

REIGNITE:

A Non-Profit for All Non-Profits



34%

of respondents*

think it is important for a non-profit to share their core values & goals

100%

of the non-profits*

struggle with brand recognition and finding consistent donors

30%

of respondents*

have not made a donation of any kind in the last six months

to establish their credibility in order to increase their brand recognition

to develop a strategy for staying in touch with donors and reaching out to new donors

NPOs Need...



Donors Need...



to be assured that their funds are being used properly and their data is being protected

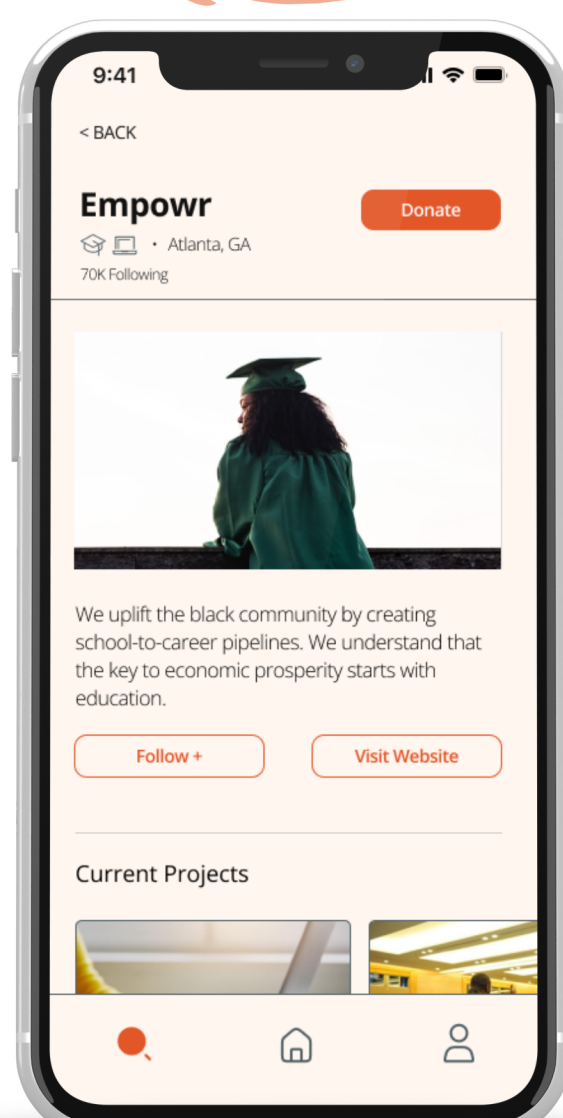
to increase their existing knowledge about what, where, and how to donate

Solution

Reignite's main goal is to improve access to lesser known, local and international nonprofits by making it easier for people to find nonprofits that share similar values through...

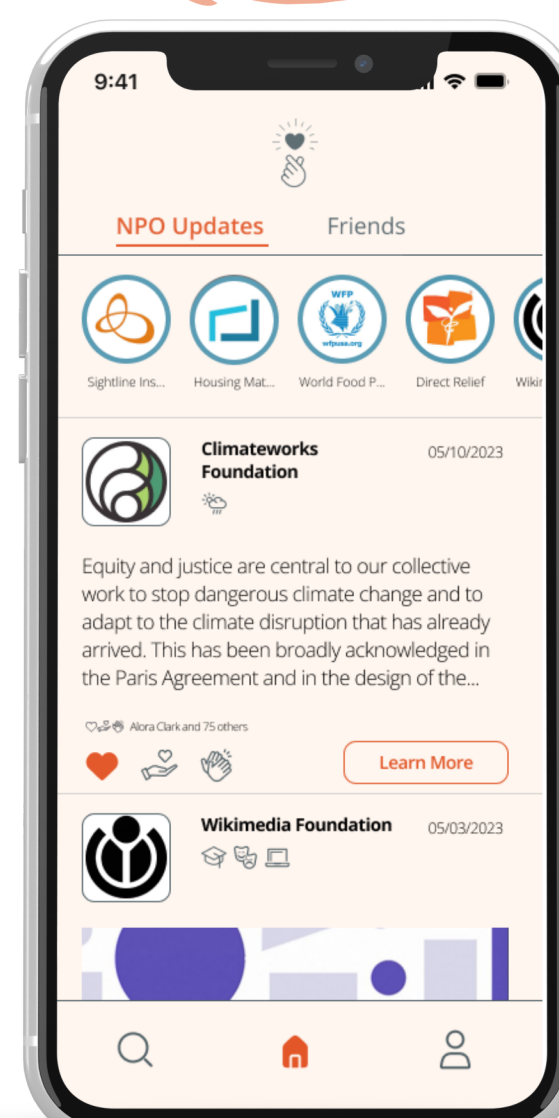
1

Encouraging Transparency



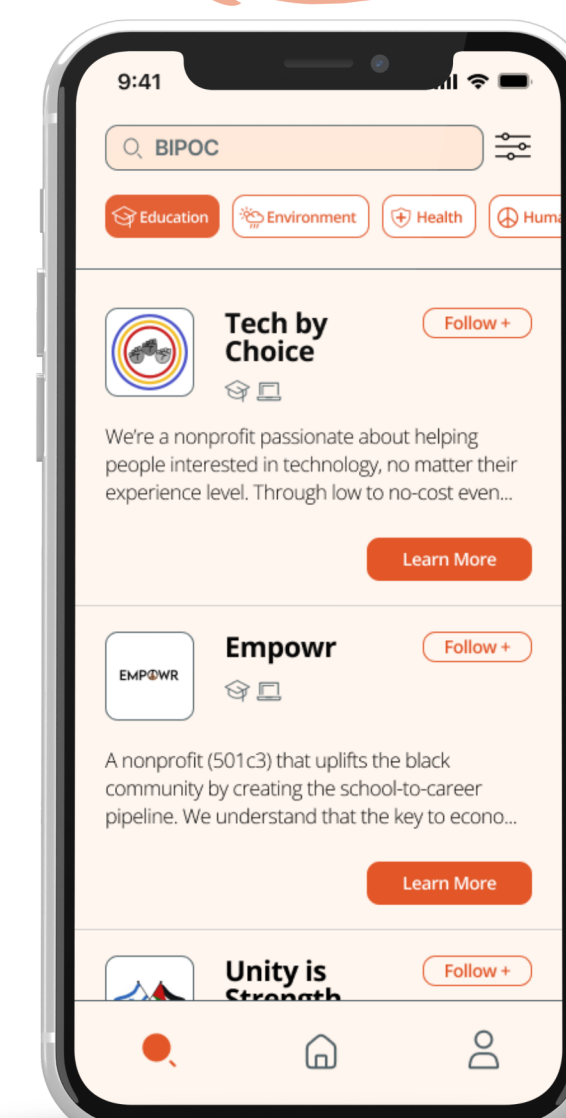
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Building Community



3

Value Matching



*based on interviews and surveys conducted by our capstone team

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