

An Evaluation of U-M Comprehensive Cancer Center Website (Development Section)

Becky Chu Kshitiz Singh

Table of Contents

Executive Summary	3
Background Information and Methodology	5
Why you should care?	6
Our Recommendations	6
Recommendations Sorted by Priority and Implementation Effort	7
Terminology and Content	8
Make a Donation Link	9
Maintain and Update Website Content	9
Ensure Accuracy	11
Branding and Consistency	12
Addressing Different Audiences	13
Hierarchy of Information	14
Help and FAQs	15
Conclusion	16
Appendix	17
Recommendations Matrix	18
Personas	19
Competitive Analysis	20
Final Presentation	51

Executive summary

The University of Michigan's Comprehensive Cancer Center (UMCCC) is a National Cancer Institute-designated comprehensive cancer center. As one of the leading cancer hospitals in the country, according to U.S. News & World Report, UMCCC's research and educational outreach programs are top-notch and its doctors held in high regard. To complement these achievements, UMCCC ought to have a website that reflects their superb achievements. As graduate students of the University of Michigan's School of Information and Human-Computer Interaction program, we were asked to evaluate UMCCC's website. We were asked, in particular, to assess the effectiveness of the Development section of UMCCC's website, which is currently named "Philanthropy."

We conducted a number of tests in order to evaluate the UMCCC website. We began by determining what the most important aspects of the website needed to be evaluated through initial stakeholder meetings, and then proceeded with a comparative analysis, interviews, persona development, heuristic evaluations, and user testing. These steps aided us in developing a comprehensive view of the UMCCC website -- how it is currently being used, how it should be used, and how it could be used.

From these various processes, we grouped our findings and recommendations into eight main areas. Each area contains 2-4 specific recommendations and are individually categorized for priority level and for implementation difficulty.

Recommendations:

1. Terminology and Content
 - a. Change "Philanthropy"
 - b. Use consistent terminology
 - c. Avoid using development language
2. Make a Donation Link
 - a. Allow easy access to Make a Donation link
 - b. Ensure that the donation link is available where it is beneficial
3. Maintain and Update Website Content
 - a. Make information about fund distribution available
 - b. Deploy a Content Management System
 - c. Explore better use of Social Media
4. Ensure Accuracy
 - a. Correct website breadcrumbs
 - b. Remove content ambiguity
 - c. Remove extra navigational links from the Philanthropy landing page
 - d. Remove Matching Gifts from Make a Donation page
5. Branding and Consistency
 - a. Create and maintain a professional branding scheme for the website
 - b. Generate a set of web page guidelines
 - c. Use uniform video player
6. Addressing Different Audiences
 - a. Allow targeted donations for various cancer types and services
 - b. Addressing different levels of contribution
7. Hierarchy of Information
 - a. Create a clear information hierarchy
 - b. Highlighting important actions and content
 - c. Follow a drill-down architecture for the website
8. Help and FAQs
 - a. Provide help documentation
 - b. Simplify contact information

(See **page 7** for table of recommendations sorted by priority level and implementation difficulty.)

Next steps:

We believe the UMCCC's Development website has considerable room for growth. The process will take time and resources, but we firmly believe that the institution has unrealized potential and that you should not be deterred by the effort required. Beginning now and developing a long-term plan for the UMCCC is of critical importance and will lay the foundation for the future vitality of the institution, its faculty, and the surrounding community.

Background Information and Methodology

The University of Michigan's Comprehensive Cancer Center (UMCCC) is one of only forty institutions to be designated as being comprehensive by the National Cancer Institute (NCI). There are two steps in order to be designated as being comprehensive:

- 1) a cancer center has to pass a peer review, where the center's scientific and interactive qualities are assessed for comprehensiveness, and
- 2) the cancer center has to pass a Parent Committee's assessment for community and professional outreach. These two components, research and education assessments, determine whether or not a cancer center will be designated as comprehensive.

UMCCC is a highly regarded cancer center, ranking #19 in U.S. News & World Report's Top Ranking Cancer Hospitals list for 2010. UMCCC scored highly in terms of reputation amongst physicians, for the quality of its nursing staff, and rated highly according to its relative death rate. Having been compared against over 900 other cancer hospitals, UMCCC is a world-class institution and, as such, needs to convey an image of professionalism and quality of service.

As Master students of the University of Michigan's School of Information, we were asked to evaluate UMCCC's website for usability problems and for its overall effectiveness. Specifically, we were asked to evaluate UMCCC's Development section and compare it to the Development sections of other cancer centers in order to determine industry best practices and what types of improvements can be made.

During our evaluation process, we employed several methods. First, we held initial stakeholder meetings to address the immediate concerns of the UMCCC-affiliated staff. Our first stakeholder meeting was attended by Frank Manion, Larry An, Nicole Fawcett, and Jennifer Matthews. Our second meeting was attended by Frank Manion, Larry An, and Debra Griffith. These meetings were helpful as starting points and we were able to build on the information collected for our comparative analysis.

Comparative analysis is a tool used by usability professionals for ascertaining industry best practices and for seeing where a client stands in relation to its direct competitors. It became evident that UMCCC was not living up to competitive standards when it came to its philanthropic and donation portions of its website. The importance of the comparative analysis, however, was not simply to identify what was wrong with the website, but also how it could be improved and what avenues of growth currently remain unexplored by the client.

Following our comparative analysis, we then interviewed the entire Development Office staff for additional information regarding perceived website problems and desired changes. That meeting occurred on April 5th and was attended by the entire Development Office staff. The feedback collected gave us a better idea of the various website users and what information they are likely to need from the website.

We then proceeded with our evaluation by developing three donor personas; personas are characters that are created and used as representations of different types of users and audiences. Personas help usability professionals determine whether or not a given website is meeting the needs of its target users; UMCCC has three main types of donors – fundraisers, small donors, and large donors – and each of these users has idiosyncratic needs that have to be addressed by the same website.

Following the development of our personas, we conducted heuristic evaluations of the UMCCC website. Heuristic analyses are another set of tools used for determining major usability problems of an associated system. How it works is that a usability expert runs through an entire website and documents whatever usability problems they encounter and assigns a severity rating to it; heuristic analyses are useful

because experts are able to identify the majority of system errors quickly without the need of arranging the logistics of having an actual user present. What we gathered, based on this step, was that the website contained a number of consistency problems and was not adhering to commonly accepted usability principles.

The final step of our UMCCC Development section website evaluation occurred as an interview and usability test with a long-time UMCCC donor. We were able to gather valuable first-account information from an actual user and how a user views the current content and state of the website. We then synthesized the notes, findings, and recommendations from the various usability methods (stakeholder meetings, interviews, comparative analysis, personas, heuristic analysis, and usability test) we used.

Why you should care?

The current UMCCC Development website falls definitively short of its competitors. Cancer centers, such as MD Anderson and Sloan Kettering, have obviously spent considerable amounts of time and resources on their websites. Medical institutions understand that websites are how the majority of new visitors acquire their information, and for institutions like NIC-designated cancer centers, it becomes even more important to have a strong web-presence; the relative scarcity of comprehensive cancer centers means that patients are willing to travel farther and invest more money if they believe the treatment they will receive is better. Consequently, having a professional and well-designed website is critical when competing against top-tier medical institutions. Right now, UMCCC's relative lack of attention to its website becomes obvious when viewing the websites of its competitors.

More important than comparing itself to other competitors, based on our stakeholder meetings and interviews, the UMCCC website is not adequately addressing the information needs of its current users. Information, especially Development-related information, is difficult to find and is sometimes absent altogether. For instance, donors are not presented compelling reasons to donate money to UMCCC, nor is information available related to how their donations would be utilized. Navigating the website was also cited as a major concern throughout our evaluation; problems with locating the donation form and making it more prominent was a common theme throughout our evaluation process. Hence, the UMCCC website's current incarnation is not servicing either of the three donor types – fundraisers, small donors, and large donors – well.

In addition to falling short of its competitors and its users' expectations, the UMCCC website's Development section also falls considerably short of the Development Office and the Cancer Center itself. Based on our donor interview, the UMCCC Development Office is a wonderful organization to work with, where the staff is both incredibly knowledgeable and friendly. The donor we spoke with was also a long-time fundraiser with the Women's Football Academy, and she believed in the commitment of the UMCCC and that their services were exceptional, so it was disappointing to see that the website did not reflect the professionalism of its staff. Furthermore, the website does not adequately reflect the quality of the institution itself; UMCCC is the 19th best cancer hospital in the U.S. Presenting that image outwardly, through the UMCCC website, to new patients is just as important as being recognized within the industry. Therefore, putting in the adjacent time and resources in order to attract new donors and visitors will be vital towards the long-term viability of the cancer center, as well as its reputation.

Our Recommendations

Based on the aforementioned techniques and methodology, we consolidated our recommendations into 8 broad areas, with 2-4 recommendations under each category. The broad areas are meant to encapsulate the various ideas that were brainstormed throughout our evaluation process. The recommendations vary from being very specific with defined ways for improvement, to being big-concept recommendations. Due to this variance, we have included a priority level (high, medium, and low) as well as the implementation difficulty (hard, medium, and easy) for your convenience.

Table of Recommendations Sorted by Priority and Implementation Effort

Priority	Implementation Effort	Category	Recommendation	Page #
High	Easy	Terminology and Content	Change “Philanthropy”	8
High	Easy	Ensure Accuracy	Correct website breadcrumbs	11
High	Easy	Help and FAQs	Provide help documentation	15
High	Easy	Help and FAQs	Provide information on why someone should donate	16
High	Medium	Make a Donation Link	Allow easy access to Make a Donation link	9
High	Medium	Maintain and Update Website Content	Make information about fund distribution available	10
High	Medium	Hierarchy of Information	Create a clear information hierarchy	14
High	Hard	Terminology and Content	Use consistent terminology	8
High	Hard	Branding and Consistency	Create and maintain a professional branding scheme for the website	12
High	Hard	Addressing Different Audiences	Allowing targeted donations	13
High	Hard	Addressing Different Audiences	Addressing different levels of contribution	14
Medium	Easy	Ensure Accuracy	Remove content ambiguity	11
Medium	Easy	Ensure Accuracy	Remove extra navigational links from the Philanthropy landing page	12
Medium	Easy	Ensure Accuracy	Remove Matching Gifts from Make a Donation page	12
Medium	Easy	Hierarchy of Information	Follow a drill-down architecture for the website	15
Medium	Easy	Help and FAQs	Simplify contact information	16
Medium	Medium	Terminology and Content	Avoid using Development language	8
Medium	Medium	Branding and Consistency	Generate a set of web page guidelines	12
Medium	Medium	Hierarchy of Information	Highlighting important actions and content	15
Medium	Hard	Maintain and Update Website Content	Deploy a Content Management System	10
Medium	Hard	Maintain and Update Website Content	Explore better use of Social Media	10
Low	Medium	Make a Donation Link	Ensure that donation link is available where it is beneficial	9

Major Recommendations

1. Terminology and Content

The UMCCC should reconsider the terminology used within the Philanthropy section of its website. For content-heavy websites, using the correct terminology is critical because, when connecting to a large and diverse audience as UMCCC's donors, the use of technical language discourages users and frustrates them. Since donors may or may not be familiar with cancer center and development office terminology, it becomes important to use understandable terms in order to make their experience as pleasant and easy as possible. Using simple and familiar terminology also has the added benefit of increasing user efficiency and promoting goodwill.

High Priority

Change "Philanthropy"

Implementation: Easy

- The term "Philanthropy" should be changed to a phrase like "Make a Donation" or "How to Give". Of the people we spoke to, none of them considered "philanthropy" to be an easy term to identify with. It was often stated that the term philanthropy misleads people into thinking of major donations and large gestures, which intimidates casual users and alienates the segment of the UMCCC audience who wants to make small contributions. "Make a Donation" and "How to Give" is easier to understand and does not discourage small or large donors. If a new term can be agreed upon, the actual implementation of the change is relatively easy.

Use consistent terminology

Implementation: Hard

- The website should use a consistent set of terminology across all web pages. For example, donations are currently being asked through different prompts: "Make a donation," "Give online," and "The Michigan Difference." Using different phrases for the same function causes confusion and makes the site seem less professional. Developing a set of keywords to be used across the website is important for both user efficiency and for maintaining a professional appearance. Maintaining the terminology will be *hard*, as it would involve identifying all currently conflicting terms and deciding on a keyword list involving the various stakeholders.

Medium Priority

Avoid using development language

Implementation: Medium

- The UMCCC should avoid using the internal "development" language that is currently present on the website. Development language is difficult for casual and first-time donors to understand. For example, the "Get In Touch" page lists job titles next to contact names (e.g. Annual Fund Program Manager) and these would be confusing to the novice visitor. Going through the various pages and proofreading for development terminology will have a *medium* level of difficulty.

2. Make a Donation Link

The “Make a Donation” link is critically important and should be accessible wherever it is needed. The link should also be easily identifiable and easy to locate. Currently, the “Make a Donation” page is easiest to access from the Philanthropy landing page, but once a visitor has moved off of the landing page, donating to the UMCCC becomes less prominent. Hence, it is highly important to make the “Make a Donation” link easy to identify across all Philanthropy web pages.

High priority

Allow easy access to Make a Donation link

Implementation: Medium

- A donation button should be made available on every page within the UMCCC website’s Philanthropy section. Currently the “Michigan Difference” button is available across most of the web pages, however, the button is not readily understood because of the terminology used and because the button is not visually interesting; the phrase “The Michigan Difference” is tilted on an angle and the yellow “click here” text is difficult to read. Redesigning the donation button is important towards attracting user attention and for make donating as easy as possible. A strong visual design would make the global donation button more findable and would also improve the user’s experience when he or she is ready to make a donation. Furthermore, use only one donation button; decide on the button design and terminology but use only one (e.g. not both the Michigan Difference and Give Online) and have it displayed in the same place on every page to aid user memory.

The implementation effort required to make this change is *medium* but may be *hard* depending on how much effort is put into redesigning the donation button.

Low Priority

Ensure that the donation link is available where it is beneficial

Implementation: medium

- Another change that should be implemented for the overall Cancer Center website is to connect the research pages to the donation section of the Philanthropy website. More specifically, if content is created for different types of donations or targeted forms of cancer donation, then the donation links should lead the user directly to that page. Keeping this in consideration with the other recommendations, the priority of this recommendation is relatively low but following through with the change could potentially impact UMCCC’s donation levels. We think that the implementation effort required is *medium*, as it only involves a slight layout change to UMCCC’s research pages; once the new layout is decided, simply add the global donation button and connect it to the corresponding Philanthropy section page.

3. Maintain and Update Website Content

UMCCC donors are usually intrinsically motivated, either because of personal experiences with the UMCCC or because of a desire to contribute to a “greater good,” they often feel personally invested when donating and want to know more about the Cancer Center and how its funds are being utilized.

Consequently, providing information to donors about the Cancer Center’s newest initiatives and biggest breakthroughs is important. This information is especially important to large donors, to maintain their

loyalty and interest in UMCCC, and as an initial motivation for why they should donate to the UMCCC in the first place. Keeping the website updated also adds to the perceived reputation of the Cancer Center.

High Priority

Make information about fund distribution available

Implementation: Medium

- The most critical step in providing information to donors is to regularly update the website with reports about the Cancer Center's status and how it redistributes its funds. This task can be accomplished by posting pdf documents initially, but the most appropriate method is by continually updating the html web pages. Having these reports available on the website is helpful for potential and first-time donors when trying to identify research areas and support programs that they are interested in donating to. Making this change would not be difficult, as the development office already possesses the relevant data and has a clear idea of what information would compel site visitors to donate. However, this step does require that a person is available for regularly updating the website with new information. Hence, on our scale, the implementation effort required is considered *medium*.

Medium Priority

Deploy a Content Management System

Implementation: Hard

- One of the medium priority changes that could be made to the website is a re-launch and redesign of the website using a Content Management System, such as Drupal or WordPress. Once implemented, the website would provide easy access to staff members to update the pages themselves. Large donors could also have the ability to log-in and view personalized updates about the funds they have contributed to the Cancer Center. The effort required is obviously considerable and is *hard* in terms of implementation, but once done, staff members would be able to update the website's content themselves and would not need to rely on a website administrator to change and post information.

Explore better use of Social Media

Implementation: Hard

- One of our recommendations for generating greater interest in the UMCCC development office is to update donors about upcoming fundraising events and milestones through social media. Social networks like Facebook, LinkedIn, and Twitter could be used to spread the word about recent developments within UMCCC and the development office, and can also work to create a vibrant online community. This would again be *hard* in terms of implementation effort involved as the major challenge this recommendation encompasses is to promote their social profiles and get people involved within their social network. Also this recommendation would mean that there are enough human resources for constantly posting updates across different social networks.

4. Ensure Accuracy

The accuracy of the website is not only important for ensuring that correct information is being provided to visitors, but incorrect information causes user frustration and negatively impacts his or her impression of the Cancer Center in general. While having accurate information is essential for any website, content duplication should not occur. Redundant information increases the cognitive load the website imposes on its users and deters him or her from accurately performing their intended task. However, if redundancy is needed for important content or information, that redundant information should be consistent across all web pages.

High Priority

Correct website breadcrumbs

Implementation: Easy

- Breadcrumbs are trails that users can refer to when determining what page they are currently viewing and the path he or she used in order to get there. One of the high priority changes we have identified is that the breadcrumbs should always be accurate and easy to understand. The breadcrumbs being utilized by UMCCC, however, are confusing because they behave differently on different pages and are sometimes inaccurate. For example, the breadcrumb on the “Make a Donation” page reads Home > Philanthropy, instead of Home > Philanthropy > Make a Donation or Philanthropy > Make a Donation. Since breadcrumbs are a standard navigational tool and helps disoriented users know their current position within the whole website, it is necessary that the breadcrumbs be implemented impeccably and without error. The implementation effort required for correcting this step is *easy*; simply check all pages on the UMCCC website, not just the Philanthropy section’s pages, to see whether or not the breadcrumbs are accurate and correct them accordingly.

Medium Priority

Remove content ambiguity

Implementation: Easy

- A medium priority recommendation is to remove the content ambiguity between the “Get In Touch” and “Contact Us” pages. We observed several instances of users being confused between the two options and they wind up selecting the wrong one. This ambiguity could be removed by moving the “Contact Us” link, which is currently located on the right sidebar, to the footer so that the user clearly understands that the link is for general information about the UMCCC and aligns with commonly accepted web design principles. Also, the “Get in Touch” page should not display the whole staff directory. If too many options are offered and if the contact roles are not clear, the user generally calls the first person on the list or the person with the highest rank. Instead of listing all personnel information, contact information should be limited to the people visitors are most likely interested in speaking to or to a catchall phone number or email address. The implementation of this step would be *easy*, as it would only require reorganizing the information on the “Get in Touch” page and moving the Cancer Center information to the footer.

Remove extra navigational links from the Philanthropy landing page

Implementation: Easy

- Another medium priority change that we recommend for the website is the removal of the extraneous navigational links present on the Philanthropy section landing page (make a donation, volunteer, fundraise etc.). The presence of two navigations located closely together with either the same or similar links confuses users; a user will generate their own interpretation of the extra links, which may or may not match the intended design of the website. Therefore, removing these links would be helpful in order to clarify how to navigate within the Philanthropy section. The implementation effort required would be *easy*, as it would only involve deletion of links.

Remove Matching Gifts from Make a Donation page

Implementation: Easy

- The last medium priority change relates to redundant or misplaced information. The Matching Gifts information is located on the Make a Donation page, but can be moved to another page when additional donation information is included on the website. Currently, the information being presented may be confusing to users whom it does not relate to (e.g. students, the unemployed, retirees, etc) and buries more relevant content. The effort required for this recommendation is *easy*.

5. Branding and Consistency

This section concentrates on how the website's aesthetic appeal can be improved. While the consideration of fonts and font sizes are important for ensuring the legibility of website text, using variations in page layouts can bring out meaningful hierarchy within the content of a webpage. Moreover, careful selection of color themes is essential for aiding user memory, such that their efficiency is increased on subsequent visits to the website. The use of professional and consistent layouts and color schemes also impacts a user's perception of the Cancer Center overall.

High Priority

Create and maintain a professional branding scheme for the website

Implementation: Hard

- The most important recommendation for improving the site's visual appeal is to create and maintain a consistent, professional branding scheme across the Philanthropy section of the website. This branding scheme should differ from the UMCCC branding, but it should also be similar enough that it can be identified as part of the UMCCC brand. This can be accomplished by maintaining consistency between the two brands (like navigational menus, icons etc.) while keeping other aspects (like background colors) specific to the Philanthropy section. Implementation of an effective branding scheme would be *hard* in terms of implementation effort involved; however, there are numerous branding agencies where this work could be outsourced.

Medium Priority

Generate a set of webpage guidelines

Implementation: Medium

- The second recommendation for increasing the aesthetic appeal of the website is to draft a general set of guidelines for web pages and web page layouts. These guidelines should cover all types of content that is currently or could potentially be placed on the website. These specifications should include font, font sizes, table width, image sizes, video format etc. For example, the width of the website page should be given as a fixed value in the HTML code so that different pages do not take up different dimensions in a browser. The implementation effort required to bring up this change would be *medium* because, although it involves considerable initial effort in generating the guidelines, it would be simple to follow once appropriate guidelines are in place.

Low Priority

Use uniform video player

Implementation: Easy

- A particular problem we encountered during our heuristic evaluation was the inconsistent use of video players across different web pages. Consequently, we recommend that you use one type of player across all web pages. Use of the same video player (such as Youtube) would not only help the user, because they would need to know only one type of navigation, it would also decrease the implementation effort required when uploading videos. The most common video embedding services are Youtube and Google Video, either of which would suffice for the Philanthropy section's needs. We are sure that the implementation effort required in this case would be *easy*.

6. Address Different Audiences

This section covers how the UMCCC website can better address the different audiences and donor types of its Philanthropy section. We believe that the UMCCC could really excel in this area and provide the best selection of choices for donors when planning their contributions; donors want to contribute towards individual causes and there currently are no options for enabling that function. Not only do donors differ in how they donate, they also differ in their reasons for donating. For instance, big donors might donate in order to receive recognition or for altruistic purposes, whereas small donors are more likely donate out of grief for having lost a loved one. The website should address each of these audience types and needs by making donation options available.

High Priority

Allow targeted donations for various cancer types and services

Implementation: Hard

- The website should address the different types of cancers and services that donors contribute to. In order to address these audiences, information regarding the various types of cancer research and patient services should be available through the Philanthropy section, either by linking to the research section of the UMCCC website, or by including brief synopses of what is being accomplished by a particular service. In addition to these concerns, the donation form currently

allows donors to target five areas of the UMCCC for contribution; however, no explanation or information is included on the website to explain what each of these funds are and why a visitor should contribute to them. If a donation option is offered on the donation form, then there should be corresponding content on the website for addressing these option types.

The implementation of this recommendation would be *hard* as it involves creating a considerable amount of content and changing the donation form. Furthermore, these pages will need to be updated with new content and, as time passes, with information regarding how donations have transformed the particular area of research or patient care. A potential shortcut for research information is to simply link to its counterpart page within the Research & Treatment section and maintain that section only.

Addressing different levels of contribution

Implementation: Hard

- Apart from segmenting the donors based on cancer types and services, the website should also segment the audience based on different contribution levels. When addressing different contribution levels, it is important to highlight what donation types are available (e.g. one-time, annual, stock options, legacies - possibly provided through embedding with overall UMHS website). Based on our meetings and discussions with the Development Office, the UMCCC website is currently under performing when attracting small donations and, in order to improve, the importance of small donations should be highlighted and how small donations are able to make big impacts. There is currently a "view other ways to give" option present on the donation form, but it is for the university as a whole, and once a user selects that link, they are taken away from the Cancer Center website.

The implementation effort required for making these changes would be *hard* as it would require creating the content for highlight these different types of donations and implementing the functions either through the donation form or some other method.

7. Hierarchy of Information

Apart from the detail-oriented recommendations we have developed, the website also needs to be reviewed from a high-level perspective. The way information is arranged within the website should match the mental model of the user. For instance, if a user selects a section within the UMCCC website, what pages are held within that section should be intuitive to the user; if the content is not intuitive, then the user has to decipher what the content is and its purpose, and that is detrimental to a user's overall experience as it increases their effort and mental load.

High Priority

Create a clear information hierarchy

Implementation: Medium

- A high-level priority requirement for the Development Office is to rearrange the website content to utilize more meaningful hierarchy to users. For instance, within the "Make a Donation" page, the first content presented to visitors is about "Matching Gifts" but there's no information on how to actually make a donation. Ordinarily, information regarding matching gifts from would appear lower on the page or on a separate page entirely. There is a definite need to create more meaningful groups, as well, so that a visitor can easily find what he or she needs and accomplish his or her tasks quickly. Creating a clear and intuitive hierarchy also helps users navigate and

absorb information more easily. The implementation effort required for doing this would be *medium* as it involves card sorting exercise and other information architecture procedures (http://www.boxesandarrows.com/view/card_sorting_a_definitive_guide). Once the information hierarchy is clear, content will be more easily managed.

Medium Priority

Highlighting important actions and content

Implementation: Medium

- Web pages should highlight important content and actions to make it easier for users. Specifically, donors are not told how to donate on the “Make a Donation” page and often call in requesting for help. Another example would be the “Volunteering Opportunities” page and highlighting how interested parties can volunteer in the events that are being described. The implementation effort for changing these pages would be *medium*, as it mostly involves prioritizing content and highlighting important actions; figuring out a universal design that could accommodate and assign a consistent position to the highlighted content is also a part of this process.

Follow a drill-down architecture for the website

Implementation: Easy

- Another method for improving the UMCCC’s information architecture is to use a drill-down approach to website design to greater effect. Present users with fewer options at the beginning and allow them to drill-down for further information; this method allows websites to feel manageable for visitors, even when large amounts of content is available on the website. This approach is particularly helpful when a website caters to audiences with different levels of information needs. This recommendation is less applicable for the Philanthropy section’s current incarnation, but should be considered when redesigning the website to accommodate various types of donors and additional content. The implementation effort required for this would be *easy*.

8. Help and FAQs

This section addresses the different levels of technical expertise users have when visiting the website. Some visitors may not know where to search for content and even good websites have difficulty addressing all the questions a visitor may have and, as such, the UMCCC should offer a help section that includes answers to frequently asked questions (FAQs). It should be noted that the recommendations contained in this report might increase the complexity of navigating the UMCCC website, and users may need additional step-by-step instructions. These help documents, in addition to helping the user, also helps reduce the number of callers the Development Office receives requesting website help.

High Priority

Provide help documentation

Implementation: Easy

- For visitors who are not accustomed to making donations online, step-by-step instructions should be provided to ease the donation process. Ideally, these instructions would be provided while a user is going through the donation process, but it should also be provided through additional

documents on the website. Overall, website visitors should always feel as though someone is there to help them move through the donation process. The implementation of this step is *easy* but also depends on whether a help function is integrated in the donation process or provided as additional documents. The development office staff would definitely be an important resource for generating this content.

Provide information on why someone should donate

Implementation: Easy

- Another high priority change is to provide materials about why someone should donate to the UMCCC. This could be provided by a brief list of reasons, but mostly through links to other pages within the website, such as web pages for research programs, UMCCC awards, or recent research breakthroughs. Having this information in the help or FAQs section creates an easy reference portal for potential and current donors and helps to create a compelling argument for why donating is important. Additionally, these documents can be tailored for different audiences. The implementation effort required for this would be *easy*, as the Development Office already has most of this information at their disposal.

Medium Priority

Simplify contact information

Implementation: Easy

- One of our suggested changes is to assign and recommend contacts for particular problems or complaints. For instance, if users have specific questions about donating or using the donation form and their questions are not being addressed by the help documentation, who he or she should contact for aid should be easily accessible through an FAQ section. Likewise, unsubscribing requests were cited as a concern by the Development Office staff during our interviews; allowing users to fill out an online form or providing information on who they should email or call would help with this process. The implementation effort required for this would be *easy* as there are several easy to use web templates that could be utilized to create this feedback process.

Conclusion

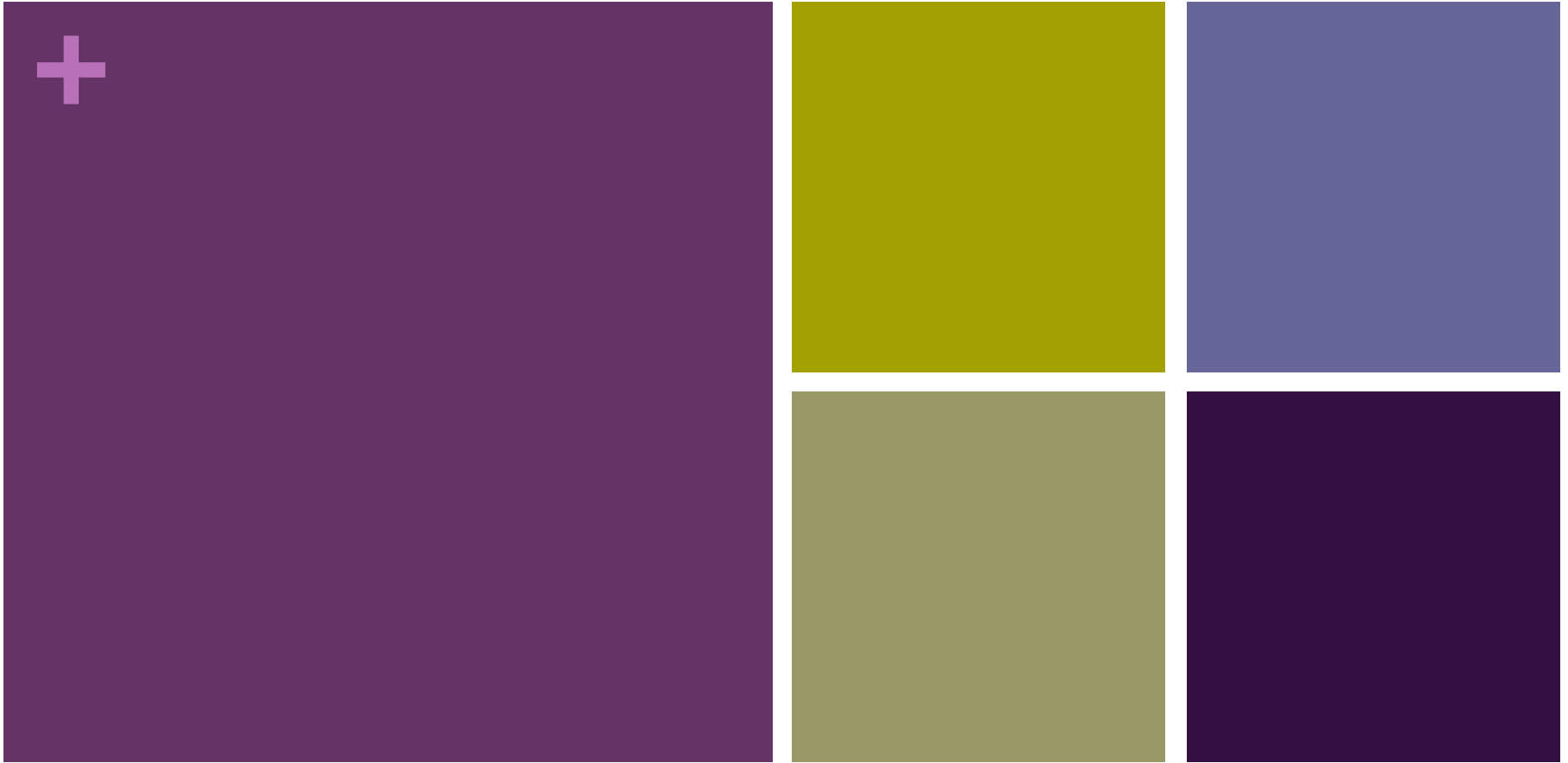
We hope you found these findings and recommendations helpful. The Development Office already has access to most of the information necessary, but they need a combination of willpower and resources in order to implement the recommended changes. We believe that the UMCCC development website is ripe with potential and that addressing the needs of different donors and segmenting donations is an area where UMCCC can outperform its competitors. Moreover, improving the website will motivate donors, fundraisers, and volunteers to continue contributing to the Cancer Center for years to come.

Appendix

- Recommendations Matrix 18
- Personas 19
- Competitive Analysis 20
- Final Presentation 51

Major Recommendations	Interviews	Comparative Analysis	Heuristic
Quick Navigation/Ease of use	Quick Navigation/Ease of use	Have same basic layout for all pages, with dominant color theme >> keep it consistent with other webpages	Maintain consistency and hierarchy with the Main Website
Terminology and Content should be understandable to the user	Terminology especially "Philanthropy"	Try to make donating a part of the cancer center brand through its mission statement	Making system visible, for ex. use of correct breadcrumbs
Make donation links more prominent and make sure available on each page	Emphasizing donation on all pages	Larger clickable links and stronger use of visuals/images	Removing minor errors
Keep content updated and provide notifications to subscribers	Problems with the online donation like forms, number of clicks.	Single primary panel for navigation	
Have links to research information and highlight important research breakthroughs	Keeping section current - updates	Have few content groupings, drill-down into groupings for more information	Terminology and Content should be made in accordance with the user
Ensure accurate information and remove ambiguity of redundant information (e.g. contact us) and assign content appropriate levels of visibility (e.g. through images and prominence).	Interlinking between researches and philanthropy section, evidences of research, Highlighting research for donation	Create clear information hierarchy	maintaining consistency and hierarchy between the content
Utilize consistent layouts, fonts, font sizes, and purposeful color themes for all pages.	Targeting and Servicing different users(fundraisers, small donors, big donors)	Have a more prominent, easily understandable donation link (e.g. Make a gift) >> multiple instances of donation a possibility	Removing ambiguity through redundant information
Address different types of donors through donation options and the availability of targeted donations.	Having correct Contact Information and making it visible	Make path to donation clear and easy to follow with consistent terminology -- try to limit to 2 clicks	Consistency especially within the navigational menu's are of utmost importance
Integrating donation throughout website and highlighting ways to donate. Possibility: use minor branding variation in Philanthropy section of website.	Unsubscribing from the mailing list	Either segment donation type before donation form or make it easy to select donation type on form and provide information about the different donation options available (e.g. different funds, areas of research, memorial gifts, etc.)	Aesthetics, Layout and Font faces should be clear
Regrouping the content and creating a better hierarchy of information.	Making it professional	Highlight major grants, awards, accolades, donations, and fundraising events	Help should be provided for complicated actions
Making system visible, for example use of correct breadcrumbs. User should know which page they are and where it is within the website.	Recommendation for Donations	Supply information (e.g. annual reports) about how cancer center redistributes funds	
Help and FAQ's should be provided for complicated actions, such as how to donate or who to contact to unsubscribe from donation list.	Exploring use of social media for promoting and updating needs.	Update news and development sections so that information is timely	
<i>Colors: Each color represents related sets of recommendations</i>			
<i>Major Recommendations: Combined recommendation categories from Interviews, Comparative Analysis, and Heuristic Analysis</i>			

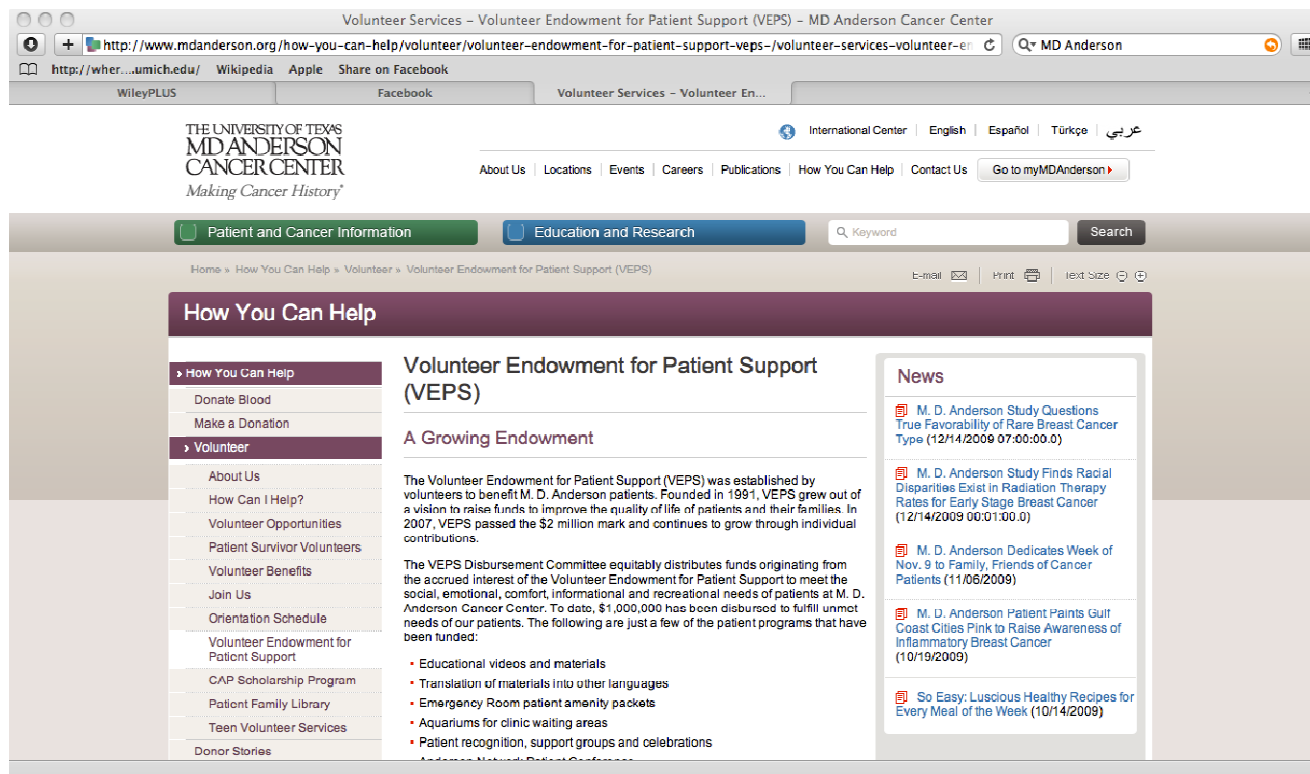
	Third Party Fundraisers	Small Donors	Big Donors
Motivations	Just want to help, want to work for a particular cause	Usually a loved one	To contribute to a research, create a memorial fund, recognition
Incentive	Altruism	Mental Satisfaction	Evolution in researches, recognition
Website Needs	Fundraising Guidelines, Events Calendar, Advertising, Contact Information	Donation Forms, Ability to select particular area of research, Press Releases, Awards	Information about major cancer research breakthroughs, fund allocation, grants, financial statements, contact information
Updating Needs	Need to event new schedules, scope for organizing events, thier particular email, competing events	Not much, just some regular newsletters	update about their particular fund, update about a particular research, general updates
Scope for moves	Help from Cancer Center	Need to Engage	Reminding, and reminding them the reason, ROI
Familiarity with the Jargon	Their background knowledge would vary, Those with previous knowledge would know but those who do not have would not know	They would not know a lot.	They would know as they are looking at the other websites
Commitment Level	Committed to UMCCC	Are not committed, they will do it if its easy	They are committed to Cancer but not UMCCC
Main Need	Specific Information	Easy to navigate	Impressive information
Mode of Donation	N/A	Website and Cheques	Primary Mail, Cheques and Phones
Values	300\$-5000\$	0-1000\$	50000\$-100000\$



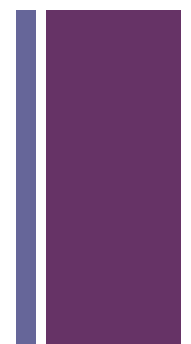
Competitive Analysis

+ Consistency

- Same Layout for the pages and a dominant color theme



+ Consistency



- Single Primary Panel for Navigation



- A Message From Our Director
- Make a Donation
- Fundraise
- Volunteering
- Victors Stories
- Get In Touch

- Home
- Philanthropy
- Make a Donation
- Volunteer
- Fundraise
- Attend a Fundraising Event
- Get in Touch

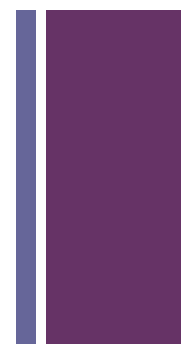
+ Consistency

- Should have Consistency with other web pages

The screenshot shows the top portion of the Brigham and Women's Hospital website. The header includes the BWH logo, the text "BRIGHAM AND WOMEN'S HOSPITAL", and "A Teaching Affiliate of Harvard Medical School". Navigation links include "Request Appointment", "Find a Doctor", "HR/Careers", "Donate", "Contact Us", and "Site Map". A search bar is present. A dark blue navigation bar contains links for "Centers of Excellence", "Clinical Services", "For Patients", "Health Information", "Research", "For Medical Professionals", and "About BWH". The main content area features the heading "Center of Excellence: Cancer" above a large image of a woman looking at a computer screen. A small inset image shows three people in white coats with the text "View an Introduction to DF/BWCC".

The screenshot shows a different section of the Brigham and Women's Hospital website. The header is identical to the previous screenshot. The navigation bar is also the same. The main content area features a blue sidebar on the left with the text "Giving to BWH Online Gift Form Ways to Give The Stork Fund". The main heading is "Why Support Brigham and Women's?". Below the heading is the text "Giving matters. Without the support of our generous benefactors, our ability to treat patients, find new treatments, and educate the next generation wouldn't be possible". To the right of the text are "Font Size" controls (A A A) and "Send" and "Print" buttons. A small inset image shows two people running with the text "Team Brigham 2009 runs for".

+ Consistency



- Similar position for similar information

The screenshot shows a website layout with a dark purple header titled "How You Can Help". On the left is a navigation menu with items like "How You Can Help", "Donate Blood", "Make a Donation", "Volunteer", "About Us", "How Can I Help?", "Volunteer Opportunities", "Patient Survivor Volunteers", "Volunteer Benefits", "Orientation Schedule", "Volunteer Endowment for Patient Support", "CAP Scholarship Program", "Patient Family Library", "Teen Volunteer Services", "Donor Stories", and "Your Contribution at Work". The main content area is titled "Volunteer Endowment for Patient Support (VEPS)" and "A Growing Endowment", containing two paragraphs of text and a bulleted list of funded programs. On the right is a "News" section with four article teasers. The words "Navigation", "Main Content", and "Top Links" are overlaid on the screenshot to identify these sections.

How You Can Help

- How You Can Help
- Donate Blood
- Make a Donation
- Volunteer
- About Us
- How Can I Help?
- Volunteer Opportunities
- Patient Survivor Volunteers
- Volunteer Benefits
- Orientation Schedule
- Volunteer Endowment for Patient Support
- CAP Scholarship Program
- Patient Family Library
- Teen Volunteer Services
- Donor Stories
- Your Contribution at Work

Volunteer Endowment for Patient Support (VEPS)

A Growing Endowment

The Volunteer Endowment for Patient Support (VEPS) was established by volunteers to benefit M. D. Anderson patients. Founded in 1991, VEPS grew out of a vision to raise funds to improve the quality of life of patients and their families. In 2007, VEPS passed the \$2 million mark and continues to grow through individual contributions.

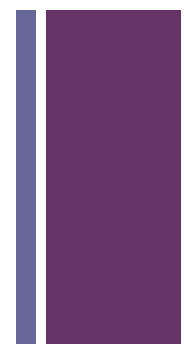
The VEPS Disbursement Committee equitably distributes funds originating from the accrued interest of the Volunteer Endowment for Patient Support to meet the social, emotional, comfort, informational and recreational needs of patients at M. D. Anderson Cancer Center. To date, \$1,000,000 has been disbursed to fulfill unmet needs of our patients. The following are just a few of the patient programs that have been funded:

- Educational videos and materials
- Translation of materials into other languages
- Emergency Room patient amenity packets
- Aquariums for clinic waiting areas
- Patient recognition, support groups and celebrations
- Anderson Network Patient Conference
- Holiday décor and special activities

News

- M. D. Anderson Study Questions True Favorability of Rare Breast Cancer Type (12/14/2009 07:00:00.0)
- M. D. Anderson Study Finds Racial Disparities Exist in Radiation Therapy Rates for Early Stage Breast Cancer (12/14/2009 00:01:00.0)
- M. D. Anderson Dedicates Week of Nov. 9 to Family, Friends of Cancer Patients (11/06/2009)
- M. D. Anderson Patient Paints Gulf Coast Cities Pink to Raise Awareness of Inflammatory Breast Cancer (10/19/2009)
- So Easy: Luscious Healthy Recipes for Every Meal of the Week (10/14/2009)

+ Donation Link



- Having a more prominent donation link is very essential due to amount of information on the site

The screenshot shows the website's navigation menu with 'DONATE NOW' highlighted in a dark blue box. Below the menu is a large image of a laboratory. To the right of the image is a search bar and a 'GO' button. Below the image is a large blue box with the text 'New Understanding' and 'New Treatments New Hope'. Below this is a section titled 'Your gift helps support Memorial Sloan-Kettering's lifesaving mission...' with a 'Donate now' link. To the right is a 'Stay Informed' section with a 'Developments' link and a small image of a person. At the bottom, there are two columns: 'Around the Center' with the headline 'New Breast and Imaging Center Opens' and 'Campaign News' with the headline 'Gift from Louis V. Gerstner, Jr.' and a small image of a person.

Giving to Memorial Sloan-Kettering

Search [GO](#)

The Campaign | Get Involved | Ways to Give | **MSKCC Communities** | Contact Us

DONATE NOW

New Understanding

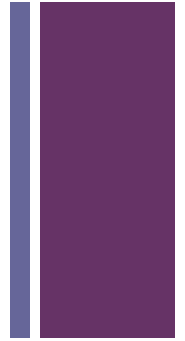
New Treatments
New Hope

Stay Informed [Developments](#)
with timely e-mail updates on recent contributions, giving opportunities, and news about Memorial Sloan-Kettering Cancer Center.

Around the Center
New Breast and Imaging Center Opens

Campaign News
Gift from Louis V. Gerstner, Jr.

+ Donation Link



- Link can be made prominent by its aesthetics



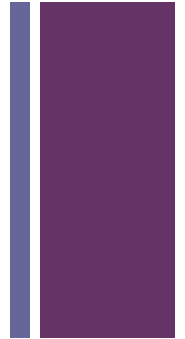
institutional leadership.

Tax-exempt Status - M. D. Anderson Cancer Center is a 501(c)(3) organization of the University of Texas System. Cancer donations and gifts are tax deductible (for federal tax returns subject to the limits allowed by the Internal Revenue Code 170).



M. D. Anderson was ranked No. 1 for cancer care in "America's Best Hospitals" 2009 survey.

+ Donation Link



■ Segmentation can be done prior to the donation for easily catching the user

- [Cash contributions](#). Gifts made with a check or credit card immediately go to work for BWH. You can even [give online](#).
- [Securities and stocks](#). Enjoy the tax benefits of giving BWH appreciated securities, mutual fund shares and other types of property.
- [Estates and bequests](#). A gift made through your will may be the best way for you to make a sizeable contribution to the hospital.
- [Retirement plans](#). Naming BWH as a beneficiary of an IRA, 401(k) or 403(b) can reduce taxes – and result in a significant gift to the hospital.
- [Life insurance](#). As with retirement assets, you can name BWH a beneficiary of your life insurance policy.
- [Gifts that return income](#). These gifts provide a guaranteed income to a donor or beneficiary.
- [Gifts-in-kind](#). These are donations of tangible personal property.
- [Matching gifts](#). Your company may double your contribution to BWH.
- [Real estate](#). Transfer commercial property, a residence or other real estate holdings to BWH.
- [Tribute giving](#). Make a gift in honor or memory of someone special.

+ Donation Link

- Using multiple instances

The screenshot shows the Memorial Sloan-Kettering website's donation page. At the top, there is a navigation bar with links: "The Campaign", "Get Involved", "Ways to Give", "MSKCC Communities", "Contact Us", and a prominent "DONATE NOW" button. Below the navigation is a large banner image of a woman hugging a child by a lake. To the right of the banner, the text reads "New Understanding, New Treatments, New Hope." Below the banner, there is a paragraph of text: "Your gift helps support Memorial Sloan-Kettering's pioneering mission: outstanding laboratory and clinical research, first-rate graduate and postgraduate training, and today's most technologically advanced, compassionate patient care. [Donate now.](#)"

Below this, there are three main content areas:

- Around the Center:** A section titled "New Breast and Imaging Center Opens" with a photo of a modern building. The text describes a 16-story building housing the Evelyn F. McKee Breast Center and MSK's Imaging Center. Below the photo is a "DONATE NOW" button.
- Campaign News:** A section with a portrait of Louis V. Gerstner, Jr. and text: "Gift from Louis V. Gerstner, Jr. Supports Next Generation of Scientists. Louis V. Gerstner, Jr.'s most recent gift provides critical early support to young scientists. [READ MORE >](#)"
- Foundation News:** A section with text: "The Foundation Supports Launch of Center for Microbes, Inflammation, and Cancer. The Tom Foundation has contributed \$5 million to support a multidisciplinary research initiative designed to shed new light on the role that microbes and the body's inflammatory and immunological responses play in the development of cancer. [READ MORE >](#)"

On the right side of the page, there are two vertical panels:

- Stay Informed:** A section with text: "Stay informed with timely e-mail updates on recent contributions, giving opportunities, and news about Memorial Sloan-Kettering Cancer Center. [Sign up for DonorAlerts!](#)"
- Questions about giving?** A section with contact information: "800-815-6521 toll free, 848-237-3596, development@mskcc.org"
- Become a monthly donor:** A section with contact information: "800-815-6521 toll free, donor@mskcc.org"

+ Ease of Navigation

- The link area should be large and the clicked portion should be distinctive



The screenshot displays the top navigation bar of the University of Pennsylvania Health System website. The main navigation menu includes links for Home, Patient Care, Healthcare Professionals (highlighted in blue), Education, Research, and About Us. Below this, a secondary menu contains Overview, How to Refer a Patient (highlighted with a white mouse cursor), Transfer Center, Liaison Program, Clinical Briefings, and Online Resources. The page content features a heading "How to Refer a Pa" with a tooltip "How to refer a patient to Penn Medicine" and a sub-heading "One Call for Easy Referral, Consultation, Transfer, Admission". A list of actions is provided: "Dial PENNHealth at 800-789-PENN when you want to:" followed by "Speak with a Penn physician" and "Refer a patient to the University of Pennsylvania Health System". On the right, a sidebar contains buttons for "Refer a Patient", "Find a Doctor", and "Contact a Physician".

University of Pennsylvania Health System

AA TEXT PRINT / SHARE

Home Patient Care Healthcare Professionals Education Research About Us

Overview How to Refer a Patient Transfer Center Liaison Program Clinical Briefings Online Resources

How to Refer a Pa How to refer a patient to Penn Medicine

One Call for Easy Referral, Consultation, Transfer, Admission

Dial PENNHealth at 800-789-PENN when you want to:

- Speak with a Penn physician
- Refer a patient to the University of Pennsylvania Health System

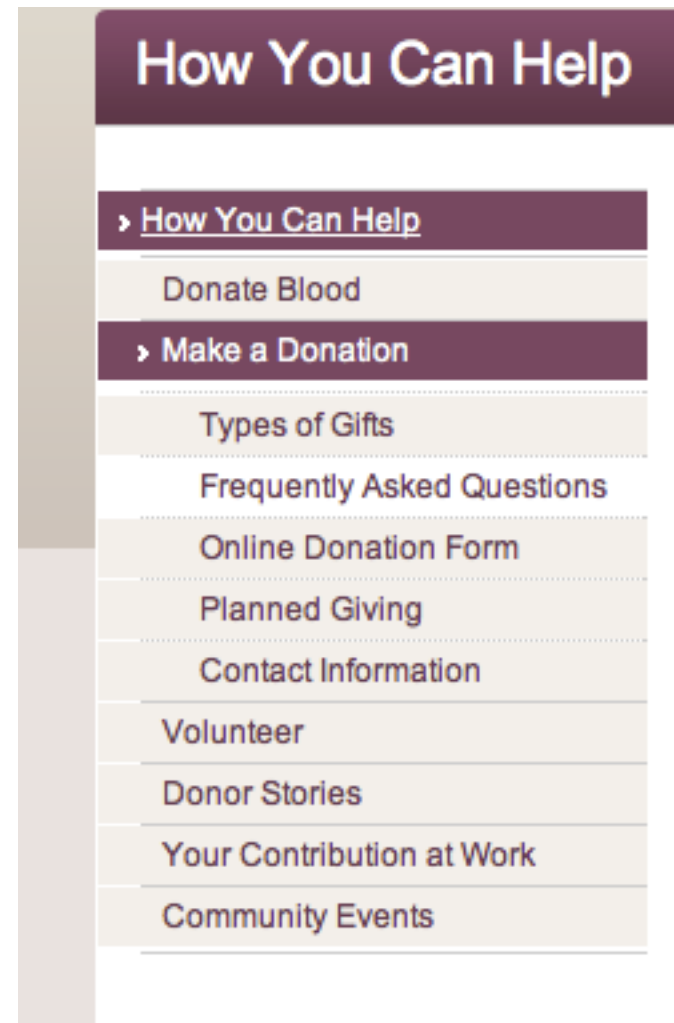
Refer a Patient

Find a Doctor

Contact a Physician

+ Ease of Navigation

- Hierarchy should be clear



+ Focus on Displaying Research Information

- Need strong visuals

The screenshot shows the Penn Medicine website homepage. At the top is a navigation bar with links for Home, Patient Care, Healthcare Professionals, Education, Research, and About Us. The main content area features a large video player for the "ROBERTS PROTON THERAPY CENTER OPENS". The video player includes a "LEARN MORE" button and a caption: "The largest and most advanced facility of its kind for this precise form of cancer therapy." Below the video player are five category tiles: Departments, Hospitals, Careers, Clinical Trials, and School of. On the right side, there is a sidebar with utility links: Request an Appointment, Find a Doctor, Refer a Patient, and Make a Gift. Below these is a "Learn More" section with links to Listen to Doctor Interviews, Health Information Library, Penn Medicine Nursing, For International Patients, and Penn Medicine Intranet. At the bottom right is the "myPennMedicine" logo with a link to "LEARN MORE & SIGN UP".

+ Focus on Displaying Research Information

- There should be prominent link to go into research

to work



securities,



for you to

Read about clinical and research marvels in BWH Magazine

(b) can



ary of your

Take a virtual tour of the Shapiro Cardiovascular

+ Focus on Displaying Research Information

■ Highlighting Accolades

Donor Stories

Your Contribution at Work

Community Events



Make a Donation



Arceneaux Award Honors Dynamic Nurse in Neurosurgery

Gisela Sanchez-Williams, RN, MSN, ANP-BC is the 2009 recipient of the institution's most prestigious honor in nursing.

[Read More](#)

< . . . >

+ Upcoming Events


- Only MD Anderson has the news section, but its not placed on the main donation page but only in the inner pages

How You Can Help

- › How You Can Help
 - Donate Blood
- › Make a Donation
 - Types of Gifts
 - Frequently Asked Questions
 - Online Donation Form
 - Planned Giving
 - Contact Information
 - Volunteer
 - Donor Stories
 - Your Contribution at Work
 - Community Events

Make A Donation

The M. D. Anderson Cancer Center has collaborated with Cocotay, the top-selling accessories designer at the venerable Bergdorf Goodman 5F, to create the [Survivorship Necklace](#) in honor of cancer survivors everywhere. [More...](#)




[Small Gifts](#) make a big impact when you participate in our creative corporate partner initiatives. [More...](#)

[The Annual Fund](#) helps M. D. Anderson respond more quickly to new ideas and launch new research in the battle against cancer. Unrestricted gifts are directed to areas of greatest need and greatest promise as determined by institutional leadership.

Tax-exempt Status - M. D. Anderson Cancer Center is a component of The University of Texas System. Cancer donations and gifts are deductible on federal tax returns subject to the limits allowed by the Internal Revenue Service (see IRS Code 170).




Campaign



Weren't able to attend our Campaign Gala? Well, then view the [Gala montage video](#).

[Donate Now.](#)

Social Media & RSS

-  [Campaign News on Facebook](#)
-  [MDAndersonGifts on Twitter](#)
-  [Subscribe to Campaign News feeds](#)


+ Branding

- Currently donation web pages are not given a separate branding then the cancer website
- However a separate branding would be effective in making donors feel “different”
- Separate branding could be explore under the constraints of main branding and the Overall Consistency



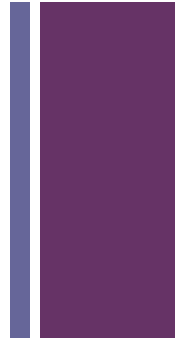
+ Amount of Content and its relevance

- Amount of content should be more but organized into meaningful groups



The screenshot displays the MD Anderson Cancer Center website's 'How You Can Help' page. The header includes the MD Anderson logo and navigation links for 'About Us', 'Locations', 'Events', 'Careers', 'Publications', 'How You Can Help', and 'Contact Us'. A search bar is located in the top right. The main content area is titled 'How You Can Help' and features a sidebar menu on the left with options like 'Donate Blood', 'Make a Donation', 'Volunteer', 'About Us', and 'How Can I Help?'. The main content area is titled 'Volunteer Opportunities' and includes a sub-header 'Choose to Make a Difference - Choose to Help Make Cancer History'. Below this, there is a paragraph describing volunteer services and a table titled 'Volunteer Shifts'.

Volunteer Shifts		
Daytime	Monday - Friday	8:00 a.m. - 5:00 p.m.
Evening	Monday - Friday	5:00 p.m. - 8:30 p.m.
Weekend	Saturday & Sunday	7:30 a.m. to 4:30 p.m.



- Number of Primary links should be low

Giving to Memorial Sloan-Kettering

Search

The Campaign	Get Involved	Ways to Give	MSKCC Communities	Contact Us
<ul style="list-style-type: none">About the CampaignCampaign NewsGiving Opportunities	<ul style="list-style-type: none">Fundraising EventsAffiliatesCalendar	<ul style="list-style-type: none">Donate NowGifts and PledgesMonthly GivingMatching GiftsSpecial OccasionsPlanned GivingCorporationsFoundations	<ul style="list-style-type: none">The Society of MSKCCThrift ShopMSKCC Alumni	<ul style="list-style-type: none">Office of DevelopmentDonation QuestionsWeb Administrator

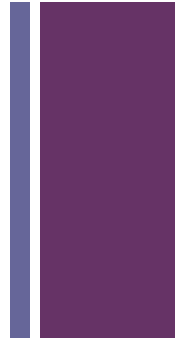
DO

New
New
New

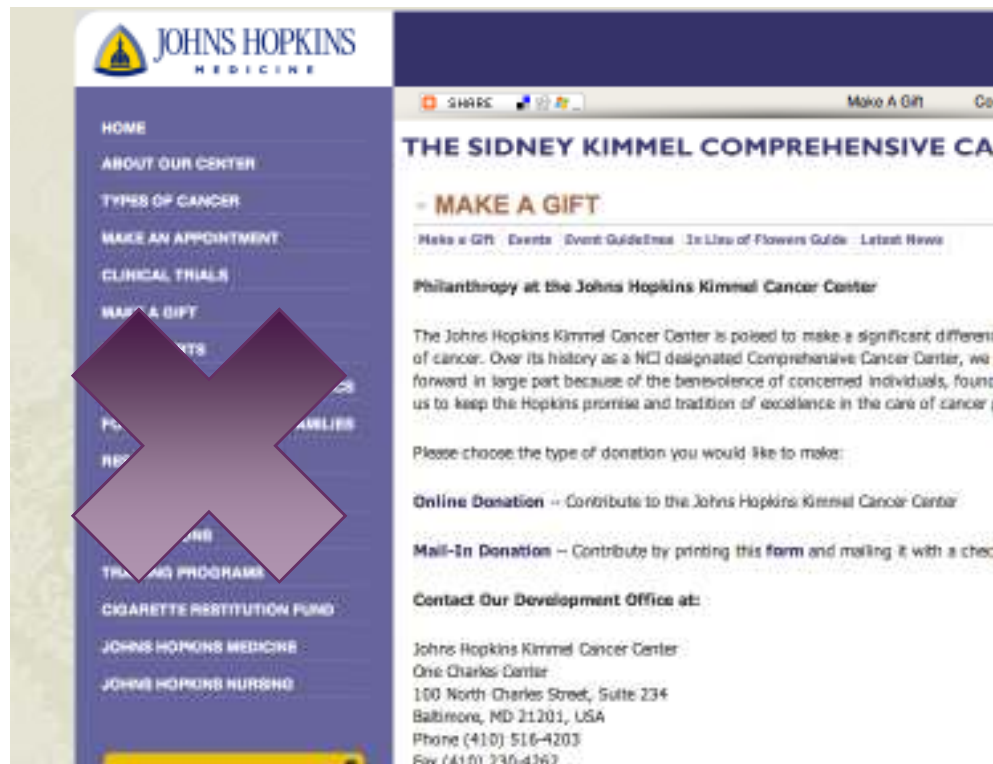
Stay In with time updates recent contributions, opportunities about M

Your gift helps support Memorial Sloan-Kettering's lifesaving mission: outstanding laboratory and clinical research, first-rate graduate and postgraduate training, and today's most technologically advanced, compassionate patient care. [Donate now.](#)

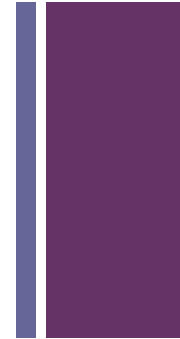
[Around the Center](#) | [Campaign News](#)



- Number of Primary links should be low



+ Press Releases and Donor Recognition



- Share news about major donations and campaigns

Campaign News

Gift from Louis V. Gerstner, Jr. Supports Next Generation of Scientists

Louis V. Gerstner, Jr.'s most recent gift provides critical early support to young scientists. [READ MORE >](#)



Louis V. Gerstner, Jr.

Tow Foundation Supports Launch of Center for Microbes, Inflammation, and Cancer

The Tow Foundation has committed \$5 million to support a multidisciplinary research initiative designed to shed new light on the role that microbes and the body's inflammatory and immunological responses play in the development of cancer. [READ MORE >](#)

M.D. Anderson Highlights

13th Annual Sprint for Life



Join M. D. Anderson for the 13th Annual Sprint for Life 5K Run/Walk on May 1, 2010.

Awards



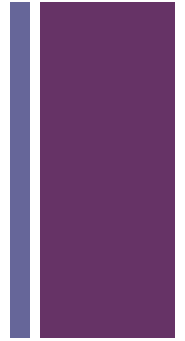
M. D. Anderson ranked number one in cancer care in the United States.

Campaign



M. D. Anderson Enlists Public to Put Cancer Cures Within Our Grasp

+ Press Releases and Donor Recognition



- Remember to thank donors for their contributions

THE SIDNEY KIMMEL COMPREHENSIVE CANCER CENTER

[News and Events](#) | [Latest Headlines](#) | [Information for the Media](#) | [News Release Archive](#) | [Event Calendar](#) | [Podcasts and Videos](#)

Cancer Center Philanthropist Honored with Health Care Hero Award

March 25, 2010

Philanthropist Bobbie Burnett, artist and owner of The Caring Collection, has won the **Maryland Daily Record 2010 Health Care Hero Award** in the volunteer category. Bobbie Burnett's stained glass angels have been sold for more than two decades and have raised nearly \$1 million in funds for the Johns Hopkins Kimmel Cancer Center and other Maryland institutions.

Will I receive a thank-you note for my gift?

Yes. After making an online donation, you will receive an immediate confirmation and thank-you message. The Development Office will acknowledge donations sent by mail as soon as possible. Due to postage and handling costs, we are unable to acknowledge gifts of less than \$10.

+ Addressing Different Donor Audiences



- Provide information about the donation options available

Giving to Memorial Sloan-Kettering

The Campaign	Get Involved	Ways to Give	MSKCC Communities
About the Campaign Campaign News Giving Opportunities	Fundraising Events Affiliates Calendar	Donate Now Gifts and Pledges Monthly Giving Matching Gifts Special Occasions Planned Giving Corporations Foundations	The Society of MSKCC Thrift Shop MSKCC Alumni

Ways to Give

There are many ways you can support Brigham and Women's Hospital and the important work we do.

- **Cash contributions.** Gifts made with a check or credit card immediately go to work for BWH. You can even [give online](#).
- **Securities and stocks.** Enjoy the tax benefits of giving BWH appreciated securities, mutual fund shares and other types of property.
- **Estates and bequests.** A gift made through your will may be the best way for you to make a sizeable contribution to the hospital.
- **Retirement plans.** Naming BWH as a beneficiary of an IRA, 401(k) or 403(b) can reduce taxes -- and result in a significant gift to the hospital.
- **Life insurance.** As with retirement assets, you can name BWH a beneficiary of your life insurance policy.
- **Gifts that return income.** These gifts provide a guaranteed income to a donor or beneficiary.
- **Gifts-in-kind.** These are donations of tangible personal property.
- **Matching gifts.** Your company may double your contribution to BWH.
- **Real estate.** Transfer commercial property, a residence or other real estate holdings to BWH.
- **Tribute giving.** Make a gift in honor or memory of someone special.

+ Addressing Different Donor Audiences

- Make it easy to see how donor contributions are allocated and used

How You Can Help

► How You Can Help

Donate Blood

Make a Donation

Volunteer

Donor Stories

► Your Contribution at Work

Priority Programs

Donor-Supported Scientific Achievements

Community Events

Your Contribution at Work

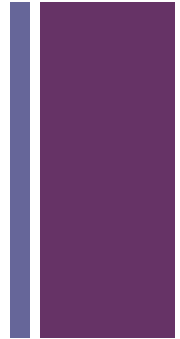


Your financial contributions to M. D. Anderson Cancer Center significantly impact the mission of this great organization. The following pages reveal how each contribution is allocated and used.

[2010 Priority Programs](#) - Programs selected as priorities for funding by a team led by M. D. Anderson President, John Mendelsohn, M.D.

[Donor-Supported Scientific Achievements](#) - Institutes, education and endowments supported by donors

+ Addressing Different Donor Audiences



- Provide campaign and fundraising updates in easily findable forms

Newsletter



QUICK LINKS

FIND A DOCTOR

REQUEST AN APPOINTMENT

CONTACT US

MAPS AND DIRECTIONS

NEWS



Team Brigham 2009 runs for community health



Read about clinical and research marvels in BWH Magazine



Take a virtual tour of the Shapiro Cardiovascular Center

Right-hand menu

+ The Gift-Making Process

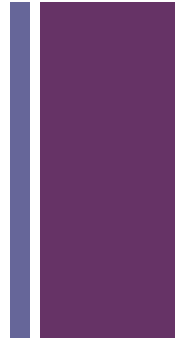
- Limit the number of click-throughs necessary to reach donation page

The screenshot displays the Brigham and Women's Hospital website. At the top, there are logos for BWH, Brigham Women, and Brigham and Women's Hospital. A navigation menu includes links for HOME, ABOUT BWH, DEPARTMENTS AND SERVICES, DISEASES AND CONDITIONS, HEALTH INFORMATION, PATIENTS AND VISITORS, RESEARCH, and FOR MEDICAL PROFESSIONALS. A search bar is located in the top right corner. The main content area features a sidebar with a 'GIVING TO BWH' menu where 'ONLINE GIFT FORM' is highlighted with a mouse cursor. The main content area is titled 'Online Donation Form' and contains text about the safety of credit card donations, instructions for check donations, and a list of required fields: Title, First Name, and Last Name.

Click 1:
Make a gift

Click 2:
Online gift form

+ Use of Social Media



- Enable the most obvious forms of sharing

The image shows a screenshot of a website's 'News and Updates' section. The page title is 'News and Updates'. Below it, there is a section for 'News Releases' with a list of articles. The articles are:

- 03/24/2010 [Run Honoring Dr. Marnie Rose Celebrates Eighth Year Anniversary](#)
- 03/03/2010 [M. D. Anderson Cancer Center Hosts Educational Event in West Palm Beach](#)
- 02/17/2010 [M. D. Anderson Enlists Public to Put Cancer Cures Within Our Grasp](#)
- 02/09/2010 [Low Forms of Cyclin E Reduce Breast Cancer Drug's Effectiveness](#)
- 01/27/2010 [Researchers Find Leukemia Cells Metabolize Fat to Avoid Cell Death](#)

At the bottom of the news releases section, there are two buttons: 'Print' and 'Share'. The 'Share' button is circled in purple. To the right of the news releases, there is an 'RSS' icon and the text 'RSS', which is also circled in purple. To the right of the 'Share' button, there is a section titled 'About The Campaign' with three links: '> News and Updates', '> Campaign Leadership', and '> Campaign Resources'. The 'RSS' icon and the 'Share' button are both circled in purple. To the right of the 'About The Campaign' section, there is a section titled 'Our Online Community' with a list of social media and sharing options: Facebook, YouTube, Google Video, Yahoo Video, MSN Video, FocusedOnHealth, ICYOU, StumbleUpon, MDA News, Gifts, and del.icio.us. The 'Our Online Community' section is circled in purple. To the right of the 'Our Online Community' section, there is a text label 'Make it visible' with three arrows pointing to the 'RSS' icon, the 'Share' button, and the 'Our Online Community' section.

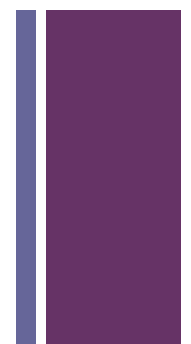
+ Subject Groupings and Terminology

- Make terminology consistent and easy to understand

The screenshot shows the top navigation bar of the Moffitt Cancer Center website. The navigation tabs include: Home | Español | About Moffitt | Careers | Login | Search [input field] [GO]. Below the navigation bar are tabs for: Patients & Families, Researchers, Healthcare Professionals, Affiliates, Giving, and Total Cancer Care. A large yellow banner features the word "Giving" in white text, with a purple arrow pointing to it from the right. Below the banner is a "Moffitt Foundation" section with a left sidebar containing a list of links: Overview, Contact the Foundation, General Donations, Holiday Tribute Program, Major Donations, Make a Donation Now, Memorial Donations, Moffitt Merit Society, Planned Giving, Professional Partners, Signature Events, The MagnoBa Ball, Skanska Moffitt Classic, and Corporate Partners. The main content area has an "Overview" section with text about the foundation's purpose and a "Moffitt News" sidebar with two news items dated 4/1/2010 and 3/29/2010.

Avoid inconsistent terminology

+ Subject Groupings and Terminology



- Make terminology consistent and easy to understand

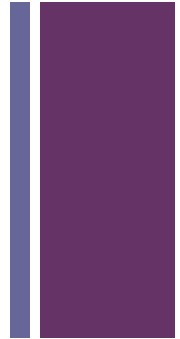
▶ How You Can Help
Donate Blood
▶ Make a Donation
Types of Gifts
Frequently Asked Questions
Online Donation Form
Planned Giving
Contact Information
Volunteer
Donor Stories
Your Contribution at Work
Community Events

HOW TO HELP	NEWSROOM
Make a Gift	
Cycle for Survival	
Fred's Team	
Yankees Universe Fund	
Thomas Blake Sr. Memorial Research Fund	
Donating Blood & Platelets	
Volunteering	
Thrift Shop	
Park Avenue Potluck	
CELEBRATIONS	

GIVING TO BWH
▶ OVERVIEW
▶ ONLINE GIFT FORM
▶ WAYS TO GIVE
▶ THE STORK FUND
▶ EVENTS
▶ ANNUAL FUND
▶ PLANNED GIVING
▶ PUBLICATIONS AND MEDIA
▶ TEAM BRIGHAM
▶ DEPARTMENT LISTING
▶ CONTACT US

Possibilities include: How you can help, How to help, Giving to...

+ Subject Groupings and Terminology



- Group like-items and drill-down as necessary

Moffitt Foundation

Moffitt Foundation

- » Overview
- » [Contact the Foundation](#)
- » [General Donations](#)
- » [Holiday Tribute Program](#)
- » [Major Donations](#)
- » [Make a Donation Now](#)
- » [Memorial Donations](#)
- » [Moffitt Merit Society](#)
- » [Planned Giving](#)
- » [Professional Partners](#)
- » [Signature Events](#)
- » [The Magnolia Ball](#)
- » [Skanska Moffitt Classic](#)
- » [Corporate Partners](#)

Overview

The Moffitt Cancer Center Foundation was founded in 1994 with the sole purpose of supporting the three major areas of concentration at the Cancer Center - Cancer Research, Patient Care and Education.

By making a donation or planning fundraising events, you will help us in striving to meet our mission to contribute to the prevention and cure of cancer. A member of the Foundation staff will be happy to discuss volunteer, gift and recognition benefits with you.

To make a donation now, please [click here](#).

[I MADE A DIFFERENCE](#) - Honor a special physician, nurse or other Moffitt staff member.

Join us for our exciting [signature events](#) and [community events](#). Learn about our [Cause Marketing](#) opportunities.

Bad Example

+ Subject Groupings and Terminology

- Group like-items and drill-down as necessary

Good Example



▶ How You Can Help
Donate Blood
▶ Make a Donation
Types of Gifts
Frequently Asked Questions
Online Donation Form
Planned Giving
Contact Information
Volunteer
Donor Stories
Your Contribution at Work
Community Events

Make A Donation

The M. D. Anderson Cancer Center has collaborated with Cocotay, the top-selling accessories designer at the venerable Bergdorf Goodman 5F, to create the [Survivorship Necklace](#) in honor of cancer survivors everywhere. [More...](#)

[Small Gifts](#) make a big impact when you participate in our creative corporate partner initiatives. [More...](#)

[The Annual Fund](#) helps M. D. Anderson respond more quickly to new ideas and launch new research in the battle against cancer. Unrestricted gifts are directed to areas of greatest need and greatest promise as determined by institutional leadership.

Tax-exempt Status - M. D. Anderson Cancer Center is a component of The University of Texas System. Cancer donations and gifts are deductible on federal tax returns subject to the limits allowed by the Internal Revenue Service (see IRS Code 170).

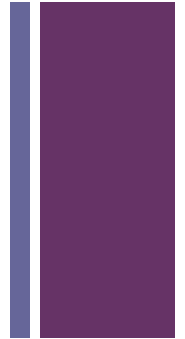


+ Overall Emphasis of Donations within Website

- Make donating part of your website's brand (use MD Anderson example)

THE UNIVERSITY OF TEXAS
MD ANDERSON
CANCER CENTER
Making Cancer History[®]

CANCER
The Campaign to Transform Cancer Care





U-M COMPREHENSIVE CANCER CENTER WEBSITE (DEVELOPMENT SECTION)

Becky Chu

Kshitiz Singh






Introduction

- About US
 - About YOU
- 



Project Scope

- To create a list of recommendations on ways to improve the UMCCC Development website based on the needs of current and potential donors
- 

What we did ...

- Evaluated and compared the development website to its closest competitors
- Determined your needs and expectations of the website
- Analyzed ways to improve the website based on user experience principles
- Generated a final list of Recommendations according to priority and implementation effort



Our Approach

- Stakeholder Interviews
 - Donor Interview
 - Comparative Analysis
 - Heuristic Evaluation
-
- Based on these evaluation methods, we categorized our findings into 8 major areas



Areas

1. Terminology and Content
2. “Make a Donation” Link
3. Maintain and update website content
4. Ensure accuracy
5. Branding
6. Addressing different audiences
7. Hierarchy of Information
8. Help and FAQ’s

1 Terminology and Content

- Change “Philanthropy”
 - Possible alternatives
“Ways to Give” , “Make a Donation”
- Philanthropy is a complicated term and open to various interpretations



▶ ABOUT UMCCC
▶ NEWSROOM
▶ EVENTS
▶ PHILANTHROPY
▶ FOR HEALTH PROFESSIONALS
▶ CLINICAL TRIALS & RESEARCH ▶ LIVING WITH

Priority: **HIGH**

Implementation Effort: **EASY**

1 Terminology and Content

- Use consistent terminology
 - Decide on a common list of key words and phrases
 - Avoid using multiple terms with the same meaning
- Different words for Donation
- “Events” and “Fundraising Events”

Make a Donation



Give online ↗

Priority: HIGH

Implementation Effort: HARD

1 Terminology and Content

- Avoid using Development language
 - Make content understandable for different audiences
 - Consider users when deciding on these terms
- Job Titles on the Get in Touch page
- Victors Stories
- For Health Professionals could be changed to “Research”

u), Director of Development
edu), Administrative Assistant, Director of Development
.edu), Assistant Director, Major & Planned Gifts
ch.edu), Major & Planned Gifts Officer

FOR HEALTH PROFESSIONALS

Priority: MEDIUM

Implementation Effort: MEDIUM

2 Make a Donation Link

- Allow easy access to Make a Donation link
 - Redesign the donation button for easy recognition
 - Make it global and consistent

Priority: HIGH

Implementation Effort: MEDIUM

2 Make a Donation Link

CANCER & TREATMENTS FOR CANCER CENTER PATIENTS PREVENTION & RISK ASSESSMENT CLINICAL TRIALS & RESEARCH LIVING WITH CANCER

Home > Philanthropy > Victors Stories

Eddie

Tabitha

Toni

Jull and Lisa

Jack

Amy and Suzle

Bill

Help support the
Cancer Center



Eddie

Last summer, Cathy asked her 16-year-old son Eddie to mow the lawn. When he complained that pulling the cord to start the lawn mower hurt his shoulder, she chalked it up as a teenage ploy to get out of doing his chores.

But when he continued to have pain on and off, she took Eddie to his doctor. Though no problems seemed apparent during the office visit, the doctor sent Eddie to see an orthopedic specialist. The specialist ordered an X-ray, saw Eddie's scoliosis, and thought the pain was caused by this. Then in February 2005, Cathy received a phone call that changed their lives - the radiologist found something on Eddie's back rib under his shoulder blade and thought it could be cancer.

A bone scan and CT scan confirmed their worst fear. Eddie had [osteosarcoma](#), a type of bone cancer. It was an unusual case because osteosarcoma is usually found in the legs, not the ribs.

Cathy said that this was when the U-M nursing staff was at their best. "They know you are scared, and this is all new to you," she said. "They take the time to answer all your questions even if they are busy. They give lots of encouragement."

Eddie's Treatment

Eddie's tumor was quite large, measuring 16 cm (six inches) wide. It was on the ribs right under his shoulder blade, and it pushed his lungs against his spinal cord, causing his spinal cord to curve - which explained the origins of his scoliosis.

Eddie had six courses of chemotherapy to reduce the tumor before he underwent extensive surgery to remove it. The eight-hour surgery involved removing one total rib, parts of four other ribs, and a small section of his lungs.

His U-M surgical team used mesh to "fake" the missing pieces of his third, fourth and fifth ribs. However, the top two ribs couldn't be secured, so Eddie will always have a slight depression in his chest.

Eddie was prescribed 12 more courses of chemo after surgery to blast any remaining cancer cells. His family and his medical team at U-M are optimistic



See Also:
[The Pediatric Connective Tissue Program](#)

[The Michigan Difference](#)

A A A
Adjust text size

University of Michigan Comprehensive
Cancer Center
1500 East Medical Center Drive
Ann Arbor, MI 48109

© 2010 Regents of the University of
Michigan / Developed & maintained by:
Public Relations & Marketing
Communications, [Contact Us](#) or [UMHS](#).
The information presented is not a tool
for self diagnosis or a substitute for
professional care.

2 Make a Donation Link

- Ensure that donation link is available where it is beneficial
 - Have donation links on research pages
- Donor Interview:
“It’s difficult to access the donation page if you are not on the home page”

Priority: LOW

Implementation Effort: MEDIUM

3 Maintain and update website content

- Make information about fund distribution available
 - Annual Reports
- Donors need to know how their donations are being utilized

Priority: HIGH

Implementation Effort: MEDIUM

3 Maintain and update website content

How You Can Help	<h2>Donor-Supported Scientific Achievements</h2>
Donate Blood	<p>The programs and institutes listed below have greatly benefited from donor support. Your donation to one of the essential mission areas — research, prevention, education and capital improvement — will help to fund one of these priority programs. You may also designate a gift to a specific program, a research project or a fundraising event.</p>
Make a Donation	
Volunteer	
Donor Stories	
> Your Contribution at Work	<h2>Institutes</h2>
Priority Programs	<p>Institute for Personalized Cancer Therapy</p> <ul style="list-style-type: none">▪ The ultimate goal of the Institute for Personalized Cancer Therapy is to determine the specific genetic and molecular abnormalities of each individual patient's cancer, and then prescribe the appropriate therapies that target these abnormalities.▪ Already we are developing new ways to look at an individual's or a tumor's genetic profile and to identify the mechanisms of action of a drug or treatment. This information is then used to determine the best therapy for each patient.▪ We now have available new technologies that enable us to develop drugs and biologic agents with the potential to target cancer-causing genes, but the actual pace of developing new therapies has been slow.▪ We have created the Institute for Personalized Cancer Therapy and within it the Center for Biomarker Based Clinical Trials to accelerate the development of new
Donor-Supported Scientific Achievements	
Community Events	

3 Maintain and update website content

- Deploy a Content Management System
 - Provide personalized information to donors
 - Allow development office to update website content
- Donors need to know how their donations are being utilized
- There is a time lag for updating the website

Priority: MEDIUM

Implementation Effort: HARD

3 Maintain and update website content

- Explore better use of Social Media
 - Utilize it for updates about fundraising events
 - Involve more people within the online community
- Potential audiences (donors and volunteers) are tech savvy
- Social media is easy to use and would also spread awareness about the UMCCC

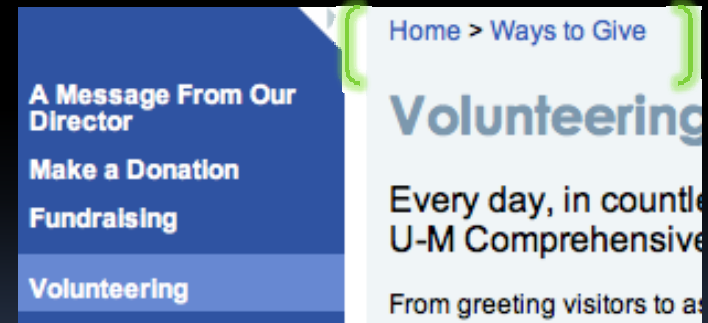


Priority: MEDIUM

Implementation Effort: HARD

4 Ensure Accuracy!

- Correct website breadcrumbs
 - Follow general breadcrumb guidelines
 - Make the navigation intuitive
- Breadcrumbs change on different pages
- “Home” is ambiguous

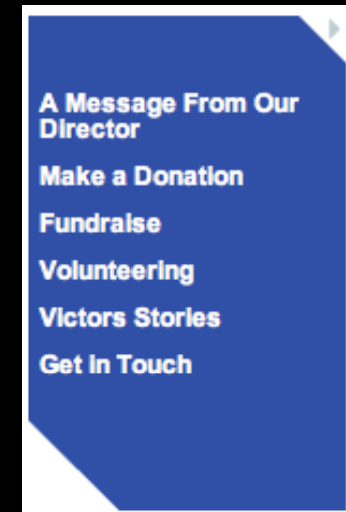


Priority: HIGH

Implementation Effort: EASY

4 Ensure Accuracy!

- Remove content ambiguity
 - Resolve ambiguity between “Get In Touch” and “Contact Us”
 - Assign visibility to more important content – Move general information to footer
- Visitors are confused by the duplicated information



University of Michigan Comprehensive
Cancer Center
1500 East Medical Center Drive
Ann Arbor, MI 48109

© 2010 Regents of the University of
Michigan / Developed & maintained by:
Public Relations & Marketing
Communications. [Contact Us](#) or [UMHS](#).
The information presented is not a tool
for self diagnosis or a substitute for
professional care.

Priority: **MEDIUM**

Implementation Effort: **EASY**

4 Ensure Accuracy!

- Remove extra navigational links from the Philanthropy landing page
- The landing page duplicates left navigation and that confuses visitors



Priority: MEDIUM

Implementation Effort: EASY

4 Ensure Accuracy!

- Remove Matching Gifts from Make a Donation page
 - It could be moved to a different page on the website

- “It buries the main content and it does not apply to me either”

Priority: MEDIUM

Implementation Effort: EASY

4 Ensure Accuracy!

Make a Donation

In partnership with The University of Michigan's Office of Development, we are pleased to offer you a secure way to give to the Cancer Center, completely online.

Matching Gifts

You can increase your gift to U-M by making use of your company's matching gift program. To find out if your company has a matching gift policy, please enter your employer's name in the search box below.

If your company is eligible, request a matching gift form from your employer, and send it completed and signed with your gift. We will do the rest. The impact of your gift to our school may be doubled or possibly tripled! Some

5 Branding and Consistency

- Create and maintain a professional branding scheme for the website
 - Focus on developing an impressive and professional set of Colors, Layout and Fonts
 - Outsource the work to a branding agency
- Branding reflects the reputation of the Cancer Center
- Inconsistent branding does not leave a favorable impression

Priority: HIGH

Implementation Effort: HARD

5 Branding and Consistency

The screenshot displays the website for Brigham and Women's Hospital (BWH). At the top left is the BWH logo, a blue shield with a white caduceus, followed by the text "BRIGHAM AND WOMEN'S HOSPITAL" and "A Teaching Affiliate of Harvard Medical School". To the right of the logo are utility links: "TEXT SIZE: + / -", "EMAIL", "PRINT", and "ESPAÑOL". Below these are "FIND A DOCTOR" and "REQUEST AN APPOINTMENT" buttons, with a search input field and a "SEARCH" button.

A horizontal navigation bar contains the following menu items: HOME, ABOUT BWH, DEPARTMENTS AND SERVICES, DISEASES AND CONDITIONS, HEALTH INFORMATION, PATIENTS AND VISITORS, RESEARCH, and FOR MEDICAL PROFESSIONALS.

The main content area is titled "GIVING TO BWH" and "Overview". On the left is a vertical sidebar with a list of links: OVERVIEW, ONLINE GIFT FORM, WAYS TO GIVE, THE STORK FUND, EVENTS, ANNUAL FUND, PLANNED GIVING, PUBLICATIONS AND MEDIA, TEAM BRIGHAM, DEPARTMENT LISTING, and CONTACT US.

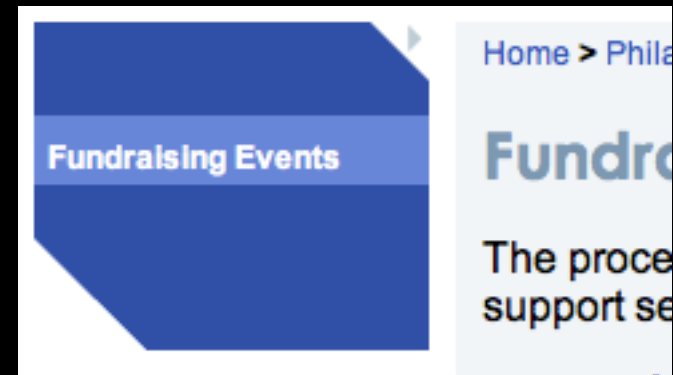
The main text under "Overview" is titled "Why Support Brigham and Women's". It contains two paragraphs: "Giving matters. Without the support of our generous benefactors, our ability to treat patients, find new treatments, and educate the next generation wouldn't be possible. Donations sustain important research, provide clinical services to the needy, and support a broad spectrum of projects in the community." and "There are so many ways to give. You can even make a gift online! Outright gifts of cash, appreciated assets and real estate immediately go to work for BWH, helping to sustain and improve patient programs, facilities and teaching efforts. Planned gifts give you the opportunity to make a future gift to the hospital while reaping the rewards during your lifetime." Below this is a call to action: "We would be happy to discuss ways to help you make a meaningful gift that supports the hospital's priorities in advancing the best patient care possible. Please contact us by email, or by calling (617) 424-4300."

On the right side, there is a "QUICK LINKS" section with buttons for "FIND A DOCTOR" and "REQUEST AN APPOINTMENT", and icons for "CONTACT US" and "MAPS AND DIRECTIONS". Below that is a "NEWS" section with a photo of two runners and the text "Team Brigham 2010 runs for community health", and a green circular icon with a stork and the text "Expecting? Just delivered? Learn more about The Stork Fund!".

At the bottom center, there is a link: "Send Feedback to: Development Office Administration".

5 Branding and Consistency

- Generate a set of web page guidelines
 - Develop and Distribute guidelines for designing a web page
 - Ensures consistent use of fonts, font sizes, colors, icons
- On the Fundraising Events page, the left navigation changes in size and content
- Font size is too small in the Cancer Answerline banner

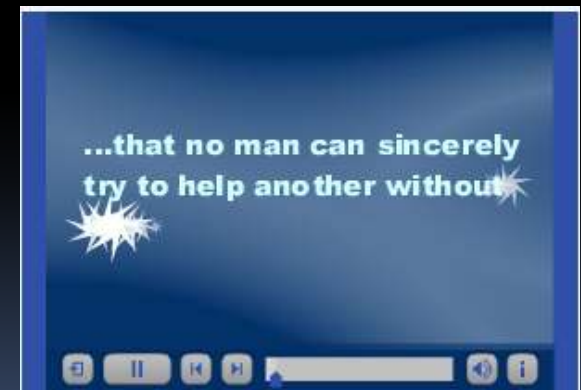


Priority: MEDIUM

Implementation Effort: MEDIUM

5 Branding and Consistency

- Use a uniform video player
 - Decide on a common web video player and its format
 - Make sure that it is documented in the guidelines
- Different video players on the Philanthropy page and on the Volunteering page annoys the user



Priority: LOW

Implementation Effort: EASY

6 Addressing different audiences

- Allowing targeted donations
 - For different types of Cancer
 - For different patient services
 - Interlinking between Research and Philanthropy sections of the website
 - Change the donation form and have relevant content available
 - Highlight different type of services that one could donate to
- The donation form has 5 fund options but details about them are not available
- The targeted audiences are highly varied and the website should cater to their individual needs

Priority: **HIGH**

Implementation Effort: **HARD**

6 Addressing different audiences

Choose the areas you'd like to support

You may select more than one fund.

Cancer Center

<input checked="" type="checkbox"/> The Cancer Center Fund [default]	<input type="checkbox"/> Radiation Oncology Program
<input type="checkbox"/> Fund for Discovery	<input type="checkbox"/> Other Areas <input type="text"/>
<input type="checkbox"/> Patient and Family Support Services Program	

[default] Indicates the fund your gift will be applied to if you do not make a selection.

6 Addressing different audiences

Memorial Sloan-Kettering Cancer Center

Please Select a Fund

- Strategic Initiatives Fund
- General Research
- Brain Cancer
- Breast Cancer
- Cancer Metastasis
- Cancer Survivorship
- Colon Cancer
- Experimental Therapeutics
- Fellowship Support
- Head and Neck Cancer
- Hepatobiliary Cancer
- Leukemia**
- Liver Cancer
- Lung Cancer
- Melanoma
- Minimally Invasive Intervention
- Neuroblastoma
- Ovarian Cancer
- Pancreatic Cancer
- Patient Free Care
- Pediatric Cancers
- Prostate Cancer
- Renal/Kidney Cancer
- Sarcoma

Memorial Sloan-Kettering

Donor Information

1 Sign & Pay

About You

Title:

* First Name:

Middle Name:

* Last Name:

Suffix:

Country:

purpose donation

Specific area of treatment or research

Go

You will receive acknowledgments of your contribution by e-mail and by postal mail.

Questions?
866-815-9501 (toll free)
646-227-3546
developm@mskcc.org

Become a monthly donor.
866-815-9501 (toll free)
donorservices@mskcc.org

6 Addressing different audiences

- Addressing different levels of contribution
 - Highlight the importance of small donations
 - Enabling different forms of donations
 - Suggesting amounts for donations
 - Donor Stories would be an appropriate addition

- The website does not explain different levels of contribution nor their impact

Priority: HIGH

Implementation Effort: HARD

7 Hierarchy of Information

- Create a clear information hierarchy
 - Perform card sorting exercises in order to create intuitive content groupings
- Helps the user navigate website faster and in a less frustrating manner
- Visitors have a tough time finding what they need



Priority: **HIGH**

Implementation Effort: **MEDIUM**

7 Hierarchy of Information

- Highlighting important actions and content
 - Decide what types of information are more important than others
 - Maintain hierarchy through colors, layout and font sizes
- Donors do not know how to donate
- Major Content on some pages (Volunteering, Get in Touch) is hidden

Priority: MEDIUM

Implementation Effort: MEDIUM

U-M GATEWAY | JMS | RSS | U-M MEDICAL SCHOOL | [Google] Custom Search

M
University of Michigan
Comprehensive Cancer Center

ABOUT UMCC
NEWSROOM
EVENTS
WAYS TO GIVE
FOR HEALTH PROFESSIONALS

CANCER & TREATMENTS | FOR CANCER CENTER PATIENTS | PREVENTION & RISK ASSESSMENT | CLINICAL TRIALS & RESEARCH | LIVING WITH CANCER

Home > ways to give > volunteering

Volunteering Opportunities

These are some of the areas where volunteers are making a difference right now.

- Adult Infusion Center
- Care Ambassadors
- Child Life
- Clinical Assistance
- Complementary Therapies
- Courtesy Center
- Pod and Tech Squad Volunteer
- Mission
- Patient and Family Education Resource Center (PFRC)
- Patient Guide Volunteer Program
- Special Events
- Special Projects
- Warm Fuzzies Project

Adult Infusion Center
Welcome and engage patients in the infusion area. Offer refreshments, fleece blankets and other comfort items to patients receiving chemotherapy.

Care Ambassadors
Offer refreshments and informational materials to help patients better understand Cancer Center programs and services.

Child Life
Provide patients with age-appropriate recreational and educational experiences in the pediatric hematology/oncology clinic playroom, under the supervision of teachers, activity therapists, child life specialists, and/or recreation therapists.

Clinical Assistance
Assist with clerical tasks in offices and clinics - assist with call entry, help with mailings, new patient folders, stock supplies and run errands.

Complementary Therapies
Play music, display art, help with complementary therapy workshops or assist with special events.

Courtesy Center
Provide area maps, guides to Ann Arbor, directions to local lodging, dining, shopping, referrals to the Guest Assistance Program.

iPod and Tech Squad Volunteer
This opportunity is suitable to technology-savvy individuals who want to work with patients and families, teaching them to use iPod technology to improve their well-being and their experience at our Center.

Musicians Volunteer
Provide live music performances weekly in the lobby or other waiting areas to promote relaxation and reduce stress for patients and family members.

Patient and Family Education Resource Center (PFRC)
Assist patients and visitors who are seeking cancer information.

Patient Guide
Provide a welcoming environment for new patients by helping them find their way through their first appointment.

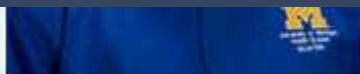
Special Events
Assist with a variety of event sales-attempting individual and corporate support, organizing and staffing events, and check-in support.

Special Projects
Community groups are welcome to assist with special projects throughout the year.

Warm Fuzzies Project
Assist with making and donating fleece blankets for cancer patients. Assist onsite with organizing blankets and teaching skills. [Learn more.](#)

Getting Started is easy
To find out about these or other opportunities to volunteer, or to suggest ideas of your own, contact the Volunteer Program Coordinator, at 734-936-8307.
[Return to top](#)

MAPS & DIRECTIONS | MEDIA | DIARY | GLOSSARY | CONTACT US | SITE INDEX | DISCLAIMER | PRIVACY STATEMENT | INTRANET



Getting Started is easy

To find out about these or other opportunities to volunteer; or to suggest ideas of your own, contact the Volunteer Program Coordinator, at 734-936-8307.

7 Hierarchy of Information

- Follow a drill-down architecture for the website
 - Start with broad categories and have the user drill down for specific information
 - Limit the number of groupings in order to simplify the navigation
- The website should cater to different types of audiences and not all information is relevant to all users



Priority: MEDIUM

Implementation Effort: EASY

8 Help and FAQs

- Provide help documentation
 - Give step by step procedures on how to donate
 - These procedures should be easily accessible while a person is donating
- Donors often call Development Office requesting help
- Addressing different audiences will complicate the donation process

Priority: HIGH

Implementation Effort: EASY

8 Help and FAQs

> How You Can Help

Donate Blood

> Make a Donation

Types of Gifts

Frequently Asked Questions

Online Donation Form

Planned Giving

Contact Information

Volunteer

Donor Stories

Your Contribution at Work

Community Events

Frequently Asked Questions

- [How do I send my gift?](#)
- [Why should I give to M. D. Anderson?](#)
- [I can only make a small gift at this time. Will it still make an impact?](#)
- [How do I make a memorial gift?](#)
- [Will I receive a thank-you note for my gift?](#)
- [How do I create a fund?](#)
- [Is my gift tax deductible?](#)
- [What if my company or foundation can give only to 501\(c\)3 organizations?](#)
- [Will M. D. Anderson apply any part of my gift to administrative costs?](#)
- [Can The University of Texas System redirect my gift for the use of another component institution?](#)
- [How can I take advantage of my company's Matching Gift Program?](#)
- [What are M. D. Anderson's donor protection policies?](#)
- [Can I contribute a gift in-kind or a gift of my time and talents?](#)
- [What opportunities are there for recognition?](#)
- [How can I get more information about making a gift?](#)

8 Help and FAQs

- Provide information on why someone should donate
 - FAQs should link to other pages within the website that present compelling arguments for donating
- There is no compelling motivation given to visitors
- It provides easy reference to potential and current donors

Priority: HIGH

Implementation Effort: EASY

8 Help and FAQs

Get in Touch

Why give to the U-M Comprehensive Cancer Center?

Our mission is the conquest of cancer through innovation and collaboration. One of the most exciting and hopeful advances we've made is the discovery of cancer stem cells. In the above video, Max Wicha, Director of the U-M Comprehensive Cancer Center, describes the importance of these discoveries. More importantly, he explains the collaborative spirit at work here, allowing doctors, scientists and clinicians to assist each other in advancing us toward better and more effective treatments for cancer.

Why Make a Donation?

Advances in Research

Not only are our researchers looking for ways to better treat cancer, they are also studying the impact of cancer on survivors. For example, read [Coping with chemo brain](#). It's about study looking at effects of chemotherapy on brain function of breast cancer survivors.

Improvements in Treatment

Our patients and their families need support during the very difficult and stressful time of treatment. Our Patient and Family Support Services Program offers many therapies for coping with stress, improving nutrition and connecting with feelings. To learn more, read the current issue of [Thrive](#).

8 Help and FAQs

- Simplify Contact Information
 - Direct users who have common problems and complaints to the correct person
 - Provide information about unsubscribing from the mailing list
- People can not locate a general contact number
- No information is available for unsubscribing from the mailing lists

Priority: MEDIUM

Implementation Effort: EASY

8 Help and FAQs

A Message From Our Director

Make a Donation

Fundraise

Volunteering

Victors Stories

Get In Touch

Help support the Cancer Center



Home > Philanthropy

Get in Touch

The Development Office of the U-M Cancer Center is responsible for all aspects of the fundraising process, coordinating private support from individuals, families, foundations and corporations.

Please feel free to contact any member of the Development staff with questions or comments:

Name	Phone (734 Area Code)
Debra Griffith (digriffi@umich.edu), Director of Development	998-6904
Cindy Norton (cynnorto@umich.edu), Administrative Assistant, Director of Development	998-7032
Susan Froelich (froelich@umich.edu), Assistant Director, Major & Planned Gifts	998-8792
Kathryn McGrath (kthorne@umich.edu), Major & Planned Gifts Officer	998-6902
Michelle Nasers (mishlnaz@umich.edu), Administrative Assistant, Major Gifts	998-6898
Dorian Morris (dlmorris@umich.edu), Donor Relations & Stewardship Manager	998-6886
Doreen McGuire (doreenmc@umich.edu), Events Coordinator	998-6895
Kathy Valley (kjvalley@umich.edu), Annual Fund Program Manager	998-6899
Kim Schuster (kimschus@umich.edu), Administrative Assistant, Donor Relations & Stewardship and Annual Fund	998-6893
Kim McDade (kmodade@umich.edu), Gift Administration & Finance Manager	998-6892
Louis Perdue (perduel@umich.edu), Accounting Assistant	998-6905

updated 1-10

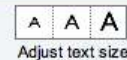


See Also:

- See [events](#) for information on fund raising events.

Office Address:

301 East Liberty
Suite 130
Ann Arbor, MI 48104-2251
Phone: 734-998-6893
Fax: 734-998-6896



University of Michigan Comprehensive Cancer Center
1500 East Medical Center Drive
Ann Arbor, MI 48109

© 2010 Regents of the University of Michigan / Developed & maintained by: Public Relations & Marketing Communications. [Contact Us](#) or [UMHS](#). The information presented is not a tool for self diagnosis or a substitute for professional care.

Conclusion

- Development Office already has access to most of the information needed for the recommended changes
- Segmenting the donations is a potential area where UMCCC could outperform its competitors
- Improving the website will motivate donors, fundraisers and volunteers to continue contributing to the UMCCC



Thank You

