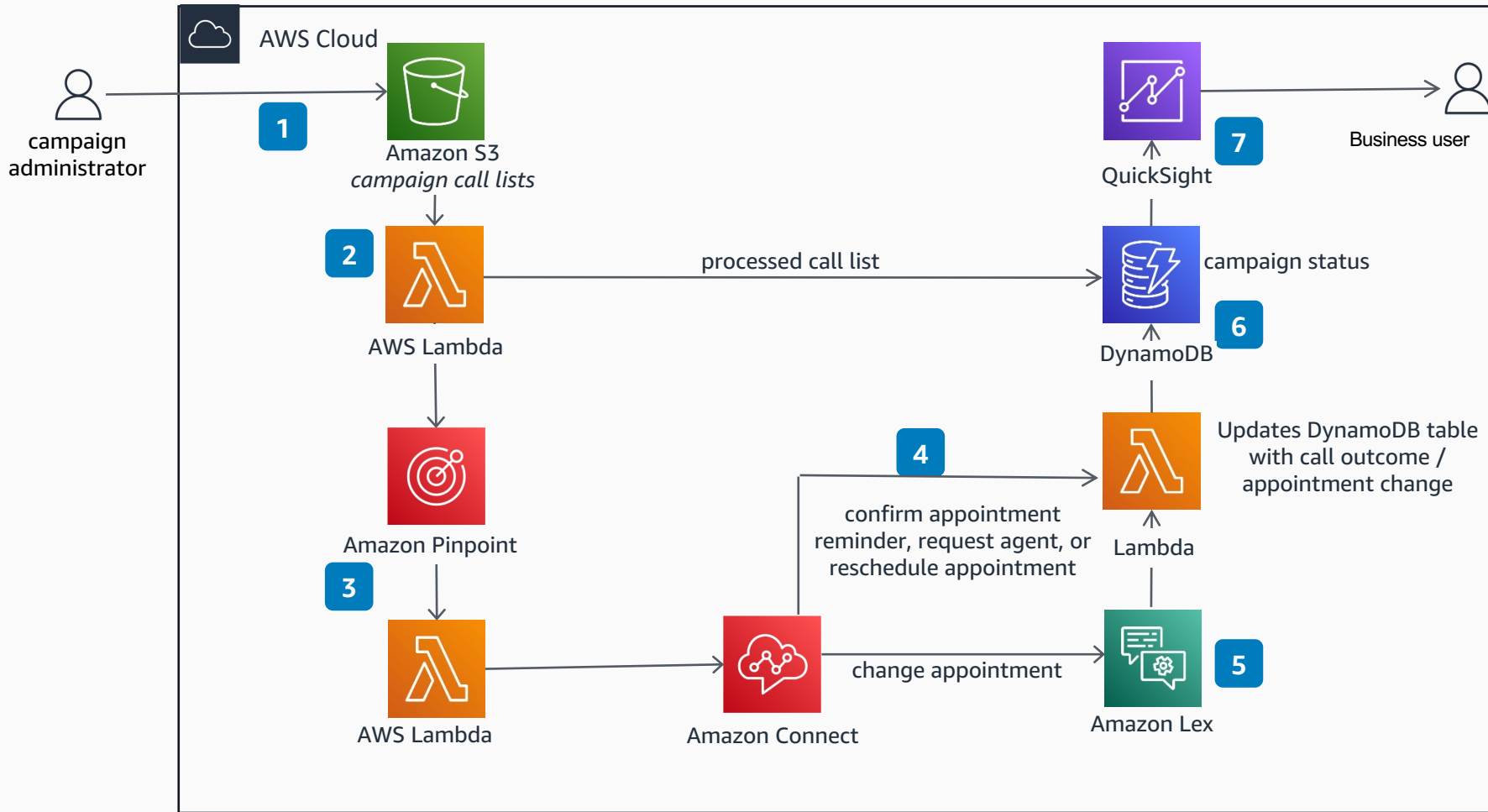


# Guidance for Donation Solicitation on AWS

This architecture gives nonprofit organizations the ability to set up an automated schedule for outbound calls to solicit donations from donors.



- 1 A designated nonprofit campaign administrator uploads the donor contact list to an **Amazon Simple Storage Service (Amazon S3)** bucket.
- 2 The contact list is processed and uploaded by **AWS Lambda** to **Amazon DynamoDB** and to an **Amazon Pinpoint** segment.
- 3 **AWS Lambda** starts calls using the StartOutboundVoiceContact API.
- 4 **Amazon Connect** uses answering machine detection to solicit donations from donors if they are interested. Other options include “request an agent” or “reschedule the donation reminder”.
- 5 If donors choose to reschedule the donation reminder, an **Amazon Lex** chatbot handles processing of appointment rescheduling via self-service.
- 6 **Lambda** updates the **DynamoDB** table of donation reminder changes.
- 7 **Amazon QuickSight** provides dashboards for monitoring and historical analytics to the nonprofit’s business users



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**AWS Reference Architecture**