

Donation Management



Solicitation and Acquisition

Stages of Donation Management

1. Solicitation
2. Acquisition
3. Processing
4. Selling



Stage One: Solicitation



Stage One: Solicitation

Four types:

- 'Stumble Upon'



Shop for unique gifts and experiences while helping support affordable housing for local families at the 9th Annual Bids 4 Builds online silent auction!

CLICK HERE OR VISIT
BIDS4BUILDS.COM



Stage One: Solicitation

Four types:

- 'Stumble Upon'
- Word-of-mouth

Stage One: Solicitation

Four types:

- 'Stumble Upon'
- Word-of-mouth
- Mass market

Stage One: Solicitation

Four types:

- 'Stumble Upon'
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- Relational

Stage One: Solicitation

Four types:

- 'Stumble Upon'
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- Relational

Donation Management

How much
time should
I dedicate
to getting
**GREAT
STUFF??**



BEWARE...



...OF SUCCESS!

How do we ask for corporate donations?





Get out from behind your computer



Elevator Speech



- Introduction
- Summary
- Hook

Stage 2: Acquisition

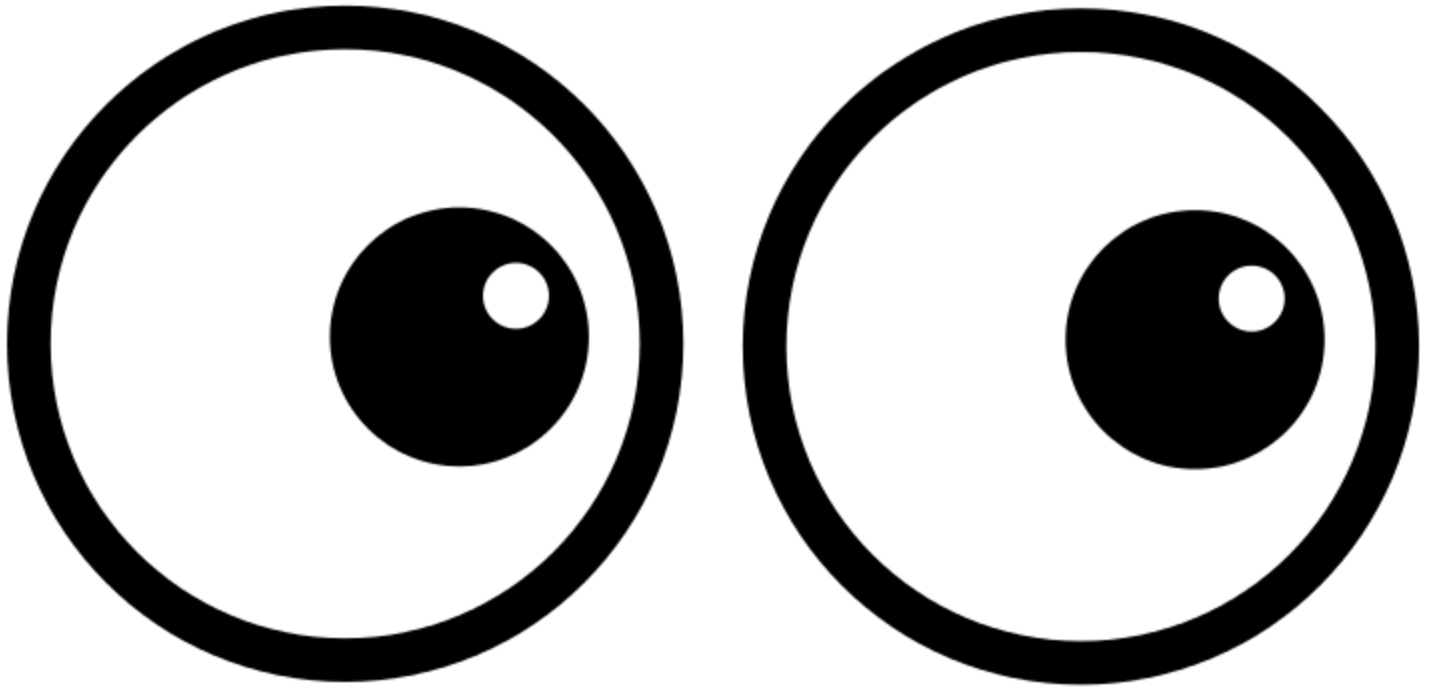


Donation Drop-offs

Donor Experience is the Key!



Look at this...



...through the eyes of the donor

Donation Drop-offs

Donor Experience is the Key!

- Easy-to-locate drop-off area



**DONATIONS
DROP OFF**



THANK YOU FOR YOUR SUPPORT

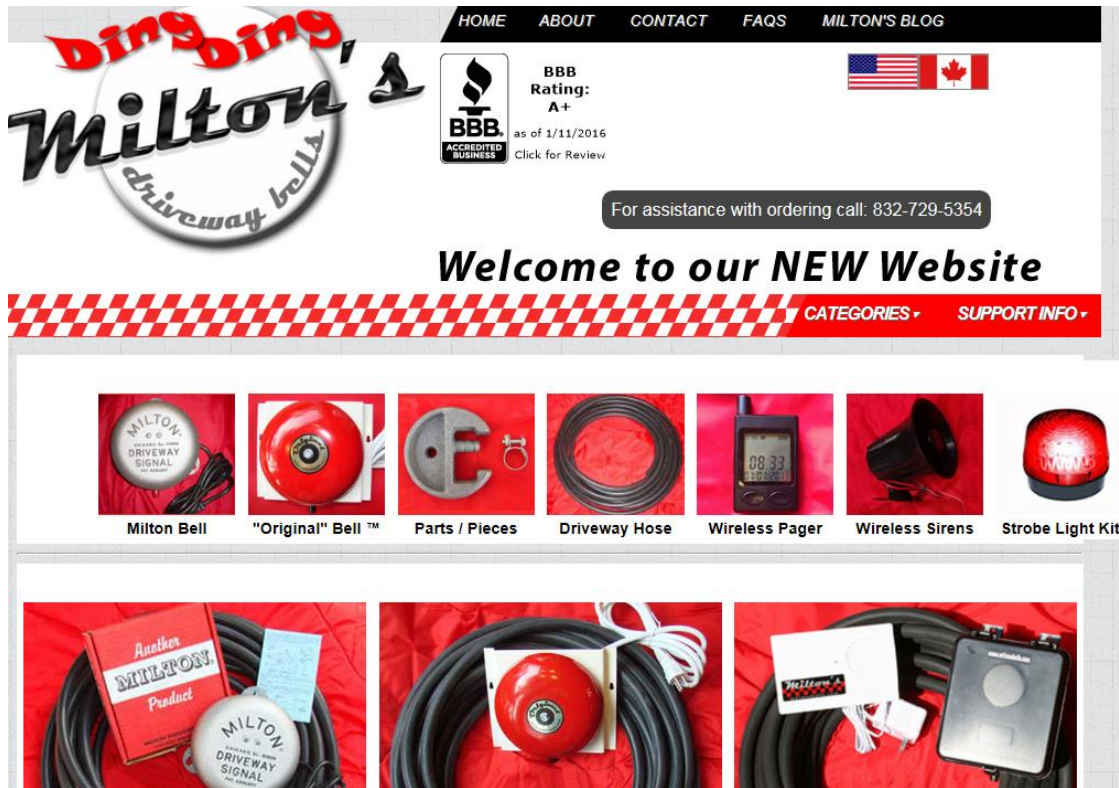
THANK YOU FOR YOUR SUPPORT

Donation Drop-offs

Donor Experience is the Key!

- Easy-to-locate drop-off area (without getting out of car)
- Process is quick and convenient

Ding Ding!



The screenshot shows the homepage of Milton's Driveway Bells. The header features the company logo, navigation links (HOME, ABOUT, CONTACT, FAQs, MILTON'S BLOG), a BBB Accredited Business badge (A+ rating, as of 1/11/2016), and flags for the USA and Canada. A contact number (832-729-5354) is provided for assistance with ordering. Below the header, a red and white checkered banner reads "Welcome to our NEW Website". The main content area displays a grid of product categories: Milton Bell, "Original" Bell™, Parts / Pieces, Driveway Hose, Wireless Pager, Wireless Sirens, and Strobe Light Kits. Each category is represented by a small image. Below this grid, three larger images show specific products: a Milton Bell with its packaging, a red "Original" Bell™, and a wireless pager device.

din din!
Milton's
driveway bells

HOME ABOUT CONTACT FAQs MILTON'S BLOG

BBB
Rating:
A+
as of 1/11/2016
Click for Review

For assistance with ordering call: 832-729-5354

Welcome to our NEW Website

CATEGORIES SUPPORT INFO

Milton Bell "Original" Bell™ Parts / Pieces Driveway Hose Wireless Pager Wireless Sirens Strobe Light Kits

Another MILTON Product

MILTON'S DRIVeway SIGNAL

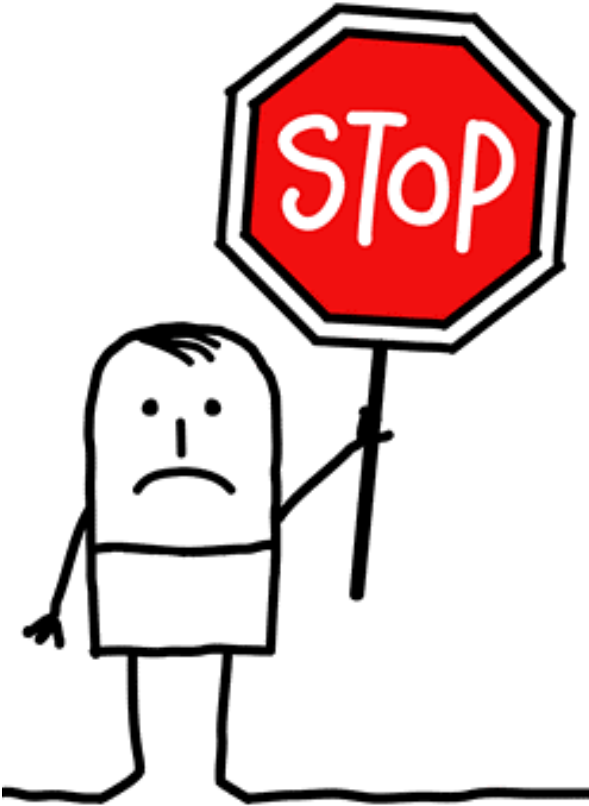


Donation Drop-offs

Donor Experience is the Key!

- Easy-to-locate drop-off area (without getting out of car)
- Process is quick and convenient
- THE DONOR LEAVES HAPPY!

Stop. Wait. Roll.



Alternative Resources



Recycling and Reuse Resources

January 2011

Habitat for Humanity ReStore (704)392-4495 - www.CharlotteReStore.org

*Building material, appliances, furniture, household goods, books

Crisis Assistance (704)371-3001- www.crisisassistance.org- Pickup or Drop off

*Clothing, working appliances, mattresses and furniture

Goodwill (704)393-6880- www.goodwillsp.org- Pickup or Drop off

*Clothing, furniture, household items, small appliances

Goodwill Computer Works Store (704)916-1655- Pickup or Drop off

*Computers, monitors, fax machines, copiers, printers, game systems

Salvation Army (704)332-1171 www.salvationarmycharlotte.org- Pick up or Drop off

*Clothing, household items, furniture, some appliances

Kidney Foundation (704)393-5780- www.kidneync.org- Pickup

*Clothing, Furniture, some appliances, cars

American Veterans (704)393-2359

*Clothing, small furniture, household items, small electrics

Mecklenburg County Bulk Trash Pickup (704)336-2673 for appointment

* Items too big for regular trash pickup

Mecklenburg County Solid Waste Management (704)336-5359 - www.wipeoutwaste.com

*Hazardous materials including paint, stain, and household cleaning chemicals

The Perils of an Unhappy Donor



Donation Scheduling

- Scheduling software



1

1. Donation Details

2

2. Service Date

3

3. Donor Details

4

4. Confirmation

Schedule a Donation Pick-Up

We are excited to announce the opening of our NEW, 2nd ReStore location at 817 Winchester Road open Wednesday-Saturday 10am-6pm.

Thank you for supporting Lexington Habitat for Humanity! Donation pick-ups are FREE, easy, and convenient.

Schedule your donation pick-up today by entering the Zip Code of your pick-up location.

We are currently booking around a week out in most zip codes due to a high volume of requests. If you are unable to find a date that works for your timeline please feel free to email DONATIONS@LEXHABITAT.ORG.

If you would like to book a pick-up for a personal donation, please select "Residential Donation Pick-up". If you would like to book a pick-up on behalf of a business, please select "Commercial Donation Pick-up".

* Zip Code (of your pick-up):

* Would you like a?:

Donation Scheduling

- Use scheduling software
- Answer the Phone

Donation Scheduling

- Answer the Phone
 - Have a script and train staff
 - Ask: “Can you drop it off or would you need it picked up?”
 - Ask: “Where is the donation located?”
 - “Mission Moment”

Donation Scheduling

- Use scheduling software
- Answer the Phone
- Be prepared to Outsource

***Remember: Your job is to solve the
donors problem!***

Scheduling Process

- Keep data
- Schedule by “zones”
- Confirm pickups the night before
AND when in route
- Fill cancellations with future pickups

**Do You Have the
Right People on
Your Trucks?**

Donation Ambassador

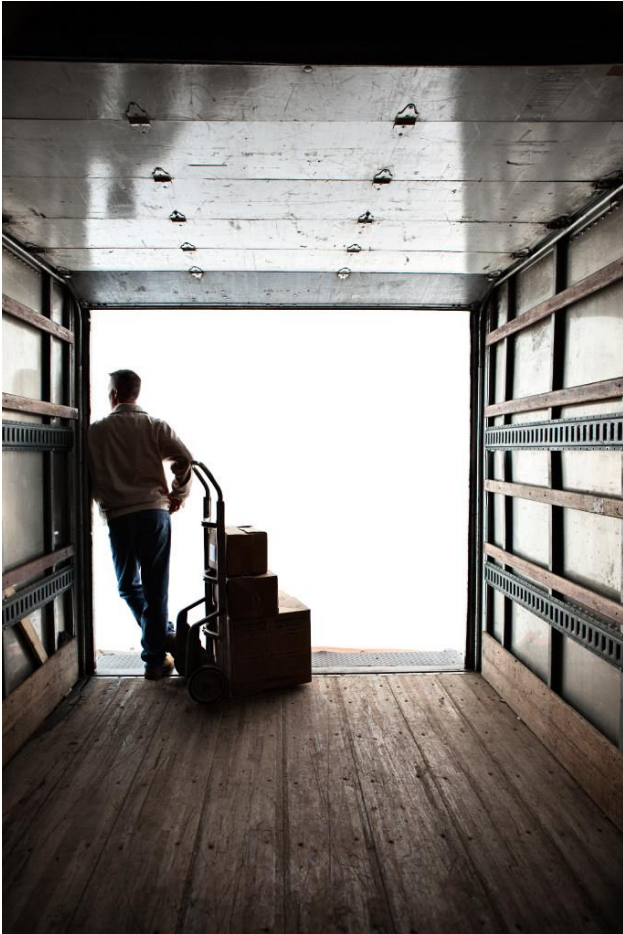


- Not “JUST” a driver!
- Face of the ReStore & Habitat
- Invited into peoples homes
- Typically see more donors than Executive Director

Every evening...

TODAY IS THE DAY BEFORE
ARE YOU READY FOR TOMORROW?

Arrival



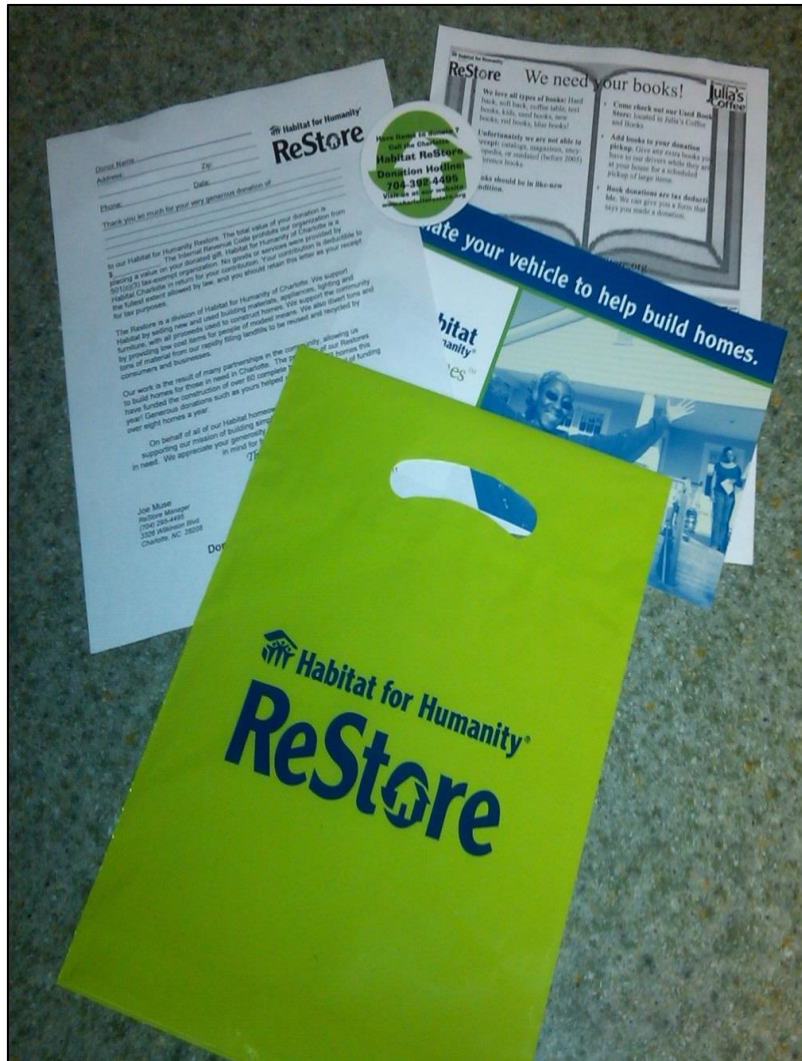
- Identify yourself by name
- Thank the donor
- Check for pets
- Ask to see the location of the item
- Check for clear, safe path
- Communicate with your partner

Loading

Remember: That might be grandma's favorite chair!



Donor Paperwork



- Donation receipt
- List of what you accept
- ReStore Information
- Habitat information

Truck Boxes



- Alternatives
- 'Sorry we missed you' slips
- Maintenance request forms
- Important phone numbers
- What do to in case of

Don't Forget!



Challenging situations



Next Steps

Step one: Evaluate your current donor experience

Step two: Identify gaps in process

Step three: Identify gaps in staff training and resources

Donation Management



Solicitation and Acquisition