

Direct Competitors

Patriot First



STRENGTHS

1. Gives ideas and info on how people can create their own fundraiser events: Run, Walk, Bike, Cook goodies, golf tournament, creating a page, turn event into fundraiser, info for organizational giving, live streaming/ gaming competitions, Facebook Fundraisers
2. Has emotional images, stories and videos of veterans
3. Allows for donations to be made online via credit card, PayPal, linking a bank account, and amazon pay. Users can do a one time, monthly, or yearly payment
4. Users can choose specifically what aspect or need to donate their money toward. They can donate whatever \$ amount (not preset)
5. Explains the multiple ways a user can donate: online, by mail, fund raise, memorials, company giving, legacy planning, donate airline miles, donate hotel points, assets (IRA stocks, securities), crypto currency, matching gifts, vehicle donation
6. Goes into fine details about what the program provides to a veterans in the program
7. Guidestar Platinum Transparency, United Way, Charity Navigator, CFC, Top Rated Charity - helps build trust and shows open transparency

STRENGTHS

1. It showcases what news /channels stories they are featured in
2. It talks about how many veterans commit suicide each day and how serious the problem is (showing #'s)
3. It gives good info on resources and research talking about the treatment including an e-course. It also goes into the advocacy for decriminalizing psychedelics
4. Has a news/ media section and links info to podcasts and other media spots which can be points of entry
5. Its star driven by lots of Special Forces (Seal Team 6) guys who get media attention
6. Has list of events such as yearly gala with speakers that can also generate money, buzz and allow people to feel good in person, not just donating money via online
7. Lists sponsors logos of events (Diamond, Platinum, Gold, Table allowing them to get recognition and breaks down the sponsorship opportunities (\$75K, \$50K, \$25K, \$10K, \$5K) as well as allows to sponsor a veteran + guest (\$100) as well as individual ticket (\$500)
8. They have logos and links to Veterans Crisis hot line and Suicide prevention

STRENGTHS

1. Offers free gifts (fleece blanket with logo) for donation allows for multiple donation amounts (one time and monthly via credit card, PayPal and check
2. Sells gear with logo+ Positive phrases additional way to generate money
3. Lists ways for users to get involved (not using pics however) 5K walk, host a fundraiser, give at work, schools and youth, company partnerships, live streaming & gaming
4. Has a section where you can meet a "Warrior" and showcases their stories, adding in a human element
5. Allows for one time, monthly, memorial, company partnerships, planned giving, donor advised funds
6. Has a live chat feature
7. List stories with videos links and pics to why they do what they do
8. Translates to espanol
9. Guidestar Platinum Transparency

STRENGTHS

1. They do a good job honoring the legacy of vets and highlighting stories bringing attention to vets
2. They have lots of regular charity events (Golf, Trap Shooting, Shooting competitions) in various location in the USA
3. They regular updated blog posts with stories and images
4. For transparency, they post Documents and policies (Financial Statements, Public Disclosure Documents, Non Discriminate Policy, Annual Reports, Donor Privacy Policy, Cause Related Marketing
5. Show credibility with trust via Charity Navigator (4 Star Rating) and Guidestar Platinum Transparency
6. They make it easy for people to choose donation amount: \$1000, \$500, \$2450, \$100, \$50, Other via credit card - but it makes you leave the site- harder to navigate
7. Can donate online, mail, corporate giving, scholarships, monthly giving, impact partnerships, DIY Digital Fundraising, planned giving - they give details and contact info for each
8. They have lots of Youtube videos
9. They provide Event Policy and logo use terms for users looking to host their own Charity Fundraiser event

STRENGTHS

1. They have a ton of information on various topics
3. They go into detail about PTSD, treatment, support, and how it can affect you
4. They offer New Releases, speeches, videos and publications

WEAKNESSES

1. The About page has too many subs sections that involves lots of extra clicks making it tougher to find the information
2. The main hero on the homepage shows an older veteran, which I think is the wrong age veteran - want to focus on those with lots of life to live

WEAKNESSES

1. At first glance, Its donation tool Give Lively appears to only allow a \$25 one time charge option (you have to click to change- needs to be easier) via Credit Card and G pay
2. Doesn't give users multiple suggestions to fund raise other than allowing them to do their own via a link to Give Lively
3. Has only 1 success stories - needs more on more pages

WEAKNESSES

1. Doesn't show wounded warriors on the homepage - I don't feel the emotional connection with the user
2. Also has benefit Dinner, but not presented well
3. The how they help section is small and can easily be missed
4. The media/ news section is too small and hidden in the sub Nav- it needs to be more prominent as it talk about the big events

WEAKNESSES

1. They don't explain what types of info they get in a newsletter
2. The video links are small and get lost among the overload of content

WEAKNESSES

1. Their website is not full screen on desktop and seems outdated
2. They have a ton of information on various topics, but donation easily gets lost in the mix
3. Lacks emotional connection to user - seems very cold and distant (seems very militaristic, which is the opposite goals of comforting veterans)
4. They have a Navigation feature drop down of choices "I am" but someone looking to donate is not a choice listed

Patriot First

SUMMARY OF FINDINGS

ACTIVITIES

All have videos, pictures and stories from Veterans to help add that emotional touch. Some bring a much higher emotional connection than others. Having a greater emotional connection may help convince users to donate or get involved.

While content and information is helpful, too much content can be overwhelming to read and too little content can seem lackluster. Finding the right balance and giving videos and content with white space may allow the user to feel more relaxed and engaged.

All have the capability to accept donations online, but some do it better than others making it easier for users to donate or get involved.

Some do a great job of giving information for users to on how to do their own fundraisers as well as ideas and policy, logo use, etc to help make it more successful

Having big events like galas, golf tournaments can bring incremental large donations especially if you have special speakers that draw attention

Having a media page or blog page connecting podcasts (on Spotify, youtube) to stories will help bring in lots of users to donate.

Having Transparency is important in terms of what the Foundation is doing with money.

Several also help build trust with users with links and ratings by Charity and Transparency organizations. It makes them seem professional and trustworthy

Showing stats and information on Suicide, PTSD is helpful in telling how serious the problem is and why they need help

SUMMARY OF FINDINGS

EXTRAS

Only Wounded Warrior had a clothing line which might be worth adding which would allow a user (to advertise, feel like they are part of a solution, and show their public support. The clothing was inspirational and offered for men, women and children. They also offered a blanket to those who donated. A giveaway sometimes helps attract people.

INTEGRATION AND MULTILINGUAL

Only two sites had translations to Spanish. All had Social media links and all were responsive. They used various donation platforms and only one mentioned fraud protection or communicated a safe and secure connection. Most allowed credit card donations, but only a few had other options.

EASE OF USE

Regarding donations: Some make it easier for users to donate at various dollar amounts monthly as well as one time. While that may help bring in small dollar amounts, having corporate partnerships and bigger events may bring in much larger dollar amounts thus allowing for more money to do things. Having less clicks, not making the user leave the website, and allowing multiple payment platforms (or other donating options) help give flexibility and ease to users in donating.

Almost all had similar navigation headers and menu choices. Some sites have too much content that is buried and hard to find. Only a few had a search feature. Having PDF downloads can help people gather information they need for specific information.