

Project: Charity Navigator 3.0

Client: Charity Navigator

Term: Spring 2012

Faculty Mentor: Professor Leslie Lenkowsky

Summary:

The SPEA Capstone group was tasked with assessing Charity Navigator's rating tool and providing recommendations to encourage charities to implement reporting measures. The team concluded that Charity Navigator 3.0 (CN 3.0) is a useful tool, while also making the following suggestions: improve the subjective nature of rating questions, clarify instructions to provide more consistency in research and eliminate the use of jargon and vague phrasing. In addition, the team recommended that CN3.0 provide technical assistance and educational information regarding the concept and framework of the system, for CN3.0 users.