



Stages	Awareness	Discovery	Decision	Donate	Evaluate
Activities Performed	Want to donate to a charity	Search and read up on work MSF and other charities do	Identify the charity whose mission and purpose resonate with me most	Make online donation	Review how donation is used
Thinking	Good to give back to society Wish I could do more	Too many charities! What can a dollar help with?	It's the right decision Can't support multiple charities	I've done it! That was easy	Challenging finding information on how my donation is used
Emotions	Excited 	Overwhelmed 	Empowered 	Happy 	Frustrated 
Sources	Family, friends, colleagues, social media, news	Family, friends, colleagues, news, social media, website, other charities' website	Family, friends	Website, phone call or email the charity	Website