

## ENSE Checkpoint 2 Notes

- 3 hour wait times last week in call centre

### Question 1

- Prioritize hamper pickup main idea
- Maybe remove some (stories and donation)

### Question 2

- FAQ for the bot:
- **How to access hamper**
  - The goal is to save time using the access hamper bot
- **How can i donate**  
**How do i volunteer**
  - Handoff to donation or registration page

### Question 3

- Overall social engagement that has a direct call for action
  - Cause based events, events that are solely based on food bank donations
  - Other cool events such as car shows etc, where food bank donations are a secondary things, they are just there for the event goes to donate to if they want
- 15-20% of funds raised according to CRA Guidelines (didn't catch this one fully)
- 3-5x return on fundraiser is ideal

### Question 4

- In place already through route optimization software though not implemented well
- Text alerts when drivers are out and when delivery is made or when food is X minutes away
- Don't wanna cause text payments as some people dont have unlimited texts