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Dallas Chamber of Commerce  
500 N. Akard St.  
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Dear Dallas Chamber of Commerce:

It's come to our attention that homelessness is a rising issue in Dallas. There is now a greater need to give and provide aid, and this is where we, as Amazon, want to help.

Rob Bliss, a 29-year old videographer used our Amazon Prime service in an unimaginable way. As he roamed the streets of New York, he took note of the homeless population along the way, and decided to do something truly inspiring. The videographer recorded the general location of those living on the street and took a survey of items they needed. With this information, instead of walking to a store and retrieving the requested items, he used Amazon Prime to have them delivered directly to their location (Gisriel, 2017). This awe inspiring story of giving back to his community has inspired us to do the same. We here at Amazon realized the magnitude of influence our Prime service could offer in helping communities for the better.

With this touching story, we have vowed to do our part. Amazon has created a campaign that will allow many other people to follow in Rob's footsteps and give back to those in need. Our campaign, which is seeking your approval, is called "Give a Little, Get a Little". We will not only use our campaign to spread awareness, but it will also be used to give people the opportunity to help those less fortunate.

With our new headquarters being based in Dallas, we want to show appreciation for our new home. At Amazon, we recognize the importance of investing in our hometown in ways that benefit our neighbors and employees. We hope to use this campaign, to raise awareness of the homelessness issue and encourage the people of the Dallas community to donate. We believe that if everyone gave a little, it would have a very large impact on the Dallas community. This is why we are coming to you. We plan on running this campaign whether we win or not. If we do win we are asking for half of our cost to be met to help us focus more on the campaign itself and less on covering the cost.

## Background

For the first time since 2010, the national homeless population rose, with just under 554,000 homeless citizens (“US Homeless,” 2017). Unfortunately, Dallas has followed this national trend as well. Based on the 2018 count of homeless individuals on a single night in January, within the last year, the homeless population in Dallas has risen 9% from 3,789 to 4,140. When you observe the amount of homeless individuals sleeping on the street opposed to at shelters, the numbers are even more grave. Since 2016, the amount of Dallas area unsheltered homeless people has risen 23% from 1,087 to 1,341 (Macon, 2018). According to The National Coalition for the Homeless, the two leading causes of homelessness in the United States are a growing shortage of affordable housing and a simultaneous increase in poverty (“The National,” n.d.). In 2016, 26.6% of Dallas residents reported an income below the national poverty level (“Dallas,” n.d.). To expand, a family of four living in poverty would only have a household yearly income of \$24,300. With a median rent of \$950 in the Dallas area, a family of four would spend nearly half of their yearly income on base rent alone (Evans, 2017). Evidence of rising poverty levels leading to increased homelessness can be found within Dallas shelters. Of the five largest shelters in the city, four of them reported operating at or above full capacity within the last year (Evans, 2017).

Amazon wants to have the largest possible impact when targeting Dallas homelessness. Through careful selection we have chosen to partner with Austin Street Center, Turtle Creek Manor, The Stewpot, Shared Housing Center, and Dallas 24 Hour Club. To make sure that the campaign donations are being used to their full extent, Amazon has levied the following requirements against each selected shelter:

1. The shelter is classified as a non-profit and operates as such.
2. The shelter is a housing first shelter, or has initiatives that assist in housing residents.
3. The shelter is invested in the long-term rehabilitation of its’ residents.
4. The shelter has in-house specialists or is aware of the numbers and addresses of specialists who can deal with issues such as drug dependencies, overlying health issues, and mental inflictions.
5. The shelter has an immediate input for monetary donations.

One of our five shelters, Austin Street Center, founded in 1983, is an emergency overnight shelter that serves women aged 18 and older, and men age 45 and older. Every sheltered person at Austin Street Center is provided with essentials right off the bat, including a safe place to sleep, clothing, showers, and meals. Furthermore, the shelter has a variety of programs and services that aid in transitioning residents out of homelessness. The shelter has a work readiness program, a Veteran’s support group, substance abuse support provided by NA and AA, a women’s trauma recovery program that address the main risks that homeless females face, and other services such as life-skills training and financial literacy education. Through partnerships

with local hospital and clinic staff, Austin Street Center also offers onsite mental and physical health screenings (“Get,” 2016). Austin Street Center has a large umbrella of services for the homeless due to the fact that there are a variety of causes of homelessness, as well as a variety of factors that contribute to the continuation of homelessness. Overall, each selected shelter offers services that go beyond simply housing the homeless. We at Amazon recognize the importance of homeless shelters as a waypoint to ending homelessness, and look to aid the extra efforts of our five shelters.

## **Purpose and Goals**

Amazon has a history of donating to many organizations such as the American Childhood Cancer Organization, Holiday Giving, and Disaster Relief (AmazonSmile, n.d.). We have also targeted homelessness in Seattle, the location of our first headquarters. In 2017, we partnered up with a “local nonprofit called Mary’s Place to create 65 rooms [that housed] more than 200 homeless people every night,” effectively doubling the capacity of Mary’s Place (Yurieff, 2017). In addition to room accommodations, Amazon and Mary’s Place worked together to enhance the livelihood of the homeless who resided within the makeshift shelter. Amazon offered means of donating to those who stayed in our Mary’s Place rooms by enabling “Amazon customers... to order items from Mary’s Place wishlist on their site, such as diapers, socks, and more” (Yurieff, 2017). Our goal is to have a similar impact on the homeless population in the Dallas area via the contributions of our Give campaign.

Unfortunately, the same tribulations that Mary’s Place faced are ever present within the homeless shelters here in Dallas, so Amazon will use our initiatives with Mary’s Place as a basis for our “Give a Little, Get a Little” campaign. Austin Street Center, in fact, states that all of their 400+ emergency beds are occupied year round (“Get”, 2016). Being at capacity on a nightly basis requires that the availability of resources and food are also at capacity. However, Austin Street Center relies on community support for the entirety of their program and operational costs. According to the shelter, a donation of \$1,090 provides safe shelter for 60 persons for one night and a donation of \$545 provides a month of shelter, meals, and case management (“Donations,” n.d.). Apart from monetary donations, the shelter has outlined an immediate need for items such as long sleeved t-shirts, sweatshirts, socks, gloves, underwear, jackets, cough drops, shoes, and blankets. They also seek donations to assist in creating starter kits for residents transitioning into their own accommodations and require donations such as laundry items and kitchenware (“Donations,” n.d.).

We know that we have the capacity to bring awareness to the issue of homelessness and collect much needed donations for shelters in our new hometown. Amazon.com is the most popular online retailer and we see more than 197 million visitors each month (U.S., 2017). During our campaign period, our high traffic will allow for several million potential donations to be collected for our five shelters.

## Proposal

We at Amazon plan to address the poverty and homelessness issue in Dallas by running an awareness campaign to procure donations for select shelters in the Dallas metropolitan area. We will run donation seeking ads on our main website, which in 2017 had over 300 million total users, to easily and effectively reach potential donors (Smith, 2018). Our campaign will allow users to pick items to donate to the shelters from a select list. If the user adds one or more items to their cart, they will get 10% off their total purchase, up to \$100 dollars, as a special thanks for donating to such a cause. This deal will also work on the Amazon Marketplace, but will not be able to be saved for a later purchase or transferred to another account.

On our Amazon homepage, we will have a dashboard consisting of donation numbers, top donors, highly sought after items, and other relevant info. Users can opt out of being in the top donors list if they wish to remain anonymous. Our purpose for doing so is to attract additional donations by displaying the status and success of our campaign for the users to see. In addition to this general purpose information, users who donate to the campaign will be able to see their donation history and which shelter their donation will be heading to. Should one choose to, they can share their personal metrics on social media or other channels with ease. By incorporating this, we hope to further the message of our campaign using third party advertisement. As seen by the table below, the number of active social media users is 2.958 billion. Using third party platforms will tremendously increase our reach.

(“Smart Insights,” 2018)

The list of donated items will be compiled from surveys sent out to the homeless shelters. The surveys will be housed on Amazon and a special link, along with a password, will be sent to the

head management of each shelter where they will be able to openly and continually relay their current needs to us. We feel that this is the best way for the shelters to tell us what exact items they lack and need, allowing us to make a more impactful donation through the Amazon users. While our campaign runs, the management heads of the shelters will also receive weekly emails from Amazon detailing when the deliveries will be coming and what the deliveries will consist of, allowing them to inform their staff, volunteers, and residents of such events.

Our campaign will also feature a direct donation option for those who don't want to purchase an item but still would like to give. The direct donations will head directly to the shelters to be used to fund shelter created programs and services, as well as more specific issues that arises in each shelter, whether it's building maintenance or their own form of community outreach. To match the generosity shown by the Amazon users, we at Amazon plan to match their donations.

## **Schedule**

In order to ensure that our campaign starts off strong, we have drafted the following schedule, as shown in Figure 1 below:

*Figure 1. Amazon "Give a Little, Get a Little" Campaign Schedule.*

We will begin our pre-campaign phase on December 1, 2019. During the first two weeks, we will conduct our surveys with our five shelters in order to draft a well-crafted donation list. As we receive responses from our shelters, we will begin configuring distribution logistics for our campaign delivery routes and appointing delivery duties to our delivery staff. Come December 14, 2019, during peak holiday season, we will deploy our first wave of online and billboard

advertisements to target holiday shoppers. Also, throughout the entirety of December, we will hold fulfillment and distribution training and info sessions for all of our involved staff in order to normalize our donation campaign processes.

Our official campaign will begin January 1, 2020, after two weeks of marketing and advertising, and will run the entirety of 2020. Throughout the year, our marketing and management team will continually improve and enhance our campaign as our campaign progresses. For example, on Prime Day in July 2020, we will offer a temporary 15% off discount opposed to our base 10% to our prime members who donate to the campaign.

During our campaign, weekly delivery trucks will be deployed to our shelters. The first shelter on the route is Turtle Creek Manor at 2707 Routh Street. We will have the delivery trucks start from there and eventually end the trip at Austin Street Center at 2929 Hickory Street. Map 1 below details our donation route to our five shelters:

*Map 1. Donation Route Map.*

## Budget Analysis

It is very important to identify the cost for this campaign in order to create an effective budget. We have come up with quantitative data to display how much we need in order to bring our idea to fruition. We have budgeted an estimation of the total yearly cost to be \$52,800. The budget has been allocated into two different categories: advertising and labor costs

*Advertisement.* As Amazon, we will allocate a budget for marketing advertising campaigns that will bring attention to our donation campaign. To target the Dallas area, we will purchase five junior posters each month for the duration of our campaign. The cost of each of these posters is \$300 (Billboards, n.d.). In addition to DFW based billboards, we will advertise on multiple online ad networks including our own Amazon Advertising Platform and Facebook's Audience Network. The estimated cost for a Facebook ad is about 27 cents per click (McLedoc, 2017). Therefore, we will allocate an online advertising budget of \$1,350 to account for 5,000 Facebook Ad clicks each month. Combining all advertisement channels, we have a total advertising budget of \$2,850 each month.

*Labor Cost.* When using our existing delivery drivers, their salaries will not be calculated into our campaign budget. Our labor costs only consists of paying two Amazon delivery drivers a slight weekly bonus. This \$100 weekly bonus will be awarded to our two assigned delivery drivers because the donation route will require extra preparation and time to complete. The drivers will do one weekly shipment to all 5 locations in a 5-hour timeframe since all of our selected shelters are in close proximity. With this, we have calculated labor costs of \$800 a month, or \$9,600 for our entire campaign. Table 1 below details our campaign budget.

Table 1. Amazon Give Campaign Budget.

Item/Service	Cost Per Month	Cost Per Year
Online and Billboard Advertisement	\$2,850	\$34,200
Labor Cost	\$800	\$9,600
<b>Total</b>	<b>\$3,400</b>	<b>\$52,800</b>

## Staffing

Our goal here at Amazon is to utilize our pre-existing resources to fulfill our donation demands and ensure that donated items consistently reach their destination in a timely manner. To successfully run our campaign in the Dallas area, we will concentrate on reinforcing our strategies in these three specific areas: distribution, fulfillment, and general management. We have organized a group of five of our top performing directors and managers to oversee our "Give a Little, Get a Little" project.

*Fulfillment.* Amazon has a world renown, highly refined fulfillment network. In the US alone, we employ 125,000 full-time Amazon employees at more than 75 fulfillment centers (NBC DFC, 2018). We currently have ten fulfillment centers in Texas that have created 3,500 full-time jobs for Texans over the years. In North Texas, there are four Amazon fulfillment centers totaling over three million square feet and staffing over 2,000 full-time workers (NBC DFW, 2015). To guarantee quick and timely deliveries, we will utilize the four close proximity fulfillment centers to meet the donation orders. With a background in logistics and analytics, Kalia Hayes, our Arlington based Director of Operations, will oversee our campaign fulfillment network. She will be responsible of making sure our four fulfillment centers meet the demands from our donations campaign. Our scheduled delivery route between the five shelters will exist in tangent to our existing DFW delivery routes, so schedule consolidation will be required.

*Distribution.* In December 2014, we unveiled our eighth generation fulfillment centers with autonomous robots that perform tasks ranging from sorting products, to transporting as much as 3,000 pounds of merchandise to a specific location in the warehouse (Stamp, 2017). Emily Tucker, our Distribution Manager and warehouse robotics specialist will oversee our distribution network. She will be in charge of assigning weekly delivery drivers to man our donation route. When delivering the donations, our trained delivery drivers will be responsible for unloading the items from our trucks. In addition to assigning delivery duties, Emily will be in charge of preparing training and safety course and holding demos for all distribution staff working with our robots.

*General Management.* A team of three upper level staff will focus closely on the marketing and human resources end of our campaign. Soleman Zazay, a Marketing Director at our Seattle headquarters, will be at the forefront of our entire campaign. He will be responsible for overseeing the creation and deployment of our advertisements on all channels, including display ads on our Amazon homepage and checkout page and billboards throughout the city. Mr. Zazay will also continuously assess the effectiveness of our ads, and make changes when necessary. Ahmed Amanullah, who studied Healthcare Management and has risen to be a key spokesperson here at Amazon, will oversee the livelihood of our Dallas area donation network. Ahmed will become our representative and a primary person of contact with our selected shelters and farms. Prior to the campaign, he will flush out all discrepancies and establish agreements and contracts to ensure that the campaign starts off strong. Mayte Marquez, our Accountant Director at our Coppell fulfillment center, will prepare and closely monitor our campaign financials to guarantee that our funds accommodate for our promises. Ultimately, Ms. Marquez will work closely with Ahmed and Soleman, making sure to allocate advertisement and distribution budgets appropriately as the campaign progresses.



**Conclusion**

There are a lot of characteristics that we value at Amazon, but the one that we value the most is the characteristic to deliver results (Amazon's global, n.d). We ensure to deliver results with our "Give a Little, Get a Little" campaign. We want our campaign to help and encourage others to give back to their community.

Our campaign will:

- Provide supplies to 5 pre-existing homeless shelters in Dallas: Using our trucks we will deliver specifically requested supplies.
- Give back to anyone that helps by purchasing supplies: When anyone is about to check out on Amazon.com they will see our campaign encouraging them to buy supplies for someone in need. If the customer complies they will receive a discount on their purchase.
- Decrease the scarcity of resources at Dallas homeless shelters by giving them the much needed supplies to thrive and grow.

Homelessness is an issue that many people shy away from. It is easy to look the other way and pretend that it is not there. But these are real people in our home of Dallas who are suffering. Real people who deserve better lives. Amazon wants to provide better lives and opportunities for these people. We want the Dallas Chamber of Commerce to see that this is not a foreign issue, but instead it is an issue that we have grown accustomed to and that needs to end now. There are people in our communities who need help and we are able to be that help. We want the Dallas Chamber of Commerce to match half of our cost so that Amazon can focus on helping the homeless in Dallas.

Sincerely,

Ahmed Amanullah  
Emily Tucker  
Kalia Hayes  
Soleman Zazay  
Mayte Marquez

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