If we can create a portal that encourages donations to programs, and that enables us to report donation amounts by program, and by map region, we can increase our impact on flow of resources.
Reason to Build This

STRIVE, Cincinnati – “If you can influence the flow of dollars you can create systems change that affects results and outcomes”

http://tutormentor.blogspot.com/2012/03/collective-impact-moving-needle.html

Read about Collective Impact on Stanford Social Innovation Review
http://www.ssireview.org/articles/entry/collective_impact
Home page – what people should see

Headline _ something about helping tutor/mentor programs

Map Links
- Interactive Map
- Asset Map
- Government maps
- Program Locator
- Chicago Program Links
- Map Gallery

Call to Action

Tutor/Mentor Institute
- Vision
- Mission
- Strategy
- Blog
- Forum
- Facebook
- Conference
- Library

Divide city and suburbs by same category as Chicago program Links

Sponsor logos

Volunteer and donor map

Current Competition March Madness – where programs all are under one theme

$$ raised for programs in this region.
Volunteer and donor map. When someone signs up they choose to show on the map. Blue is for donors. Green is for people who volunteer to help.

http://maps.google.co.uk/maps/ms?msid=203565607969459070873.0004afa178fcd6067ceab&msa=0&ie=UTF8&ll=51.179343,7.03125&spn=116.173104,346.289063&t=m&vpsrc=6&source=embed
At key times each year the portal will host an event, where programs, and regions, and cities might compete with each other to see who raises the most money during a specific time frame.

This is one of the features that can attract more attention to the site and that makes it different than most of the other on-line portals that focus on many different issues.
When we click on section of the map a new page would open with just programs in that section of the links library.

The map should color code in some way to show the region divided into sections.
When we click on section of the map a new page would open to a map showing just that section of the city.

This is an example. On this map you can click an icon to see what organization, business or church it is, and you can double click and go to program web sites.
When someone clicks on one of the sections on this map I want to go to a new page that shows programs doing fundraisers on this portal. See next page
Text box with info describing demographics and level of programs in this part of city.

When this page opens it would include a map of that part of the city and boxes featuring logo, program name and $ raised in fiscal year for that program. Might also include “hits” to indicate traffic to program page.
This page would be set up by the tutor/mentor program and provide information they want to provide about what they offer.

Campaigns would be set up volunteers raising money on behalf of the program.

March Madness competition.

Campaigns for program – when someone clicks program new page opens.
Money raised supports Xx name of tutor/mentor program

Campaign Goal: $000
Total Raised: $000
Days remaining

Donor name, comment $ donated

Donor name, comment $ donated
Etc./.

We might provide templates for these pages so they all have same format
Home page – what people see

Headline _ something about helping tutor/mentor programs

If we can aggregated this and show totals on map, we can use this in media to stimulate more giving in under-supported areas.
Home page – what people see

Headline _ something about helping tutor/mentor programs

If we can aggregated this and show totals on maps of political districts, we can use this to help voters decided how well a candidate is supporting them.
We might even use the Google Map to show businesses donating to programs in different neighborhoods and around where they do business.

At some point in the future grants might be distributed, or reported, using this portal, thus aggregating better, program specific information on fund distribution.
Before we do this, interactive map needs to be updated

- Poverty updated to 2010 census
- Business info updated
- Political districts re-drawn based on redistricting
- Ward boundaries added
- Programs contacted to confirm info – ongoing
What does this cost?

• Can someone project a cost
• Can someone forecast some numbers giving business reasons to invest in this?
• Can someone pitch this to Google, Groupon, Microsoft and/or Facebook?

Help develop this site; Partner in using it in your own city.

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