

# TECH460 Final Project: Technology to Enhance Marketing and Fundraising



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# Introduction

Organizations of all sizes and from all sectors are adopting strategies for using AI and other technologies at all levels of business. From project management to marketing and advertising, sales and inventory control, production to shipping. It is no longer an option to succeed without technology.

This project will accomplish the desired goals through three major phases. The first is defining the objective and stakeholders. Next is planning the strategy, methods, and resources needed. And lastly, continuous monitoring and optimization.



## Executive Summary

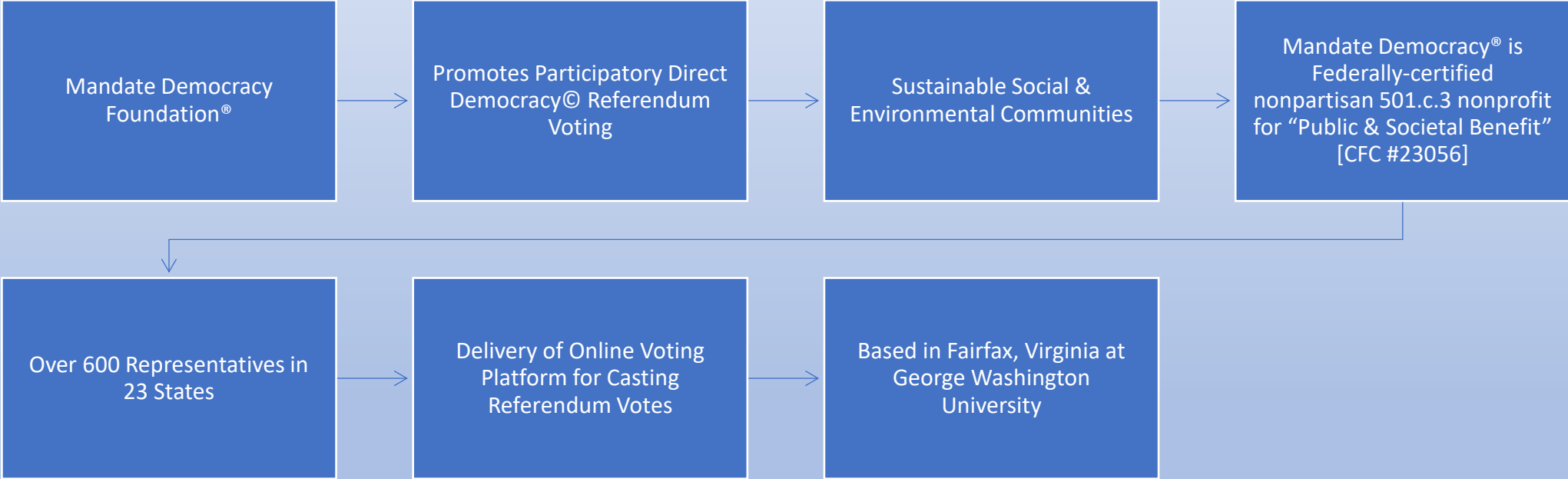
As one of many thousands of foundations in the nonprofit sector, Mandate Democracy finds it increasingly difficult to have a loud enough voice and strong enough media presence to launch effective public awareness and fundraising campaigns. It requires technical expertise, marketing and advertising experience, and creative content proficiency, all of which are quite expensive.

By incorporating the combined technologies of Artificial Intelligence, IoT and other Digital Tools along with resources provided through grants, this is no longer an insurmountable achievement.

# Organization Profile and Problem Statement



# The Organization





## Products and Services

Objectives	Services
Local Democracy Citizenship Centers	Affordable Housing Initiatives
Civic Engagement, Empowerment and information	Childcare and Elder Care Services
Online Referendum Votes	Access to Health Care / Insurance
Votes on Issues, Policies and Budgets	Food and Nutrition Assistance
Enforce the Will and Interests of the People	Financial Assistance
Reduce the Influence of Lobbyists, Big Money, and Special Interests	Energy / Fuel Assistance

# Areas for Improvement with Technology



Mandate Democracy® requires substantially increased public awareness and a broad media presence to grow the Foundation.

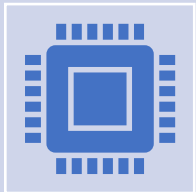
The current strategy is to use representatives to create content with Canva Pro to post on personal social media accounts. This is very inefficient and time-consuming.

A technology-based strategy could more efficiently produce, distribute, and present the right information to the right people.

# Problem Statement



With the use of AI, Cloud Computing, and IoT frameworks, develop and implement mission-focused, targeted content with graphics applications to create a public relations campaign for distribution online and through legacy public media outlets.



Target localized communities and neighborhoods with the use of IoT Geofencing Strategies and Cloud Computing hosted on servers at institutions of higher education.

# Technology Selection and Design



# Alternative Technology Approaches



## Option 1

- Plan, design and deploy mission-focused, targeted advertising and fundraising campaigns.
- Use of a \$10k per month grant from Google Ads for Nonprofits
- Combine current strategy with the use of Cloud Technology, IoT, AI and Canva Pro
- Improve and optimize foundation web site with the guidance of Nonprofit Technology Enterprise Network ([nten.org](http://nten.org))

## Option 2

Enlist district representatives to:

- Use Canva Pro to create digital content for posting on personal social media accounts.
- Deploy individual fundraising efforts to local media, social media accounts, and personal contacts.
- Enlist support from local businesses, community leaders and elected officials.

# Qualitative Analysis



- *Option 1*

*Improve SEO for Mandate Democracy website*

*Develop a methodical structured public outreach approach*

*Incorporate Google Advertising grants across all Google-owned platforms*

*Maximizes the utility of existing resources*

- *Option 2*

*Utilize district representatives to create individual social media presence for Mandate Democracy mission and fundraising efforts*

*Enlist the services of an advertising agency that specializes in nonprofit ads and fundraising campaigns*

*Highly inefficient utility of existing resources*

# Quantitative Analysis



- *Option 1*

*Optimizes ads to drive traffic to Mandate Democracy website*

*Reduces individual hours and effort manually creating ads.*

*Incorporates Google Advertising campaigns across all Google-owned platforms.*

*Targets campaigns toward corporate donors and individuals.*

*No-cost for unlimited ads up to \$10k per month.*

- *Option 2*

*District representatives are tasked with creating individual social media presence for Mandate Democracy mission and fundraising efforts*

*Enlist the services of an advertising agency that specializes in nonprofit ads and fundraising campaigns.*

*Estimate: \$9,000 per month*

*Highly inefficient utility of existing staff and resources.*

# Implementation Plan

# Recommended Solution

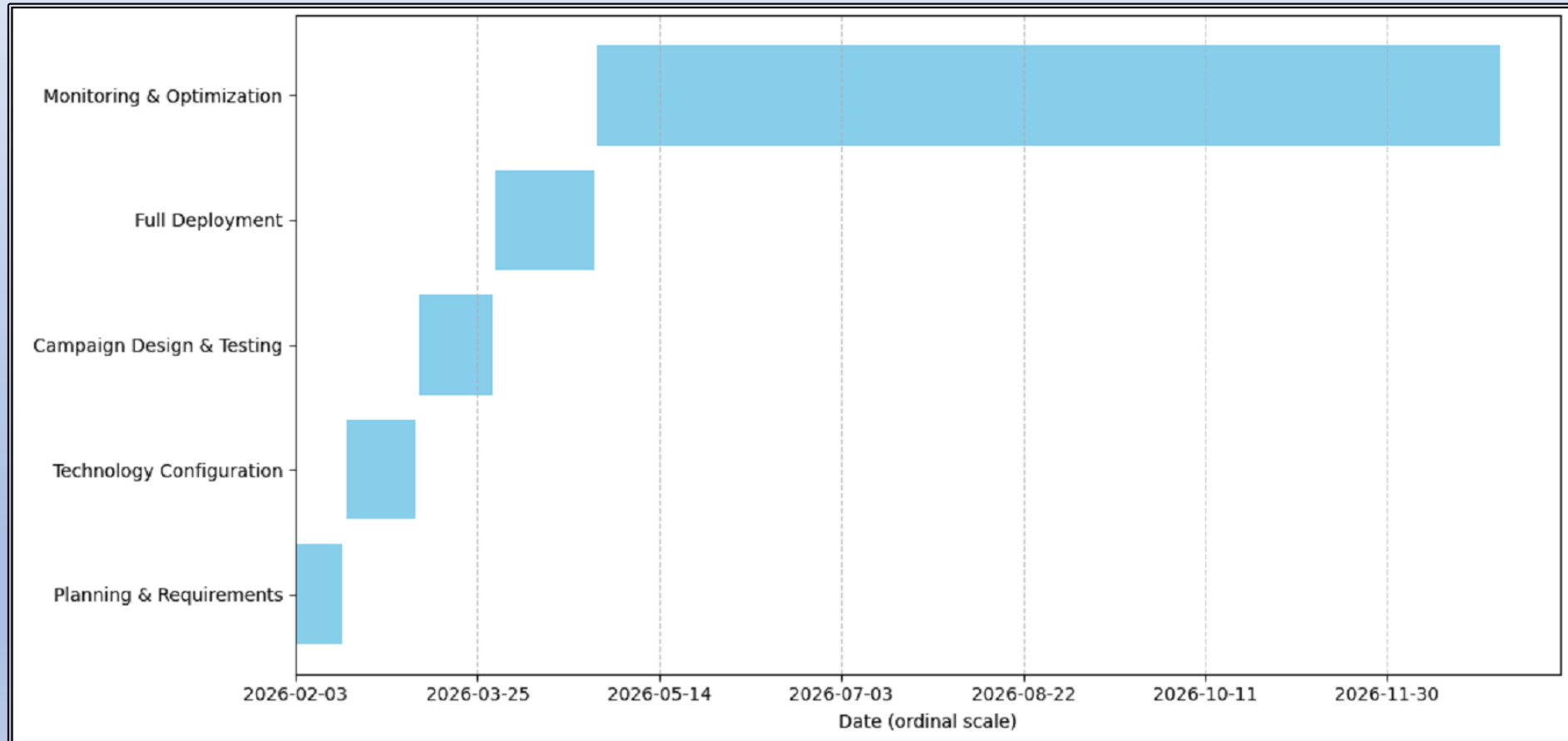


- Implement Public Relations and Fundraising Campaigns
- Enhance and Improve existing website using AI and Canva Pro
- Utilize Google for Nonprofits and \$10k per month Google Ads Grant
- Saturate Social Media Platforms and legacy media outlets by distributing targeted advertising content using AI, IoT, and the Cloud
- Publicize the Mission of the Foundation and why it's needed

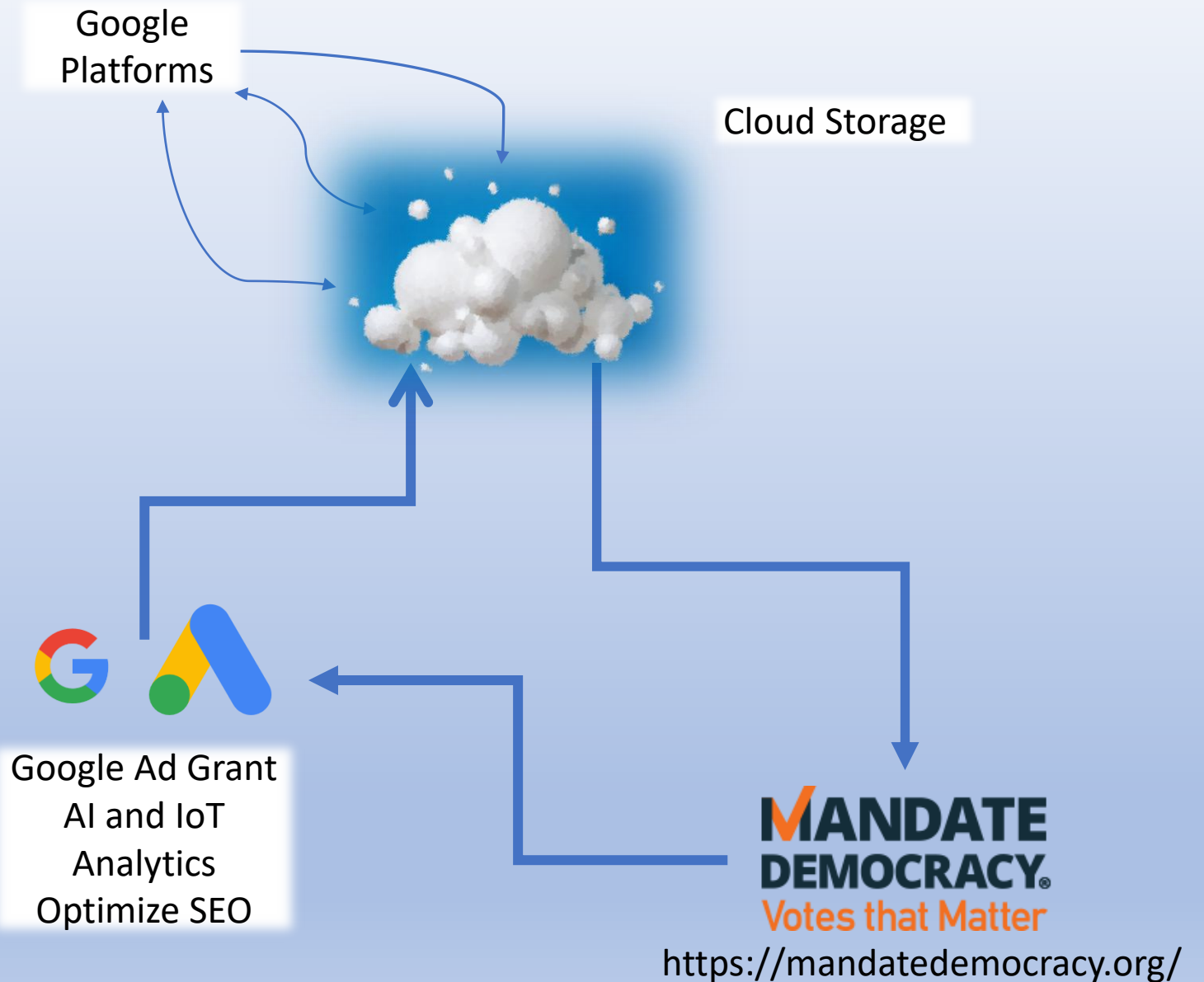
# Work Breakdown Structure

WBS Code	Task Name	Duration (Days)	Predecessor	Task Owner
<b>1</b>	<b>Planning and Requirements</b>	<b>12</b>		<b>Project Manager (PM)</b>
1.1	Define Project Charter & Goals	3		PM
1.2	Requirement Gathering & Documentation	5	1.1	Analyst
1.3	Resource Allocation & Budget Approval	4	1.2	Manager
<b>2</b>	<b>Technology Configuration</b>	<b>15</b>		<b>IT Lead</b>
2.1	Infrastructure & Cloud Provisioning	4	1.3	Google Ads Team and Webmaster
2.2	Google Ads Configuration & Mapping	6	2.1	Google Ads Manager
2.3	Security Protocols & Access Setup	3	2.2	Webmaster
2.4	System Configuration Testing	2	2.3	QA
<b>3</b>	<b>Campaign Design and Testing</b>	<b>20</b>		<b>Creative Lead</b>
3.1	Content Creation & Asset Production	10	1.2	Graphic Designers/ Writers
3.2	Tracking & Analytics Setup (Pixels/UTM)	3	2.2	Google Ads Manager
3.3	Internal QA & Content Review	4	3.1	Stakeholders
3.4	User Acceptance Testing (UAT)	3	3.3	Board of Directors
<b>4</b>	<b>Full Deployment</b>	<b>5</b>		<b>Ops Lead</b>
4.1	Final Pre-launch Checklist	2	3.4	PM
4.2	Go-Live / Campaign Launch	1	4.1	Project Team and Stakeholders
4.3	Stakeholder Communication	2	4.2	Communications
<b>5</b>	<b>Monitoring and Optimization</b>	<b>14</b>		<b>Analyst</b>
5.1	Performance Tracking (Daily KPIs)	7	4.2	Google Ads Manager
5.2	Feedback Collection & Tweaks	4	5.1	PM
5.3	Final Post-Mortem Report	3	5.2	Stakeholders

# Project Schedule



# High-Level Design



# Validation



Deploy

Deploy Data Analytics and AI to monitor and assess website traffic, track conversion rates, and adjust as indicated by the data.

Implement

Implement Penetration Testing on a regularly scheduled basis to monitor website security logs and system applications.

Apply

Apply best practices for use of cloud-based security tools on all data in transit, at rest, and in storage.

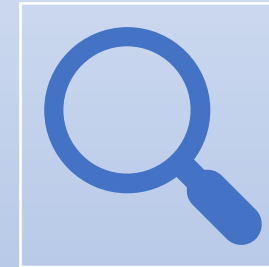
# Legal, Ethical and Cultural Considerations



Maintain compliance with relevant state, federal, and international privacy and data regulations.



Continuously monitor and address legal and ethical challenges



Apply Google Ads data analytics and AI to assess compliance risks and report legal and ethical findings.

# Incorporation of Feedback



- The feedback I incorporated in the presentation is to include more graphics, color, pictures, and a logo to add relevance and context to the slides.

# Career Readiness



The completion of this project required the implementation of many of the skills I gained throughout all previous coursework including:

- Project Management
- Communication Skills
- Critical Thinking
- Collaboration
- Cloud computing
- Network security
- IoT
- AI
- Presentation Skills
- Resourcefulness
- Creativity



# Conclusion

*In conclusion, this project demonstrates how technology can be applied to strengthen outreach and fundraising in the nonprofit sector. This will showcase the skills I've developed for my career portfolio. Thank you for your time.*

# References

Google Ad Grants - Google Workspace for Nonprofits (2025)

<https://www.google.com/nonprofits/account/f/apply/percent/result>

Mandate Democracy Foundation (2026). Website: <http://www.mandatedemocracy.org/>

Microsoft Clipchamp (2026) <https://clipchamp.com/en/>

Microsoft Office 365 Products – Excel - PowerPoint – Word – CoPilot (2026)

<https://www.office.com/>