Resource Sharing Platform of Charitable Intelligent Donation Service

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Abstract: With the development of Internet technology, the network is constantly changing people's way of life, and philanthropy also began to enter the network. Using Internet and mobile Internet technology to design and implement charity intelligent donation service platform can make philanthropy face more public, make the public become the protagonist of charity and interact with the public. At the same time, it can also make charitable public welfare organizations serve donors and helpers better, and make the implementation of charitable public welfare organizations transparent and open.

Keywords: Charitable Donation, Resource Sharing platform, Process Analysis

1. Introduction

With the rapid development of China's economy, the rising international status, the development of charitable and public welfare undertakings are also booming, the number of charitable and public welfare organizations continues to rise, and various donations are also increasing year by year. Charitable organizations play an important role in regulating the distribution of interests, alleviating social contradictions and promoting social fairness and harmony. However, in recent years, a series of charity scandals have uncovered the mystery of China's charity organizations, and the public demand for charity information publicity is also in excess of demand. However, some charitable and public welfare organizations have lost the trust of the public because of low information transparency, and all kinds of charitable fund-raising have fallen to the freezing point. These phenomena fully expose that there are still some prominent contradictions in the development of charity and public welfare undertakings in China, such as opaque behavior, asymmetric information of help seeking and donation, lack of effective resource sharing platform and so on.

Therefore, in this context, according to the needs of the development of philanthropy in China, it is of great significance to use Internet technology, mobile Internet technology and software engineering methods to design and implement charity intelligent donation service resource sharing platform, and strive to solve the problems of lack of resource sharing, symmetry of help seeking and donation information department and opacity of charity behaviour [1].

The platform guides college students to actively participate in public welfare and philanthropy, which can improve contemporary college students' sense of social responsibility, more care and less indifference; More dedication, less demand, and truly turn "learning from and carrying forward Lei Feng spirit" into practical action.

2. Current Situation and Market Prospect

2.1 Current Situation

Through the investigation of the development status of China's charity and public welfare undertakings, it is found that the factors restricting the development of China's charity and public welfare undertakings are as follows:

First, the development of charitable institutions in China is still in the primary stage, so its guidance to the charitable function of enterprises is not enough. The number of charitable and public welfare institutions in China is very limited, and they are often administrative, which is far from forming a

market-oriented competition situation. The poor channels have restricted the charitable behavior of enterprises to a great extent.

Second, the state's regulations and institutional management of public welfare institutions are weak. China did not implement the public welfare donation law until 1999. However, due to its small coverage and weak operability, the law has little practical effect on standardizing the donation behavior and receiving behavior.

Third, there are defects and deficiencies in the management and operation of China's charitable and public welfare institutions [2]. For example, they fail to develop enough donation objects and projects, the scope of donors' choice is too small, the staff team is not professional, the work efficiency is not high, and the professional ability is not strong; The transparency and credibility of the operation are not high, the use of donation funds is often unclear, and donors do not know whether they have effectively met their donation wishes, which has undermined the enthusiasm of donors.

2.2 Current Situation Analysis

Among the above three factors, on the second hand, we should rely on the development and continuous improvement of the national legal system. When we establish public welfare organizations, we should focus on the first and third points, and adopt effective methods to improve the current situation.

(1)Charitable and public welfare organizations should strengthen the relationship with enterprises, open public welfare channels, form the marketization of charitable and public welfare, reduce its administrative color, make the work of charitable and public welfare more flexible, and strengthen the influence of charitable and public welfare [3].

(2)We should develop enough donors and projects to expand the range of donors

(3) Improve the professionalism of the staff

(4) It helps to improve the transparency and public reliability of charity operation and understand the use of donations

(5)Make good contact between donors and recipient areas, let donors see the effectiveness of donations, and fully improve the enthusiasm of donors.

(6)Make a comparative analysis of the situation before and after the donation in the donated areas.

2.3 Prospect Forecast

With the development of social economy and the improvement of living standards, people are not only satisfied with material wealth, but pay more attention to and pursue spiritual wealth. Humanitarianism has attracted social attention [4]. Therefore, people have enough economic ability to donate money and materials. Promote more privatization of charities. The gradual start of charities has increased the number of charities and promoted more specialization of charities. Many performing arts workers have great enthusiasm for philanthropy, support the development of philanthropy with their own income, help many children in mountainous areas realize their school dreams, and there are also many famous entrepreneurs who are willing to invest their own assets in philanthropy to change the living environment of people in need, In addition, the recently popular easy financing charity software calls on all citizens to participate in charity donations. The role of economy in promoting the development of social civilization has changed China's national thinking, made more and more people participate in charity donations, increased the amount of charity donations, and increased the attention of charity donations under the stimulation of economic growth, The state has also given corresponding protection measures to provide a superior environment for the development of philanthropy. Therefore, people's economic growth not only improves the amount of charitable donations, but also improves the popularity of philanthropy, protects charitable donations, and creates broader development prospects for the development of philanthropy.

The improvement of national laws will promote the legalization of charities. So that those who intend to participate in charity have legal protection and can boldly and actively participate in various social public welfare organizations. The state's attention and support for public welfare undertakings have promoted the development of public welfare undertakings more smoothly.

3. System Analysis and Design

3.1 Feasibility Analysis

3.1.1 Social Feasibility

Nowadays, we are in an information society, especially the development of Internet and mobile phone, so if we want to obtain information faster, we must rely on the network platform. The charity intelligent donation service platform uses a series of computer application technologies such as the Internet and database, which is not only suitable for the source management of goods, but also better raise the needed goods [5]. Solve a series of problems in real life faster and more conveniently. If this platform is put into use in the market, it will have strong market competitiveness and appeal.

The platform has a complete system and is protected by law, which can provide guarantee for the development of charity and public welfare undertakings.

With the improvement of the system, the improvement of the reputation and popularity of good organizations, it is easier to raise donations. The closer cooperation can solve some of the problems faced by charitable organizations and promote their development faster. The rapid development and application of the Internet can help ensure the transparency of the organization, make more people believe in our organization and participate in philanthropy.

Charity intelligent donation service platform is a platform for the public, and the objectives to be achieved are as follows:

(1) Through their own marketing promotion to attract caring people to send love donations to the helpers.

(2) Support a variety of ways to deal with help seeking and donation applications, handle the wishes of both donors in a workflow way, and achieve "open, transparent, direct, immediate and full" donation with the cooperation of volunteers.

(3) Services and donors and helpers, and build an interactive bridge between helpers and donors.

(4) Improve internal business processes, publicize and disclose donation and disbursement data.

(5) Realize the quick help of helpers, convenient donation of donors, enthusiastic participation of the public and enthusiastic service of staff, and highlight the impression of an open, transparent and honest charity organization of a provincial public welfare organization.

3.1.2 Economic Feasibility

The main characteristics of charitable donation are voluntary and gratuitous

(1) The donation platform belongs to charity and public welfare. From a qualitative perspective, charity and public welfare is a work of benefiting the society and giving love. With the improvement of social development and civilization and the improvement of social trust environment, greater social forces will be invested in charity and public welfare work, and the related services of charity and public welfare industry will usher in good development prospects.

(2) From the quantitative analysis, there are 1 billion for every 100 billion or more of the capital scale, calculated by 10% of the management fee. In addition, social circles that pay attention to philanthropy, successful people engaged in social donation and a large number of charitable public welfare projects can bring derived commercial profits.

3.2 Requirement Analysis

The requirement that the software system should have capability in function is the main part of software requirement analysis and plays a decisive role in the process of software requirement analysis. Through the investigation and analysis of the donation help seeking process of a provincial public welfare organization, combined with computer, Internet, mobile Internet and other technologies, and based on the principle of providing convenient and fast automatic services for donors, recipients, volunteers and staff of a provincial public welfare organization, a perfect charity donation information service platform needs to have the following functions:

3.2.1 Charity Information Integration and Release Function

Integrate and release charity activities, donation information dynamics, policies and regulations and other relevant charity information with the help of portal website, microblog, wechat, mobile phone SMS, intelligent terminal app, etc.

3.2.2 Charitable Donation Activity Management Function

Realize the management information system of donation activities, manage the whole process of charitable donation activities, provide donors with real-time query of donation and disbursement details of donated funds and materials, build an information bridge for donors and helpers, realize the functions of online help and donation and automatic matching of donation and assistance, and provide the government with real-time data of charity industry as decision-making reference, Provide one-stop "charity housekeeper" service for donors[6].

3.2.3 Management Function of Charity Projects

Realize the release and publicity management of charitable and public welfare projects, record the project assistance, so that the public can query and count the project assistance information in real time, so as to facilitate the public to apply for and understand the situation of charitable assistance projects.

3.2.4 Value Added Service Function of Charity Donation Service Platform

Try to realize, for example, "Taoshan community", an online auction service for charitable materials similar to Taobao, develop an independent charitable service - small love naming fund, and provide more diversified ways for the public to participate in charity through the charity consumption public welfare app software running on the smartphone platform, so that more people can understand charity and participate in charity.

3.3 Process Analysis

The operation process of the charity donation service platform is shown in Figure 1.
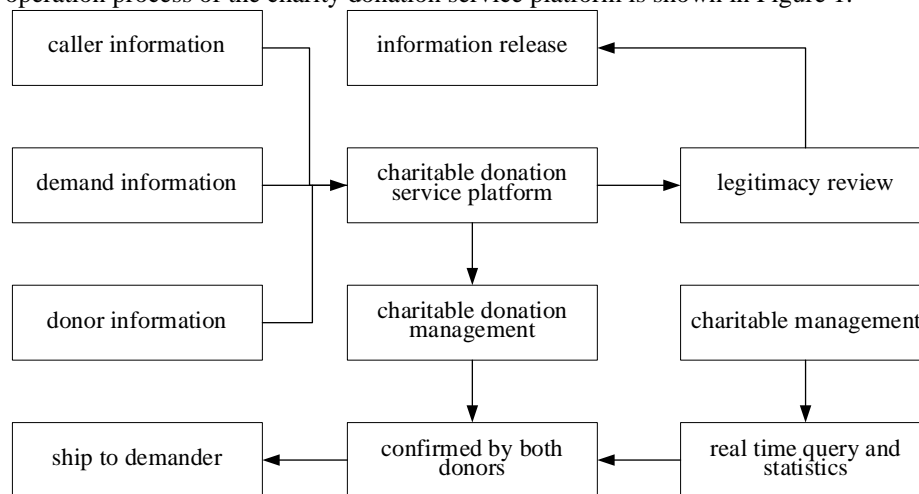

Fig.1 Operation Process of the Charity Donation Service Platform

The main business processes of the system are as follows: first, users can log in to the donation system as users to register and generate user information table; After successful login, users can apply for donation on the platform according to their personal needs, and generate transaction information table and collection information table after operation; After the donor sends the express and uploads the express order number, both the donor and the recipient can query the latest logistics status of the donated or donated items at any time according to the waybill information uploaded by the donor; In addition, users can also browse and leave messages on the message board according to the message information to generate a message information table. As a manager, the administrator mainly carries out user management, item management and message management in the background. The business process of the donation system is shown in Figure 2.
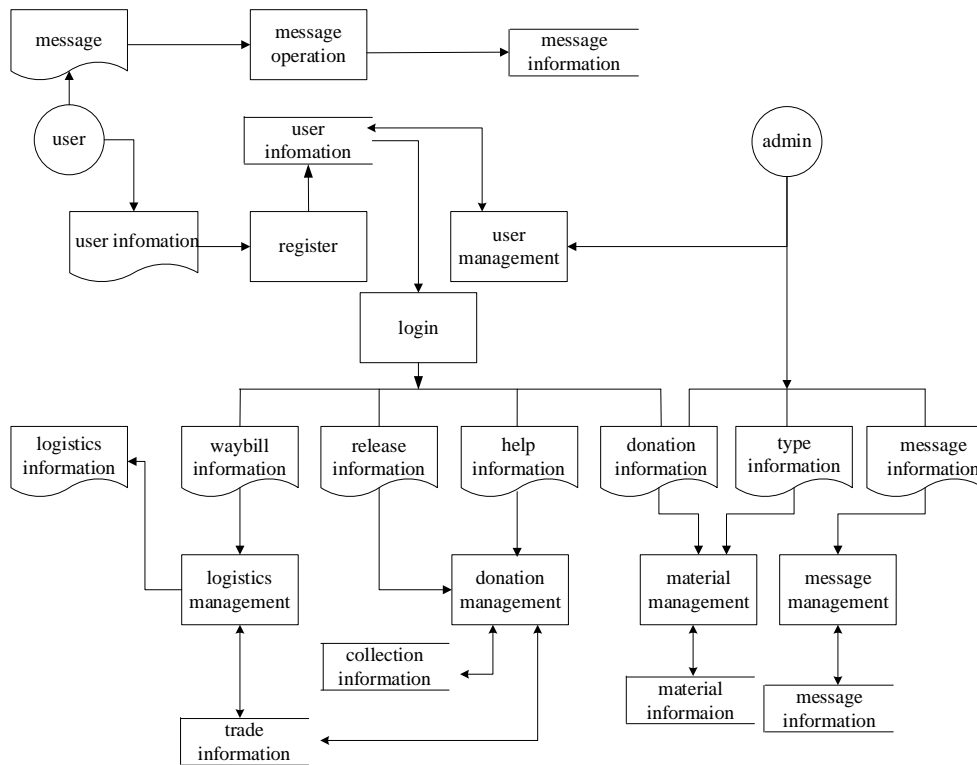
Fig.2 Business Process

3.4 Database Design

Through analysis and design, it is concluded that the system should include seven information tables: user information table, material information table, type information table, message information table, collection information table, donate information table and donated information table. Take Table 1 the material information table and Table 2 the type information table as examples.

Table 1: Material Information

field name	data type	primary/ foreign key	remarks
m _id	varchar(50)	primary key	material id
m _name	varchar(20)	no	material name
m_unit	varchar(20)	no	material unit
m_desc	varchar(255)	no	material description
m _img	varchar(255)	no	material image
m_state	int(2)	no	material status
t_id	int(10)	foreign key	type id

Table 2: Type Information

field name	data type	primary/ foreign key	remarks
t _id	int(10)	primary key	type id
t_name	varchar(20)	no	type name

4. Project Implementation Risks and Countermeasures

4.1 Project Implementation Risk

(1)Although the platform has been built, the daily maintenance of the website is time-consuming and laborious, and the database information to be managed is huge and there are many objects.

(2)Some donation results have been achieved, but the donation channels are still limited.

(3)There is little management experience, which will cause difficulties in specific implementation.

(4)The information of the help giver or donor is false and does not have transparency and authenticity.

(5)Collecting real-time data during the implementation of charity intelligent donation service resource sharing platform requires time for sorting and analysis. In addition, it is also necessary to obtain data from the Internet, but the online data may not be updated in time [7].

4.2 Countermeasures

(1)Increase the capacity of information base to ensure that all kinds of information are recorded and recorded clearly.

(2)To expand donation channels, we can accumulate donation channels through cooperation among associations, schools and enterprises.

(3)Accumulate management experience, learn management technology and deal with the problems in real time.

(4)The charity law, the measures for information disclosure of charitable organizations and other laws and regulations all make detailed requirements for information disclosure of charitable organizations. Charitable organizations shall, in accordance with the above provisions, do a good job in basic information, annual work report and financial accounting report, public fund-raising, relevant information of charitable projects, relevant information of charitable trusts, major asset changes and investment Disclosure of major exchange transactions, capital transactions and related party transactions, and ensure the authenticity and timeliness of the public information.

(5)Improve the server configuration, improve the operating environment of the platform, and ensure the normal operation of the platform.

5. Conclusion and Suggestion

Through the design and development of charity intelligent donation service resource sharing platform, this paper carries out information management on love donated goods, effectively improves the connection problems in the process of social love goods donation and acceptance, further expands the scope of love donation, and gives more suitable and timely love goods to those in need. With the help of this platform, it can effectively help education and develop people's sense of social responsibility, let people offer love through formal channels, build a bridge of mutual assistance between people, and make love eternal in the network space. At the same time, the design and development of the platform also helps developers learn and understand the process of platform construction.

Acknowledgements

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