

Community Forklift - Material Donation Journey Mapping

Team Members: Kavya Ganesan, Morolasaiye Aina, Michael Lee,
Jumar Demetrius, Areeb Ahmed

Community Forklift

Community Forklift is a **nonprofit** reuse center that diverts home improvement supplies from landfills and redistributes them affordably to the community.

Their mission is to **reduce waste, promote sustainability, and make building materials accessible** to everyone.



[Video transcript ▶](#)

Community Forklift

Project Overview

Our project focuses on mapping the **material donor journey**, from the first contact donors make with Community Forklift to what happens after their donations are received.

Currently, the donation process runs across several systems (like **Podio**, **Google Calendar**, **ThriftCart**, and **EveryAction**), which can cause confusion and inefficiencies.

Our Goal

Our goal is to create a **comprehensive donor journey map** that identifies key pain points and opportunities for improvement, helping Community Forklift enhance efficiency, data flow, and the donor experience.

Completed Work Products

Meetings

- Established relationship with client, communicate often

Project Planning

- Due dates and responsibilities have been assigned

On-Site Visit

- Went in person spoke and learned about company also requested data access

Data Access & Documentation review

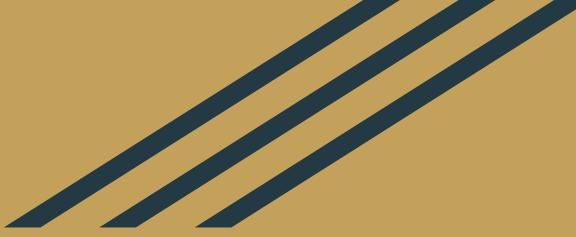
- Began review and formatting of the donor journey data
- Cleaned and prepared data analysis based on client desires

Journey mapping

- Created a draft of visual journey map to be presented for donor and materials
- Drafted initial donor journey map on Miro/Figma, outlining stages from awareness → scheduling → donation → post-donation.

Analysis & Design Work

- Reviewed current software systems (Podio, EveryAction CRM, ThriftCart, Google Calendar).
- Identified pain points related to data flow and donor communication.



Community Forklift On-Site Visit



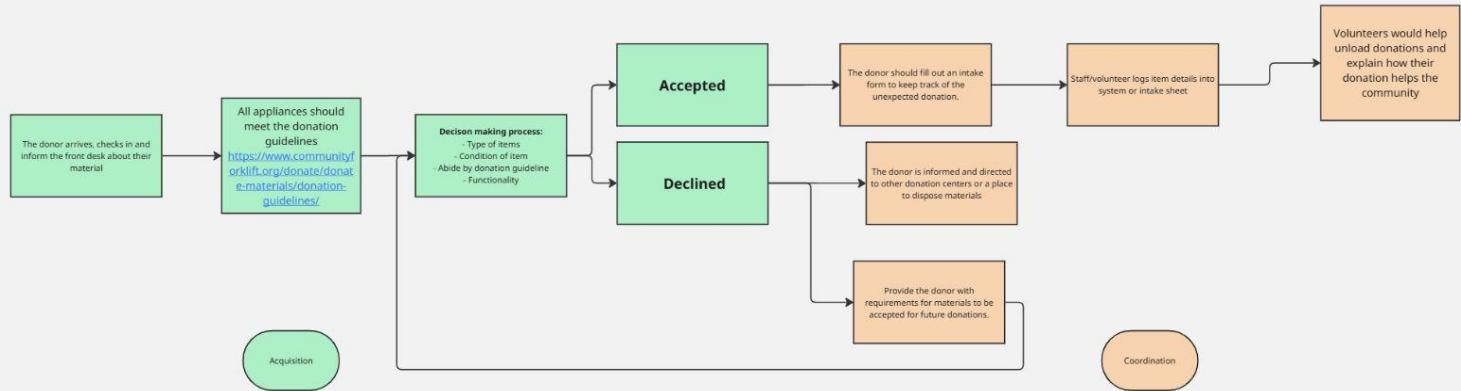


Journey Map

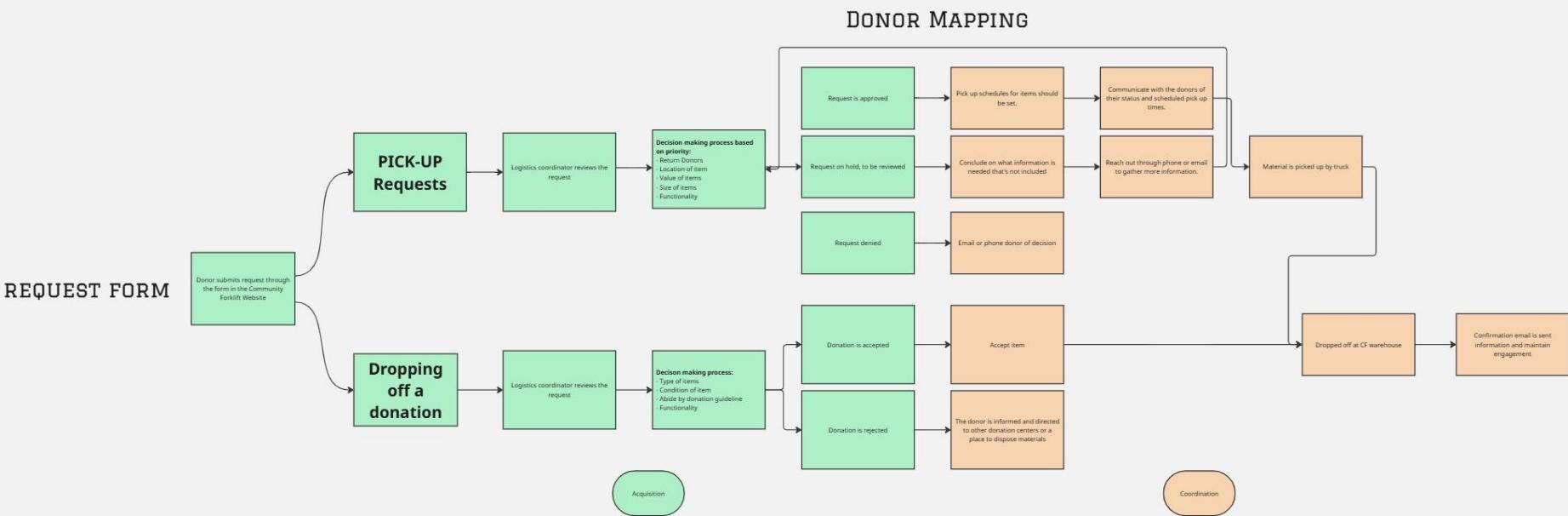
Click to access: [Miro Whiteboard](#)

Journey Map

WALK-IN DONOR MAPPING

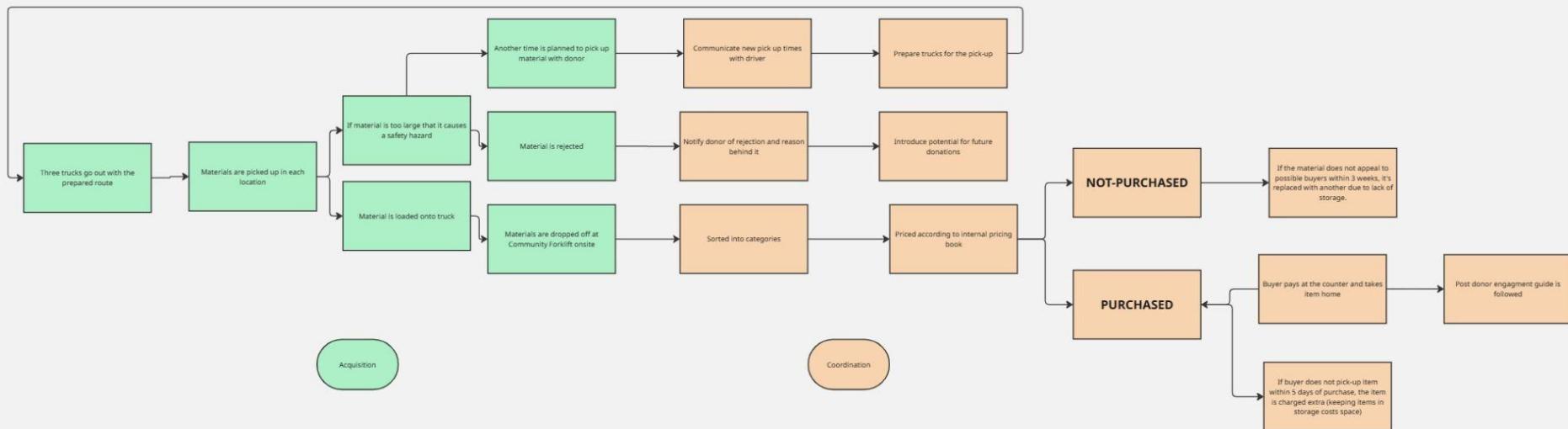


Journey Map

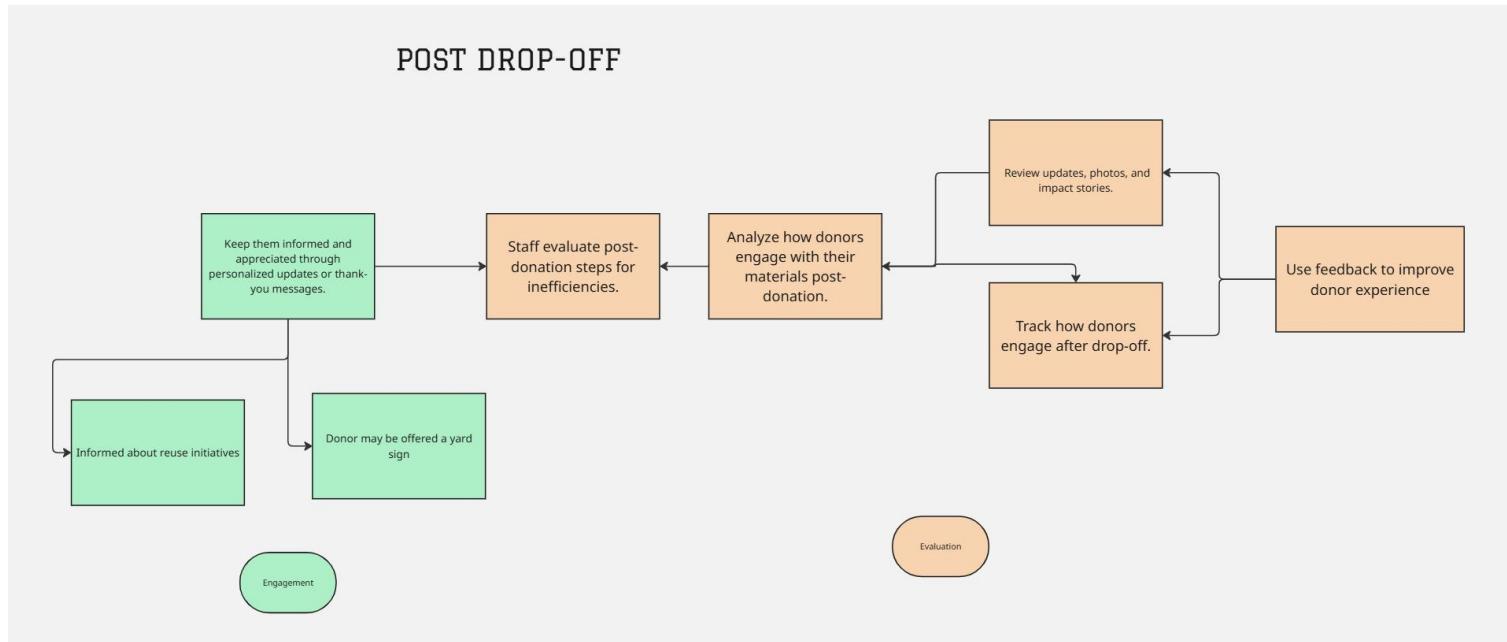


Journey Map

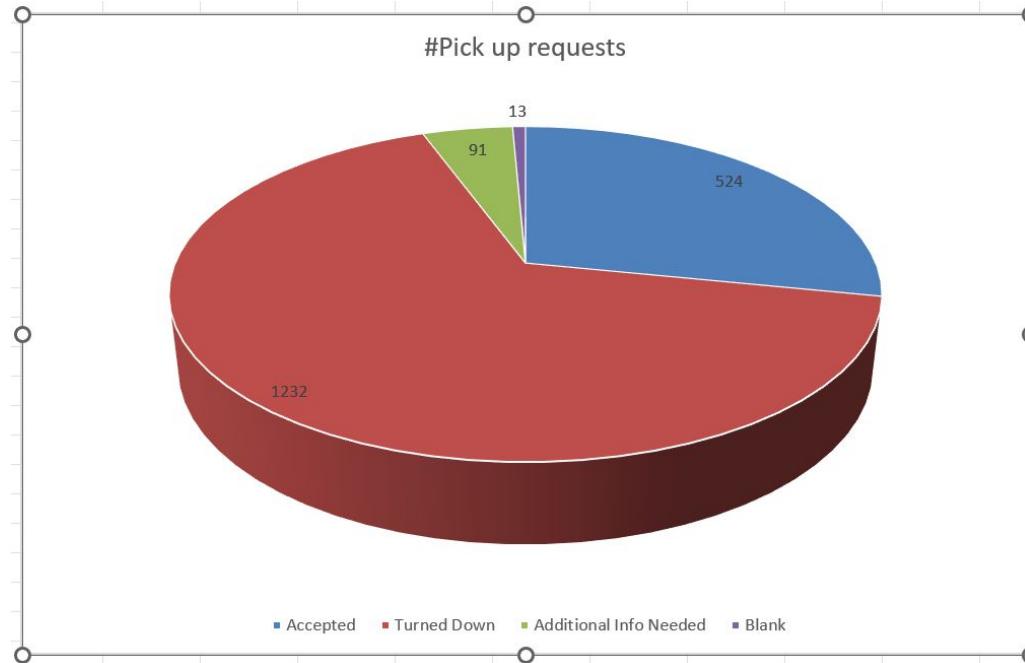
MATERIAL MAPPING



Journey Map

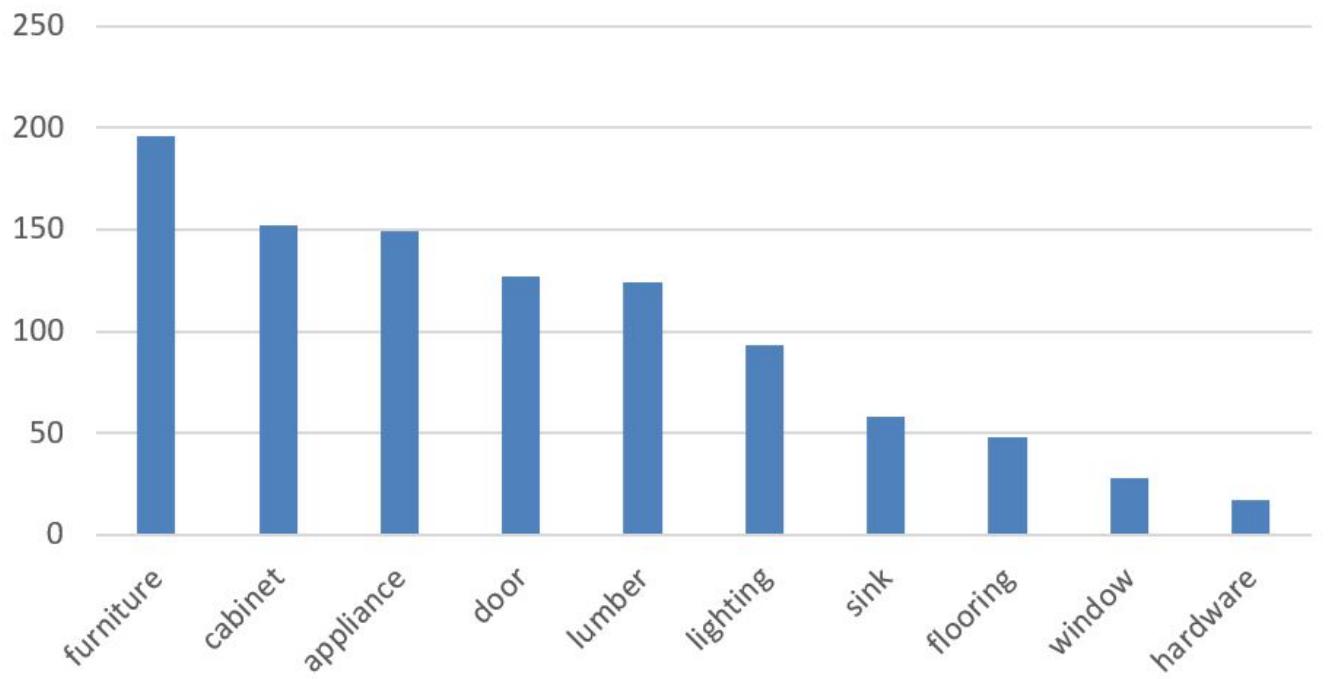


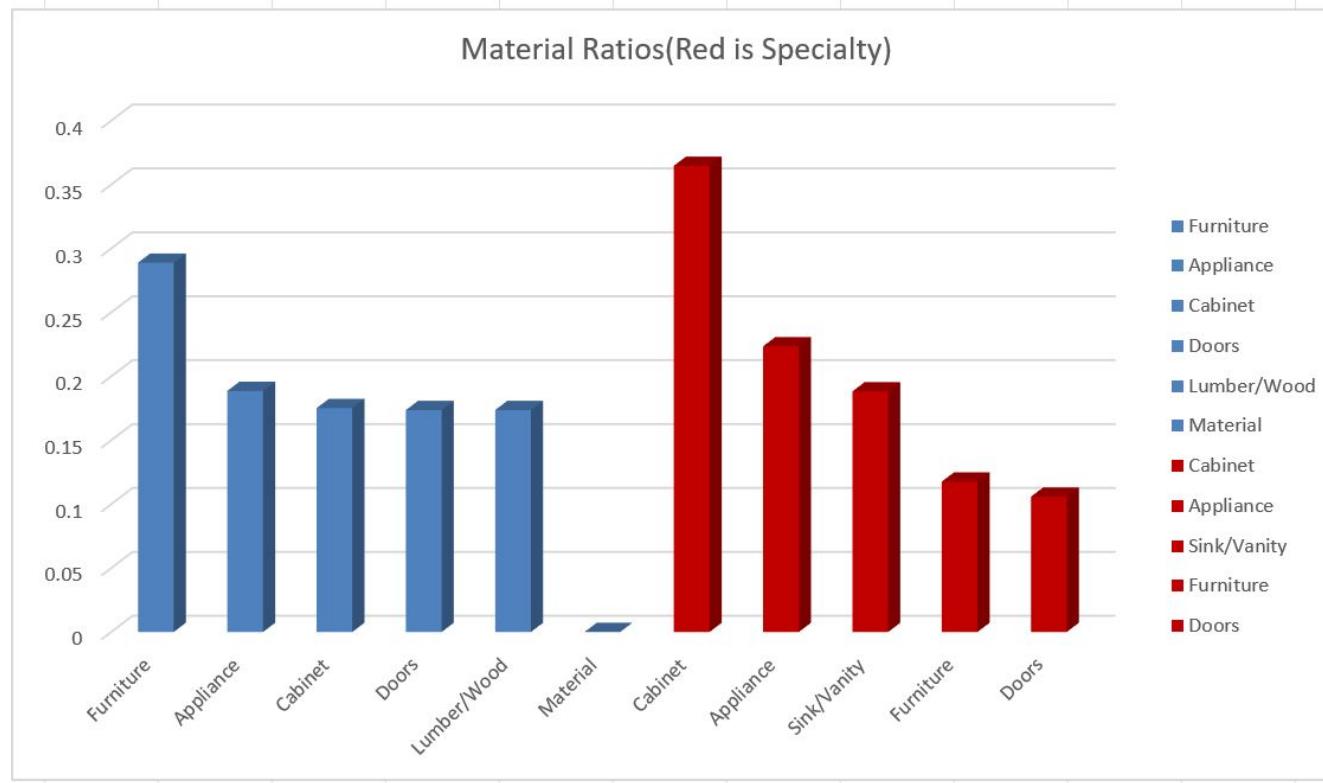
Data Analysis





Count





Source	Count
Word of mouth (friends, family, neighbor, contractor, Forklift staff, ...)	577
Through a web search	448
Other (provide details below)	228
Referral from another organization (Goodwill, A Wider Circle, etc.)	215
From https://reuse.dc.gov/	109
From Social Media (Listserv, Facebook, Instagram...)	81
In-person event	52
Other media (newspaper, radio, TV...) (please let us know where!)	31
Saw the pickup team or the Forklift truck around town	10

Challenges & Opportunities

Opportunities Identified

- **Improved Donor Engagement:** By centralizing data, Community Forklift can follow up with donors more effectively and increase retention.
- **Streamlined Operations:** Mapping bottlenecks will help automate or simplify scheduling and pickup steps.
- **Data-Driven Insights:** Establishing KPIs (like average pickup time or repeat donor rate) will allow performance tracking over time.

Challenges & Opportunities

Data Privacy and Security:

- The organization maintains donor information which contains potentially sensitive personal details. The project team will maintain complete data security for all information received from the organization while keeping all identifying details restricted to members of the project team.
- There will be no personally identifiable information on data being used to clean

- Client gave an excel sheet containing the pick up requests for donation from last year (2024). It contains around 2000 rows. They requested it to be categorized, analyzed and presented as a graph
 - The challenge is there were **multiple entries from the same team or location counted as separate**. And they would like to get those entries under one name
 - There are **empty entries** because the system allows for it. An advice is to make sure when an online form is completed, important data such as date and email are filled in with NULL or 0

Project Status

What is done

- Full donation and material data analysis finished
- Donor and material journey maps created
- Visuals, write-ups, and documentation drafted
- Final presentation delivered to Community Forklift
- Client feedback received

What is left to do

- Incorporate final client feedback into deliverables
- Clean and finalize all documents and visuals
- Combine all deliverables into one final package
- Submit final packaged deliverables to Community Forklift

Future Plans

- **Utilize Journey maps to streamline internal operations**
 - Staff Training
 - Operational improvements
- **Establish routine KPI tracking**
 - Experiment operational changes for improved KPI
 - Use cleaned data as a baseline for long-term trend comparison
- **Explore customer relationship strategies**
 - Improve donor communication and follow-up touchpoints
 - Simplify the pickup request form to reduce missing or unclear information

Project Requirements

Project Purpose

The project must support Community Forklift's mission to:

- Reduce waste by diverting usable home-improvement materials from donations/pick-ups.
- Promote sustainability through reuse, recycling, and responsible sourcing.
- Increase accessibility by making building materials affordable to all community members.

Stakeholder Requirements

- Warehouse staff
- Donation intake coordinators
- Outreach/education teams
- Volunteers

Success Metrics

The project should demonstrate measurable improvement in at least three areas:

- Increased donation volume
- Improved donor satisfaction (faster drop-offs, easier scheduling)
- Reduced landfill waste
- Higher sales or redistribution rates
- Expanded community participation
- More efficient warehouse flow