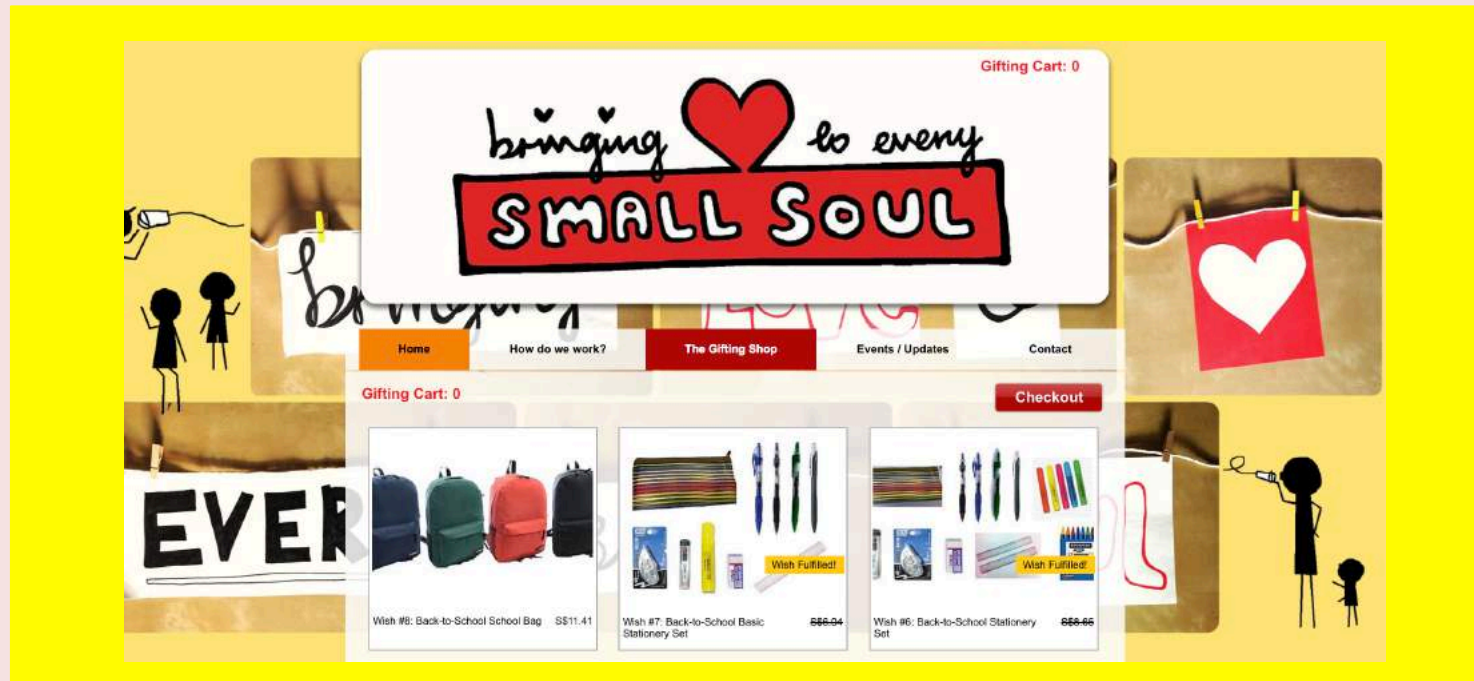
Conclusion

THE PROJECT

Bringing Love to Every Small Soul

Design and Maintenance of webpage

- ❖ Concept of online shopping,
- ❖ Community can click to 'purchase' the items to sponsor a child with that specific item.



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Agencies outreach

Served:

- Pasir Panjang Hill Community Services
- Promoting Alternatives Against Violence (PAVE)
- @27 Family Service Centre
- Life Community Resources
- Fei Yue (Bukit Batok)
- Fei Yue (Yew Tee)
- Fei Yue (Choa Chu Kang)
- Fei Yue (Champions Way)
- Whispering Hearts Family Service Centre
- PPIS (Jurong West)
- PPIS (Bedok)
- Rotary Clementi Family Service Centre



THE PROJECT

Bringing Love to Every Small Soul

Suppliers network

Established partners:

- Passion Gadgets
- Hong Yu Supplies
- Giant
- NUS Coop
- B & G Stationaries
- Carousell
- Bata



THE PROJECT

Bringing Love to Every Small Soul

Publicity

SHOP FOR GOOD
BLESS A CHILD TODAY



= 5 x



OR



for 5 MORE under-privileged children

visit The Gifting Shop @ bringinglovetoeverysmall soul.com



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Delivery of items

- ✧ BLESS would collect the resources from the suppliers and deliver it to the social service agencies. .



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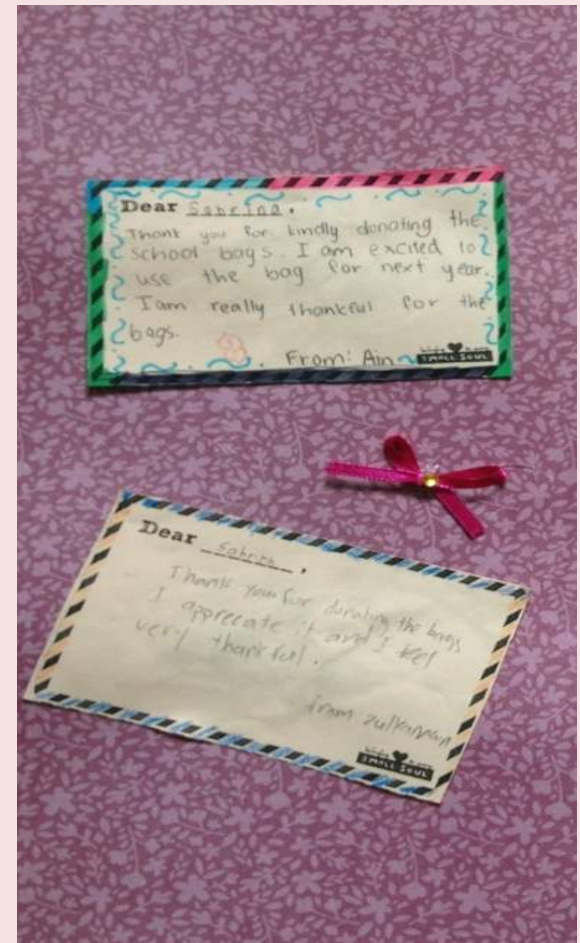
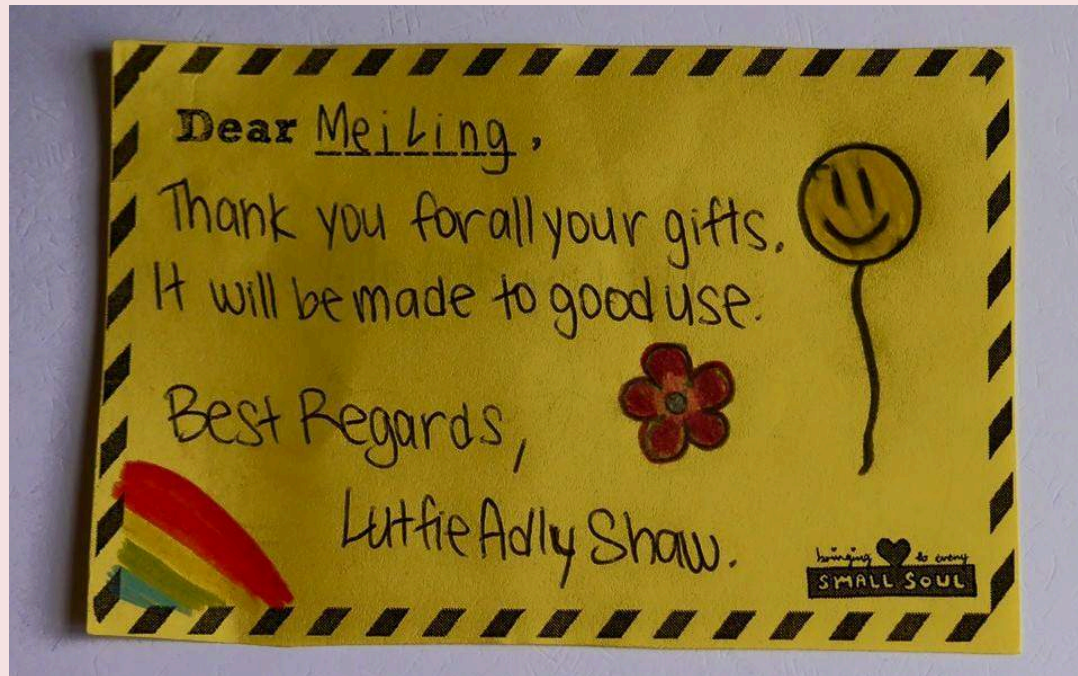
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THE PROJECT

Bringing Love to Every Small Soul

Donor's Appreciation Cards



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Dear Kelly,

Thank you for the bag. I am really happy!! When I grow up, I want to donate a school bag too.

Aminuddin



Dear Kelly,

I am so happy to get the bag. I will treasure the bag.

Love, Sabri



Dear Kelly,

Thank you 4 the bag. The bag is very nice and I can use it next year. Yay!

Amirah



Dear Kelly,

The colour of the bag is my favourite colour. Thank you for giving me the bag.

From: Syukri

Dear Kelly,

I really like the bag. It is very useful for me - I cannot wait to use it.

From: Nabilah



Dear Kelly,

Thank you so much for donating us the bags. We love it. We will take care of it.

Amirah

Dear Kelly,

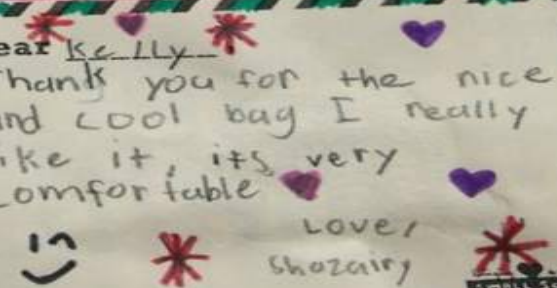
Thank you for the bag. I really like the bag. The bag is so comfortable. The bag is so beautiful.

From: Irfah

Dear Kelly,

Thank you for the nice and cool bag. I really like it, it's very comfortable.

Love, Shazairi



THE RESEARCH PROCESS

Method and Scope of Study

Quantitative analysis

- **Analysis of transaction records**
(Jan 2014 to April 2015)
- **Electronic Survey Data Collection**
(12 items)

THE RESEARCH PROCESS

Research instrument

Bringing Love to Every Small Soul Donor Feedback

We are from BLESS and we are glad to have your participation in our programme, Bringing Love to Every Small Soul.

The purpose for this survey is for us to further improve on our programme. Hence, your feedback is really valuable to us.

We really appreciate you taking some time to complete the survey below, and thank you so much for sharing with us your feedback on our initiative,

Please feel free to contact us at bless.small soul@gmail.com for any further enquiries.

Lastly, thank you for joining us in blessing a child, and we sincerely hope you will continue to support us for our upcoming wishes!

* Required

1) Please indicate your gender: *

- ☐ Male
- ☐ Female

2) Please indicate your age group: *

- ☐ 6 to 12 years old
- ☐ 13 to 18 years old
- ☐ 19 to 24 years old
- ☐ 25 to 30 years old
- ☐ 31 to 36 years old
- ☐ 37 to 42 years old

Responses were collected through online portal.

RESULTS

No of fulfilled wishes and total amount raised

Item	Qty	Unit cost	Amount raised
School bags	400	\$12	\$4800
Coin pouch	400	\$2	\$800
Water bottle	400	\$3.50	\$1400
Lunch box	400	\$1.69	\$676
Minion plushies	364	\$10	\$3640
Stationary sets	364	\$1.05	\$382.20
Stationary sets	347	\$6.04	\$2095.88
School Bags	276	\$11.41	\$3149.16
	2951		\$16, 943.24

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RESULTS

Amount saved from bulk purchase

Item	Qty	Price (before discount)	Price (after discount)	Amount saved
School bags	400	\$45	\$12	\$13,200
Coin pouch	400	\$2.90	\$2	\$360
Water bottle	400	\$4	\$3.50	\$600
Lunch box	400	\$1.69	\$1.69	\$0
Minion plushies	364	\$20	\$10	\$3640
Stationary sets	364	\$2	\$1.05	\$345.80
Stationary sets	347	\$8.80	\$6.04	\$957.72
School Bags	276	\$20	\$11.41	\$2370.84
				\$21,558.36

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RESULTS

Cost-effectiveness

Raised a total of
\$16, 943.24 from
633 donors

Cost savings of
\$21, 558.36
through bulk
purchases

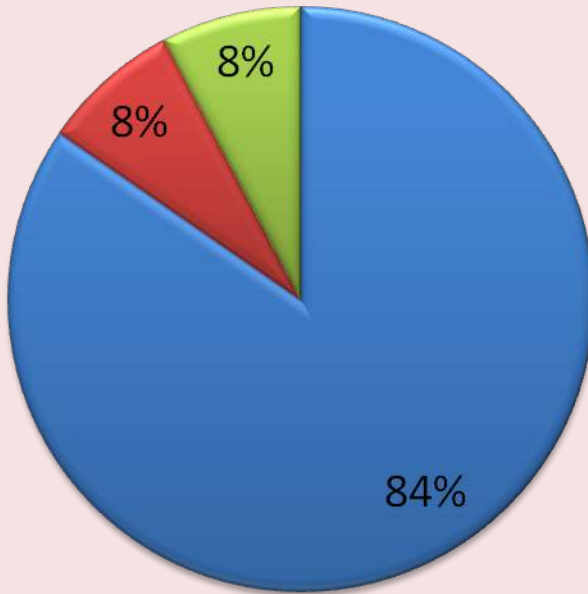
Completed a total
of **2951** wishes for
12 agencies

RESULTS

Donor's Demographics

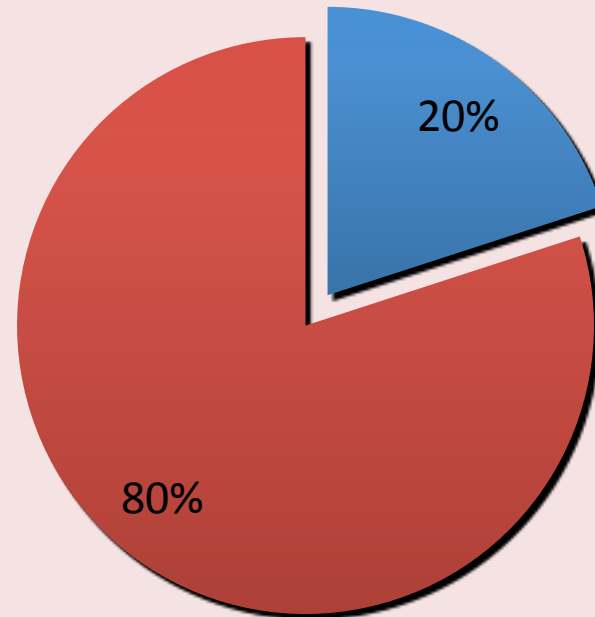
Age

- 19 - 24 years old
- 25 - 30 years old
- 43 - 48 years old



Gender

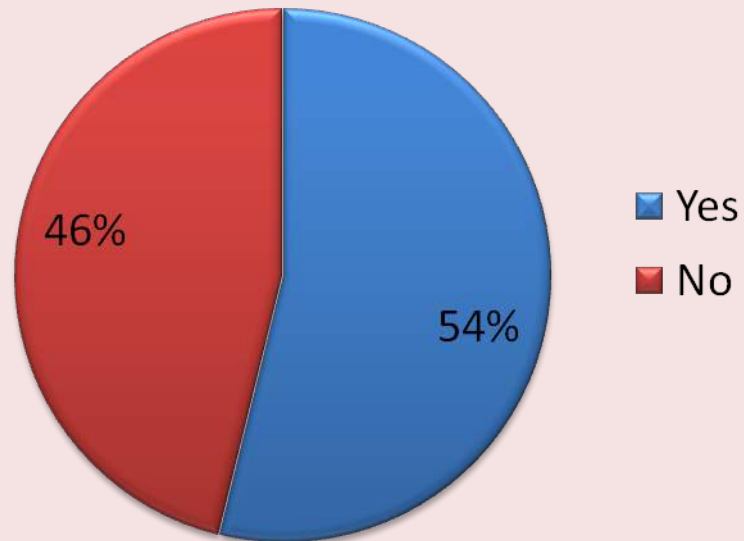
- Male
- Female



RESULTS

Donor's Demographics

First time blessing a child?

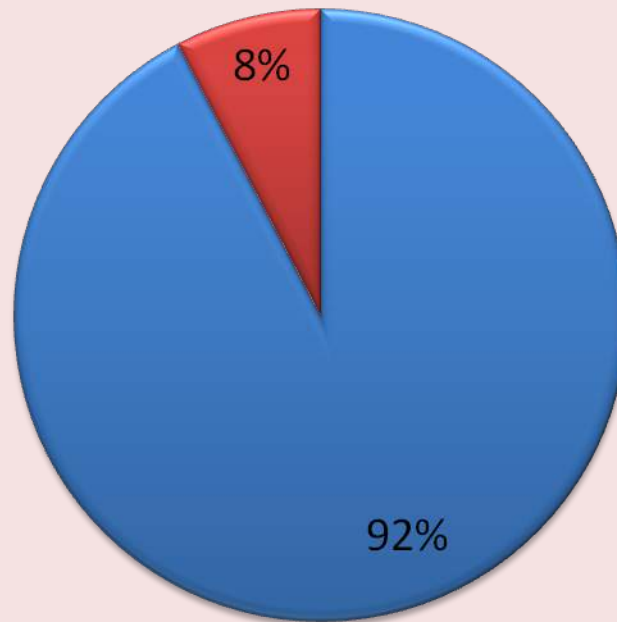


RESULTS

Effectiveness of Small Soul Website

How did you bless a child?

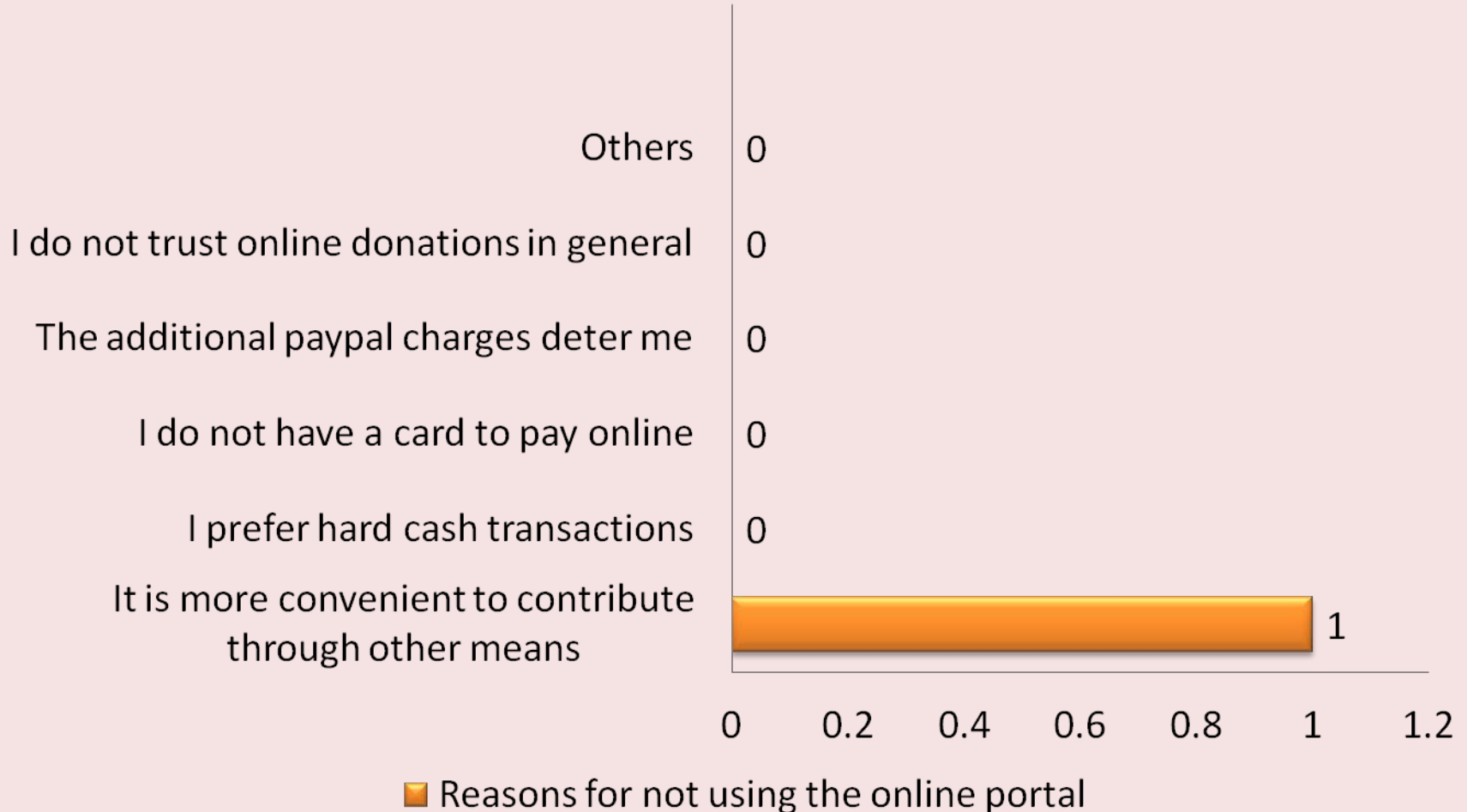
■ Through the webpage portal ■ Other means



RESULTS

Effectiveness of Small Soul Website

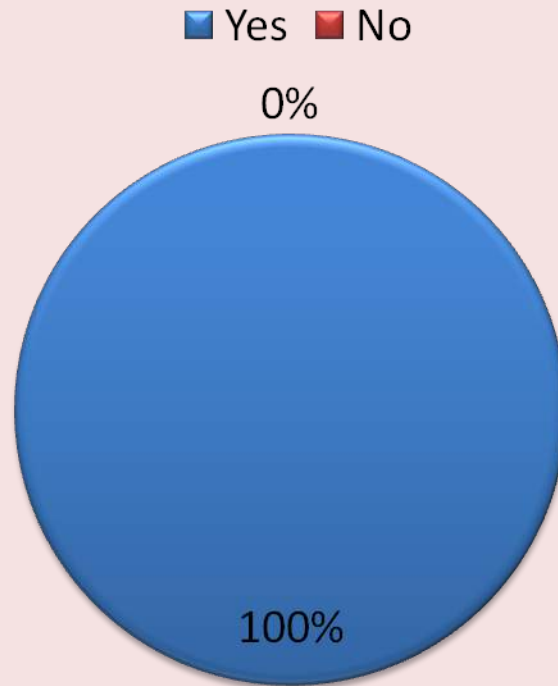
Reasons for not using online portal



RESULTS

Effectiveness of Small Soul Website

Does having an online platform make it more convenient for you to contribute toward the blessing of a child?

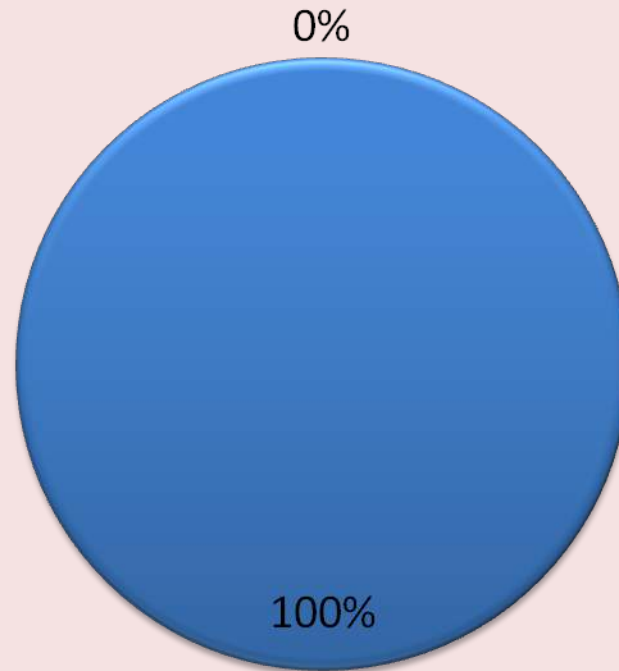


RESULTS

Effectiveness of Small Soul Website

Is the website easy to navigate?

■ Yes ■ No

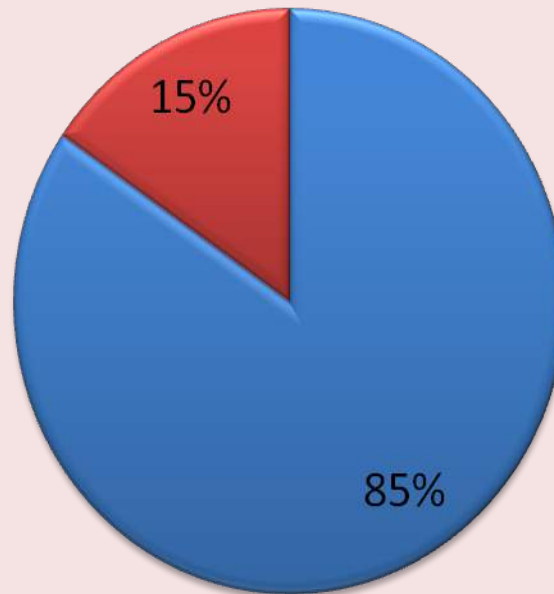


RESULTS

Effectiveness of Small Soul Website

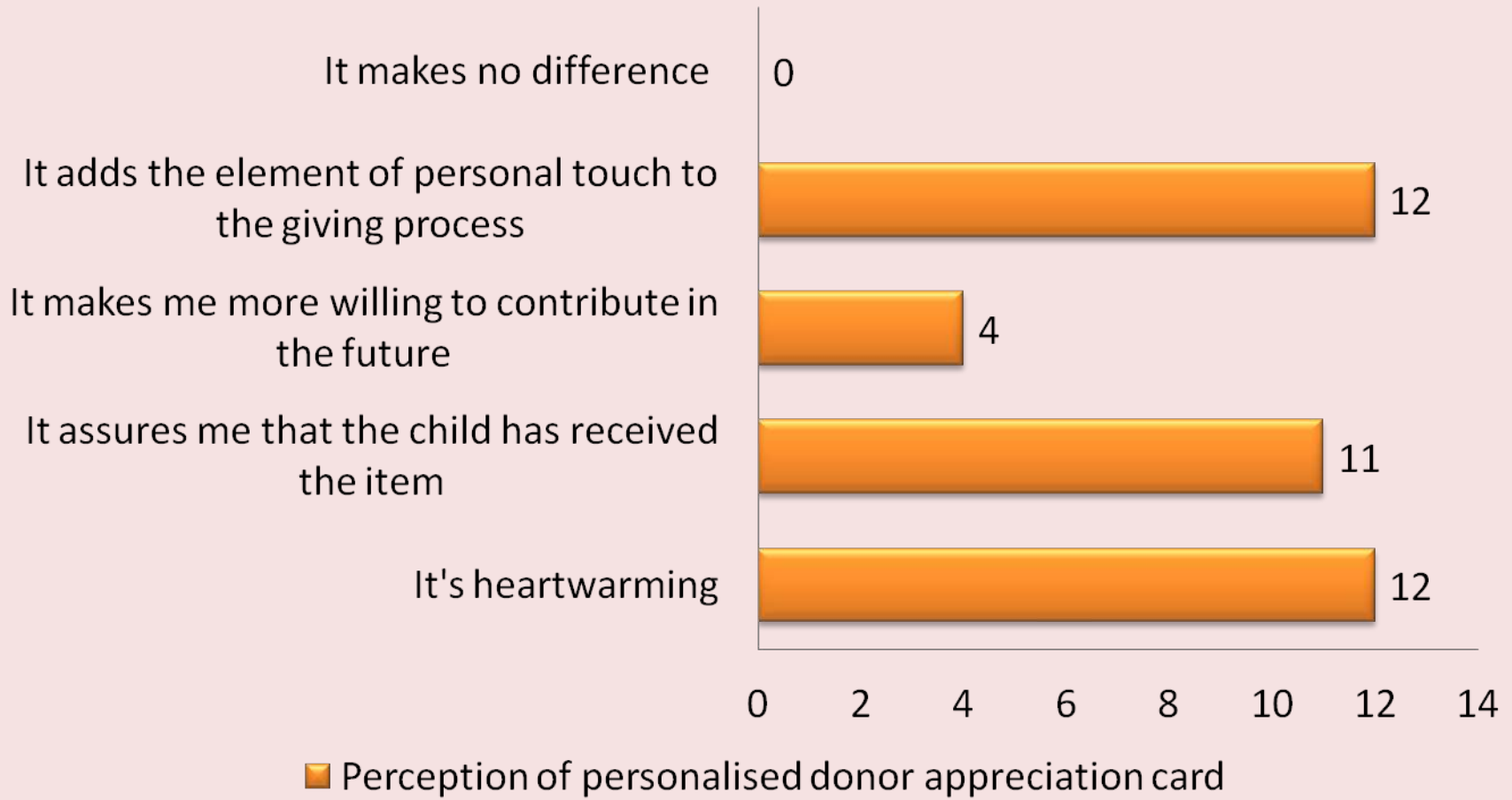
Does having an online platform increase your willingness to bless a child?

■ Yes ■ No ■



RESULTS

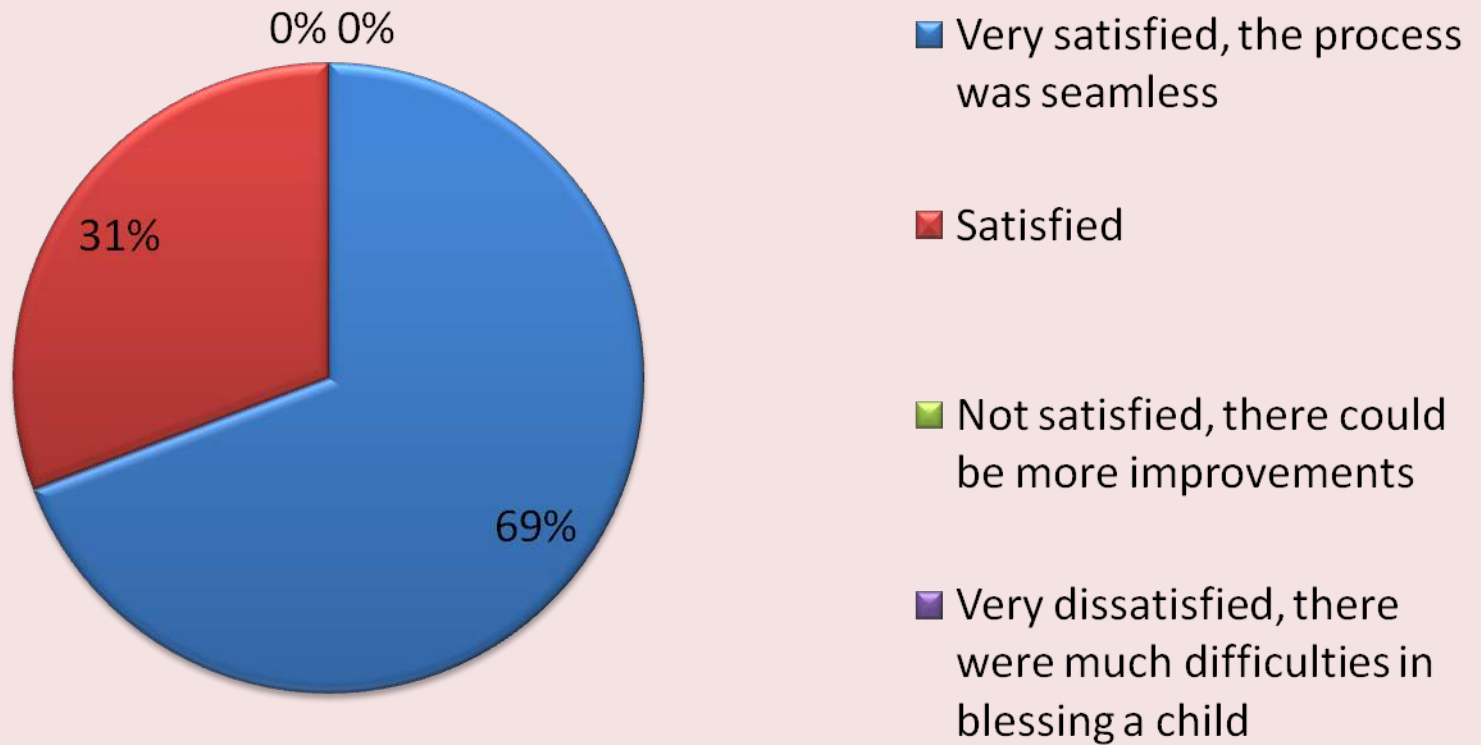
Perception of Donor's appreciation card



RESULTS

Perception of Donation Process through Small Soul

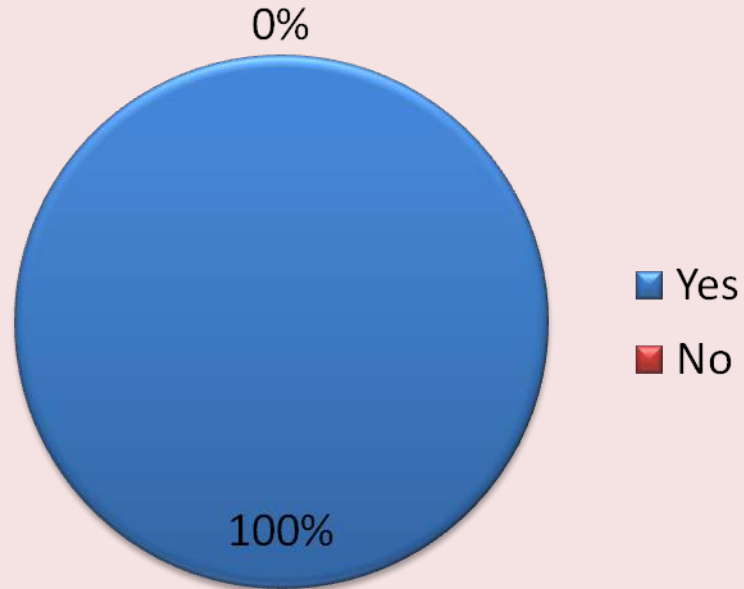
How satisfied do you feel towards the entire process of blessing a child?



RESULTS

Perception of Donation Process through Small Soul

Will you continue to bless
a child in future?



DISCUSSION

- ❑ Characteristics of Small Soul's online donation portal which improved users' experience
 - Ease of navigation of website
 - Convenient and seamless process

DISCUSSION

- ❑ Advantages of Small Soul's online donation portal
 - Contributed to the community's awareness and motivation in donating and blessing a child

DISCUSSION

- ❑ Limitations of Small Soul's online donation portal
 - Restricted to monetary donations
 - Research shows that users generally have much more difficulty making a non-monetary contribution than they had in donating money
 - Lack of options of recurrent donation or reminder notifications of subsequent rounds for donors who would like to continue to bless the children

DISCUSSION

- Websites are generally less effective in sustaining long-term donor relationships
 - Email remains the Internet tool of choice for encouraging customer loyalty
 - Encourage people to provide their email addresses
 - Build an email list and provide email newsletters/updates/donation requests
- Difficulties posed by 3rd party payment services e.g. PayPal
 - Some donors find the process complicated

DISCUSSION

❏ Limitations of study

- Small sample size and limited data
- Donors' perceived delay in receiving the survey form subsequent to their donation

DISCUSSION

Future Research Directions

- **Survey of other relevant stakeholders e.g. agencies and beneficiaries, of their experience in working with BLESS**
- **More survey questions on the qualities of an online portal which enhance users' experience and motivation to donate**
- **Bigger sample size over a more extended data collection period to improve statistical power**
- **Studies of donors' giving history and decision making**
 - **Participants allocated to experimental website vs. control website (holding certain variables constant and varying others)**
 - **Participants decide which website is more deserving of donation**
- **Regression studies to examine donor's demographics and behaviour**

CONCLUSION

Bringing Love to Every Small Soul

- Engaged the community by enhancing their awareness of the resources needed and the opportunities available to contribute in a hassle-free manner
- Enriched the lives of the less privileged by meeting their wishes
- Upcoming target:
 - To bless another 1600 wishes in the new FY
 - In the midst of seeking organizations' funding and provision of matching grants to the donations
 - When one member of public clicks to purchase one school bundle, grant would be used to match and purchase another school bundle to bless another child
 - Encourage more giving efforts from the community

CONCLUSION

Bringing Love to Every Small Soul

- Potential of the online platform in mobilizing, coordinating and directing community resources to enrich the lives of the less privileged
 - Importance of maintaining an efficient website
- The importance of documenting the process and measuring the social impact to inform policies and programmes in social development

CONCLUSION

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