Executive Summary

NevadaGIVES, a Las Vegas based nonprofit, endeavors to raise awareness of philanthropy and volunteerism by presenting events and providing on-line resources to engage and empower the local community in the practice of philanthropy. For NevadaGIVES, philanthropy, or "giving," includes the traditional cash donation; however for those who cannot give monetarily, they encourage the gift of volunteerism, goods and services. NevadaGIVES promotes philanthropy by presenting several informational events each year to engage the community by connecting local businesses with nonprofits.

Along with raising awareness, NevadaGIVES would like to be known as the information resource on philanthropy for Southern Nevada. To this end, they have committed significant resources of time and funding to creating and maintaining the NevadaGIVES.org website to provide a continuous, public platform for service delivery of their mission and goals (Appendix A). Currently the organization is promoting their first major fundraising campaign, "Nevada GIVES to the Max Day," designed to promote e-philanthropy. Learning of NevadaGIVES' shift interest in hosting an e-philanthropy event, the UNLV MPA group decided to perform an evaluation of the service delivery of their website.

After collecting background information on NevadaGIVES, studying their website and comparing to the goals and mission of their organization, it was agreed to conduct a survey with questions designed to measure engagement. A survey would provide the NevadaGIVES organization with feedback regarding online giving, website content and design to motivate the organization to improve website service delivery as they move forward with the Nevada GIVES to the Max web event. However, the survey information can only provide general guidelines in which to continue tailoring their website as needs of patrons as well as technology platforms

continue to change. According to the Urban Institute, "Outcome information seldom, if ever, tells why the outcomes have occurred. Many internal and external factors can contribute to any outcome. Instead, use the outcome data to identify what works well and what does not" " (The Urban Institute). The following questions illustrate the approach the MPA group took when designing the survey questionnaire. The framing of each question was related to the four user experience factors as well as the NevadaGIVES mission and goals:

Branding:

- *Who is using the website and for what purpose? Why do they return?*
- *Is the NevadaGIVES brand strong enough to be viewed as a primary source for giving in southern Nevada?*

Content:

- *Is the content continually updated?*
- *Does the design contribute to a positive experience with the website?*

Functionality:

- *Are they reaching the intended audience? Engaging new audiences?*
- *Does the site provide complete information to earn customer confidence and credibility?*

Usability:

- *Can users find what they are looking for? How many clicks?*
- *Does the home page above the fold quickly tell us the purpose of the site?*

Essentially, by creating a website which is easier to navigate and is responsive to individual needs with the application of the user experience factor, becomes an efficient use of staff and funding in a strained economy.