

Managing the Habitat ReStore Donor Experience

Please scan and sign in!



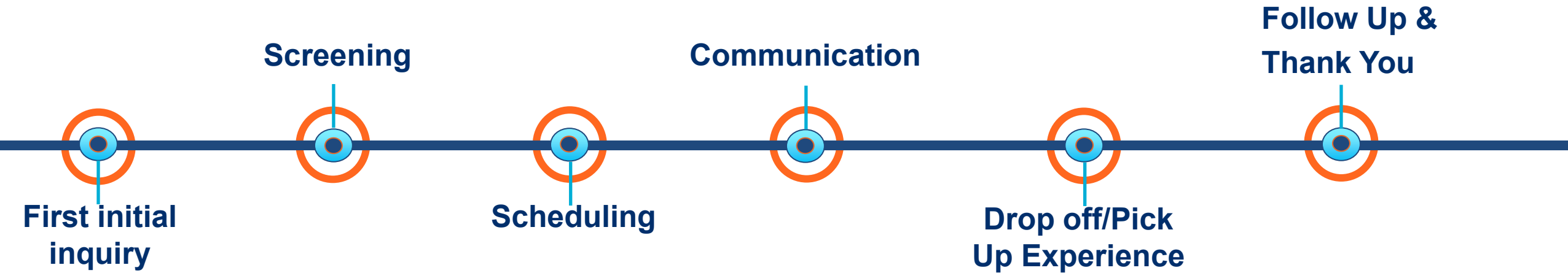
Learning Objectives:

- Identify your role in your Habitat ReStore's donor management cycle to assess where your operations may have gaps in managing the donor experience.
- Identify 2-3 ways to leverage your role to strengthen the donor's experience at your Habitat ReStore.

Where does your donor experience begin?

Phone Calls
Shoppers/Customers
Donation Lane
Truck Team
Neighbors/Friends
Volunteers
Staff

Managing the Donor Experience Along a Continuum





1. First initial inquiry

- Technology and Voicemail
- Call transferring
- Training

Screening



2. Screening

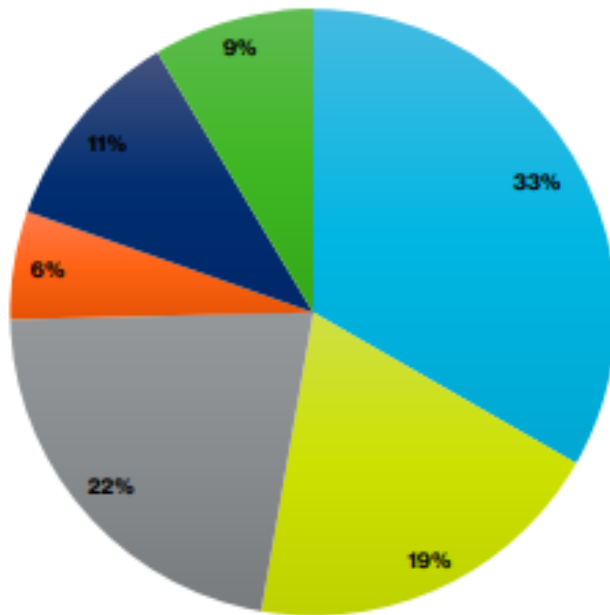
- Keep your take/no take current
- Be consistent
- Requesting photos for donations
- Alternative list



3. Scheduling

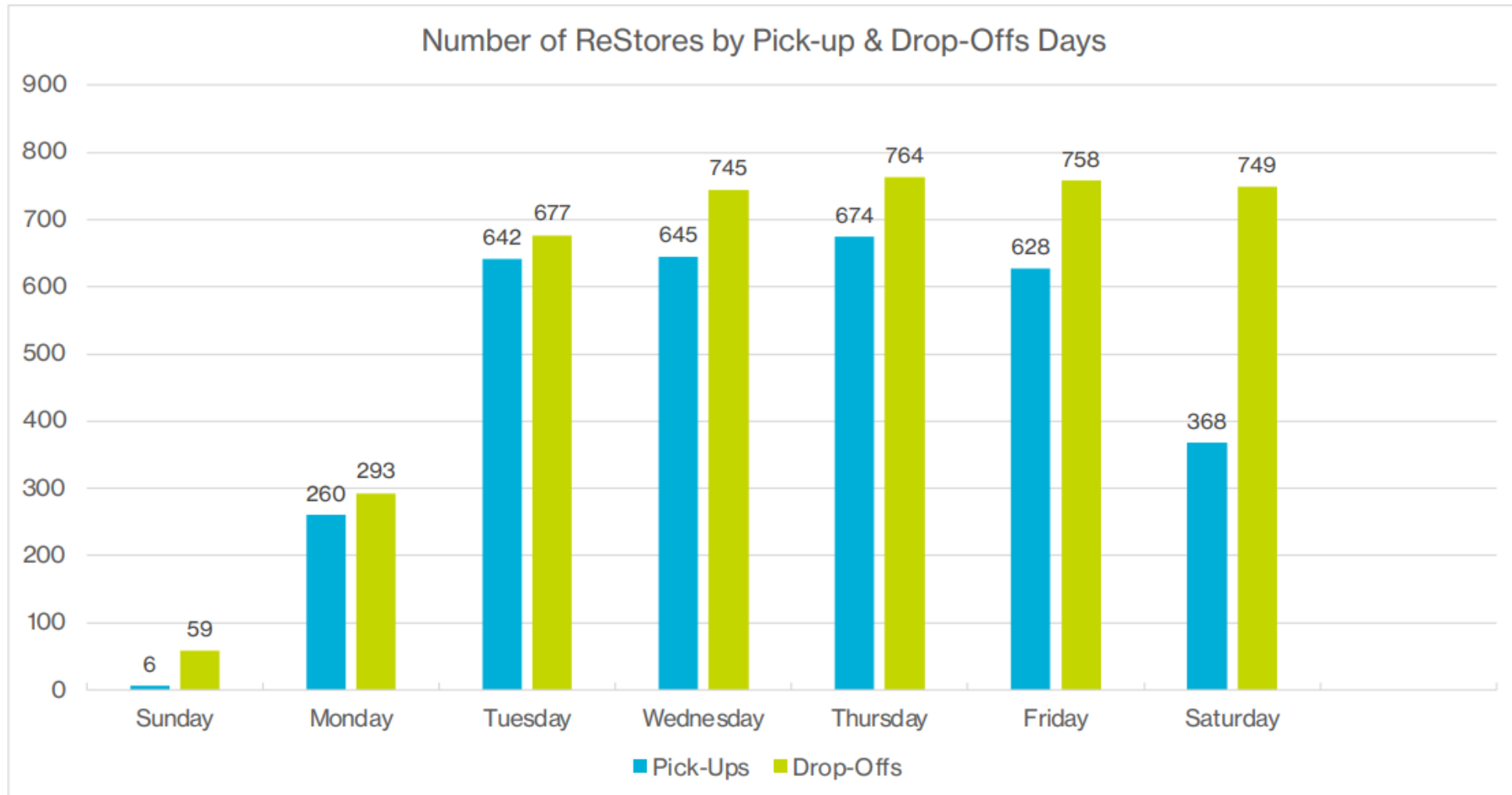
- Determining days for pick ups
- Balancing Corporate and Residential Availability
- Central dispatch vs zones

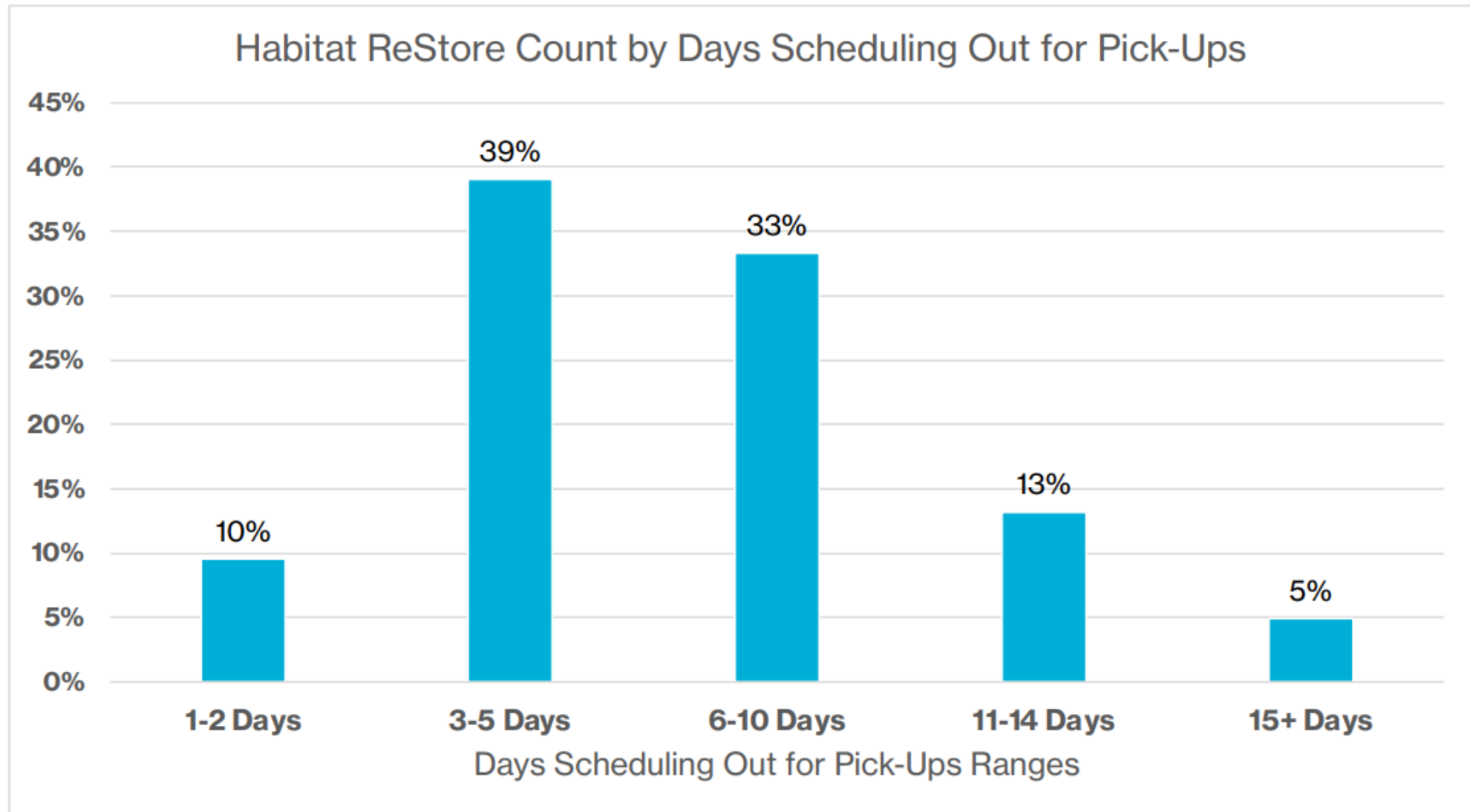
Donation Scheduling Systems



- Pen & Paper
- Vonigo
- Thriftcart
- Excel spreadsheet
- Others
- Google Tools

Donation Scheduling Software	No. of ReStores	Percentage Count
Pen & Paper	248	33.3%
Thriftcart	163	21.9%
Vonigo	145	19.5%
Google Tools	64	8.6%
Other	57	7.7%
Excel spreadsheet	43	5.8%
Outlook	23	3.1%
NexTraq	2	0.3%
Grand Total	745	100.0%





The background of the slide features three overlapping speech bubbles in shades of gray. The central bubble contains the text 'Any Questions?'. Below the speech bubbles are four large, bold, gray question marks. The entire graphic is set against a light gray background with faint, stylized outlines of people and buildings.

**Any
Questions?**

Communication



4. Communication

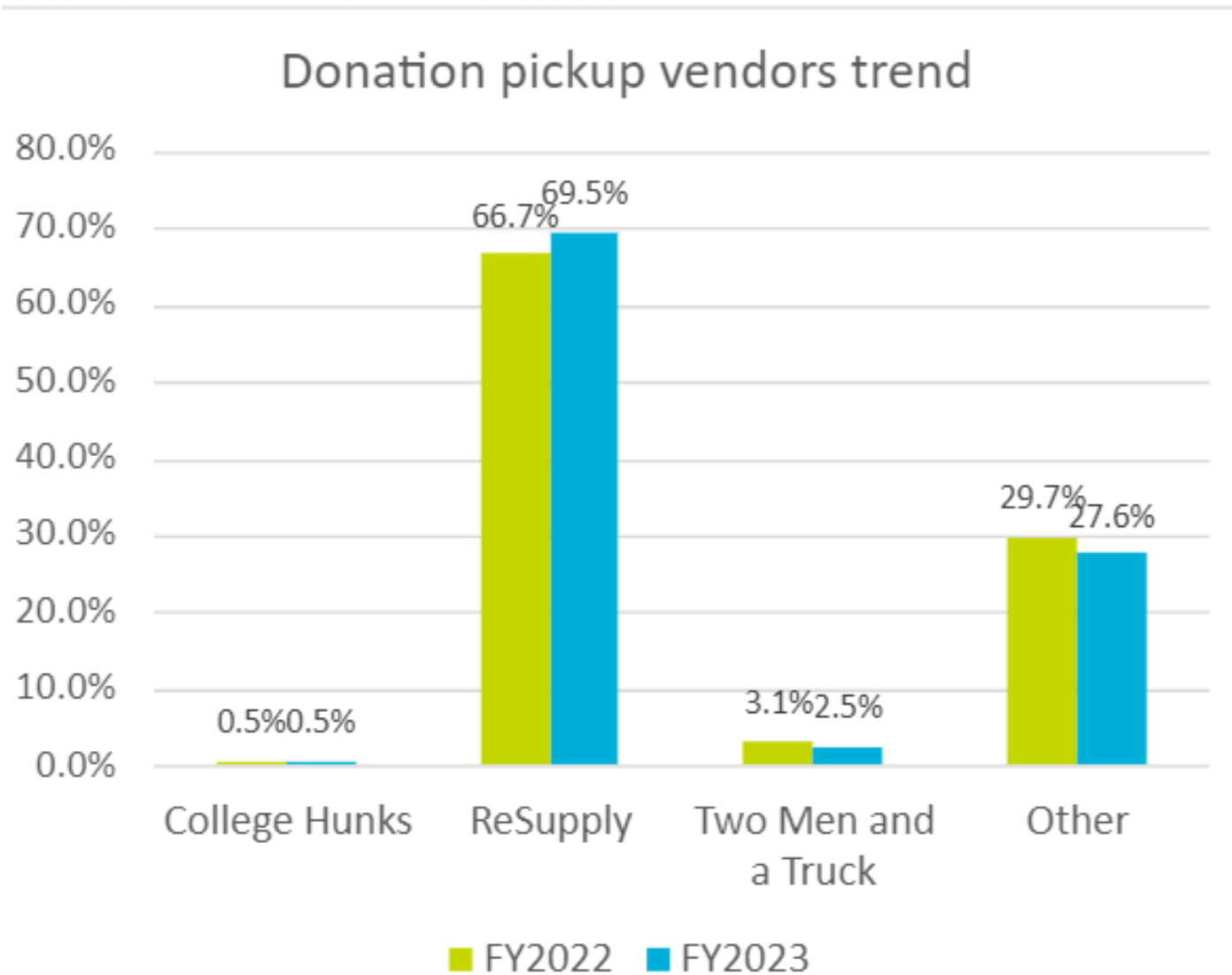
- Establishing templates (confirmed, denial, reminder, etc.)
- Booking inquiry vs confirmed donation
- Reminder email/calls to donors
- Ideally drivers call before each stop



Drop off/Pick Up Experience

5. Drop off/Pick Up Experience

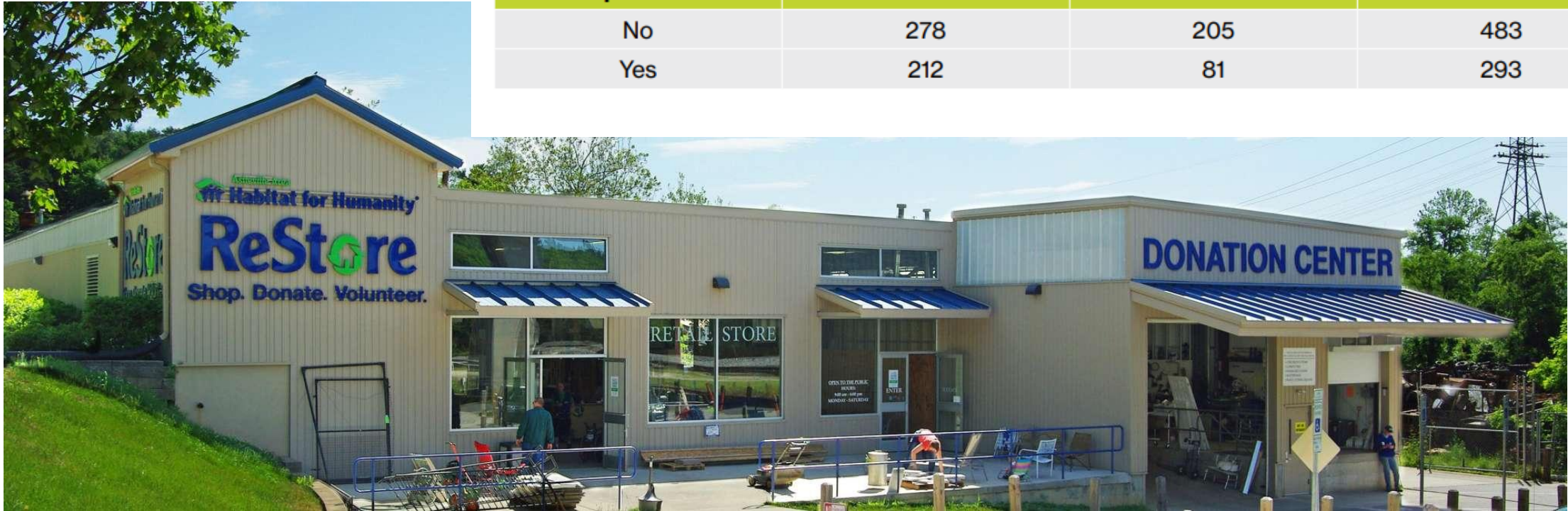
- Drivers connecting to mission
- Drivers upsell and getting the next donation
- Donation pick up outsourcing



23% of ReStores are doing some kind of donation pick up outsourcing. Here is that breakdown by vendor.

Covered Donation Drop-Off Area	Retail	Non-Retail	Overall
No	365	220	585
Yes	125	69	194

Drive-through Donation Drop-off Area	Retail	Non-Retail	Overall
No	278	205	483
Yes	212	81	293





6. Follow Up & Thank You

**Follow Up &
Thank You**



Other than a donation receipt, what are some ways to acknowledge a donor?

- Thank them for their generosity.
- Mail a handwritten thank you card.
- Invite them to follow you on social media.
- Drop off Coffee or Donuts.
- Give them some swag.
- Invite them to get involved or volunteer.
- Mail a handwritten letter from the Director.
- Add them to your Business Partner Program.

Now it's your turn!

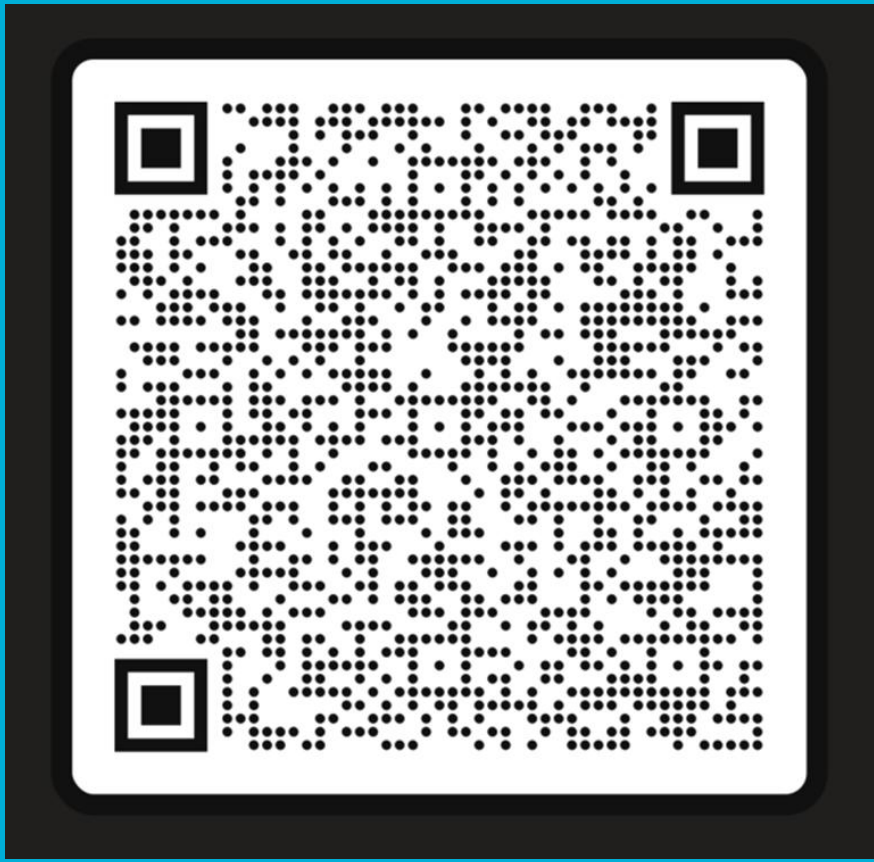
- Turn to the person sitting next to you and discuss where your ReStore may have gaps in managing the donor experience.
- Identify 2-3 ways to leverage your role to strengthen the donor's experience at your ReStore.

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**Any
Questions?**

Additional Resources:

- Habitat ReStore Learning Path: Donations Team
 - The Importance of a Good Driver
 - Habitat ReStore Customer Service Overview
 - Stop. Wait. And Roll Method
 - Alternative Resource List
 - Donations Logistics Tips
 - Donation Processing Tips
 - Habitat ReStore Customer Concerns Collection
- Driver Safety Toolkit
- Habitat Learns
- Habitat ReStore Donations Guide



Please scan and complete this short survey to provide your feedback on this session!





Thank you!

Email restore@habitat.org with any questions



EXPERTISE HUBS

