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’
- Word-of-mouth
- Mass-market
- Relational
Stage One: Solicitation

Four types:
• ‘Stumble Upon’
• Word-of-mouth
• Mass-market
• Relational
Donation Management

How much time should I dedicate to getting GREAT STUFF??
BEWARE...

...OF SUCCESS!
How do we ask for corporate donations?
ART Academy
THE ART OF GETTING GREAT STUFF
ASK • RECEIVE • THANK
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
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!

Welcome to our NEW Website
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
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
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