

Community Forklift - Material Donation Journey Mapping

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Group Introduction

Kavya Ganeshan - Project Manager

Morolasaiye Aina - Communication Facilitator

Michael Lee - Data Analysis Expert

Jumar Demetrius - Project Contributor

Areeb Ahmed - Project Contributor



Project Requirements

- **Original requirements:**
 - Map the full donor journey
 - Assess current data systems
 - Identify data gaps
 - Create visualizations
 - Provide improvement recommendations
 - Produce a final report and presentation
- **How goals changed:**
 - Some asks were out of scope, such as:
 - Combining/automating all systems into one CRM (Podio, EveryAction, ThriftCart, Google Calendar)
 - Adjusted expectations after learning:
 - High rejection rate is normal because they cannot accept many types of items
 - Focus shifted from reducing rejections to improving donor communication and expectations

Problem and Goals

Current State: Donation process spans multiple platforms.

The Pain Point: "Confusion and inefficiencies" in data flow.

Gap: Lack of a centralized view of the donor lifecycle.

Goal: Create a comprehensive donor journey map.

Objective: Identify pain points and opportunities for smooth workflow.

Action Items: Create a visual journey map of donor behavior and material donation. Analyze 2024 pickup request data (approx. 2000 rows).

Journey Map

Click to access: [Miro Whiteboard](#)

Journey Map

JOURNEY MAP

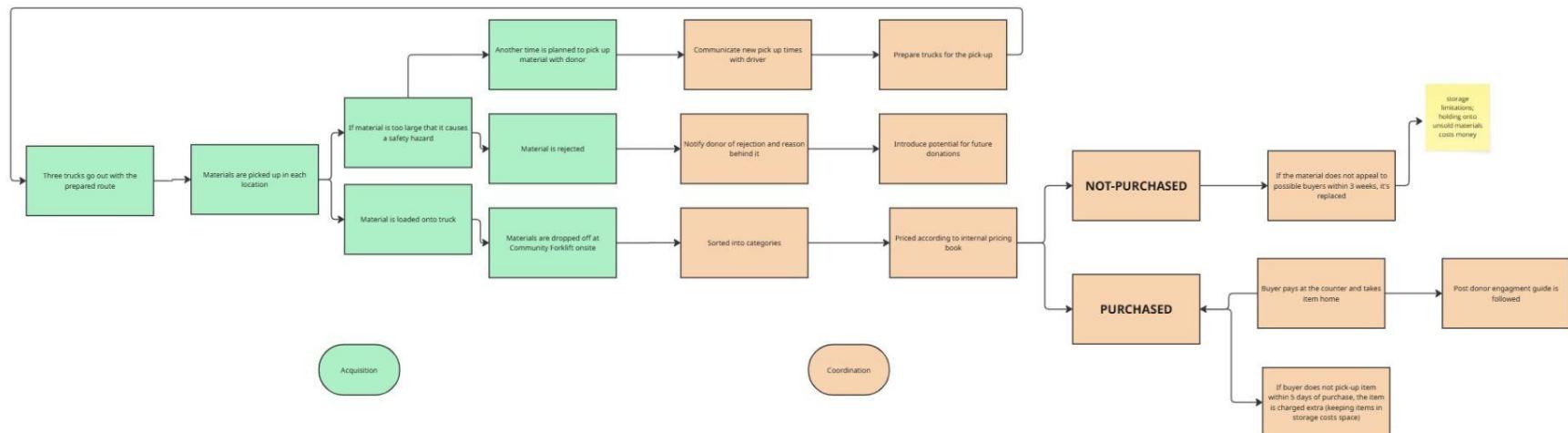


= how the items are acquired

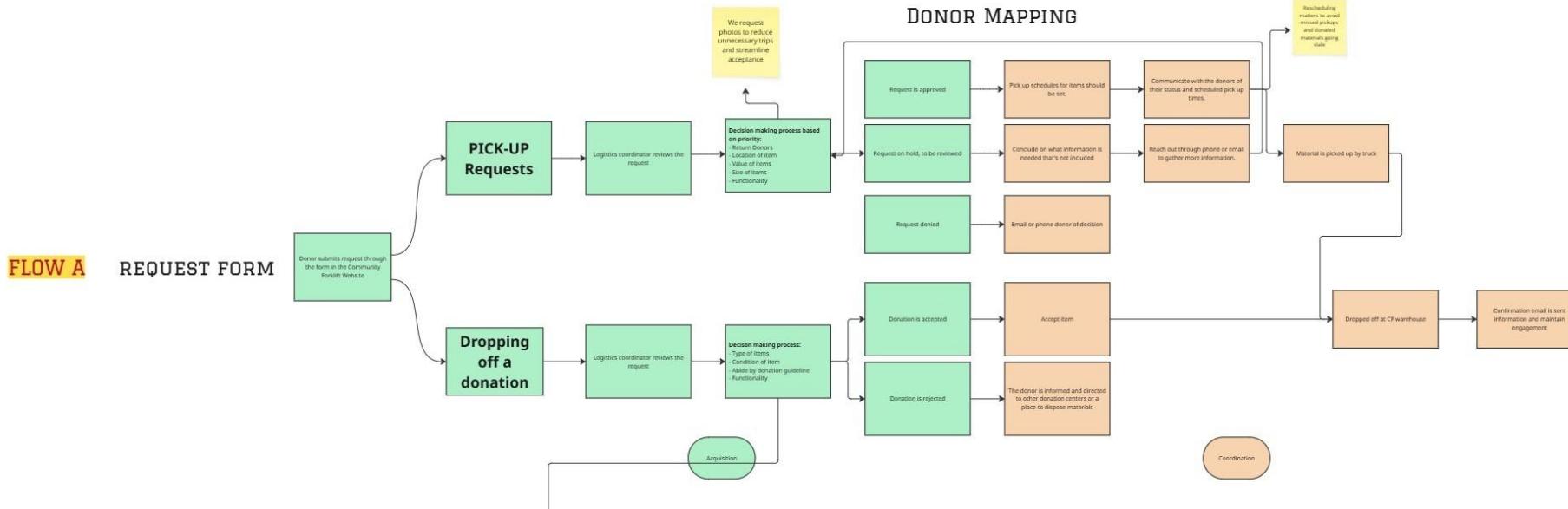
= how the items are categorized and handled

Journey Map

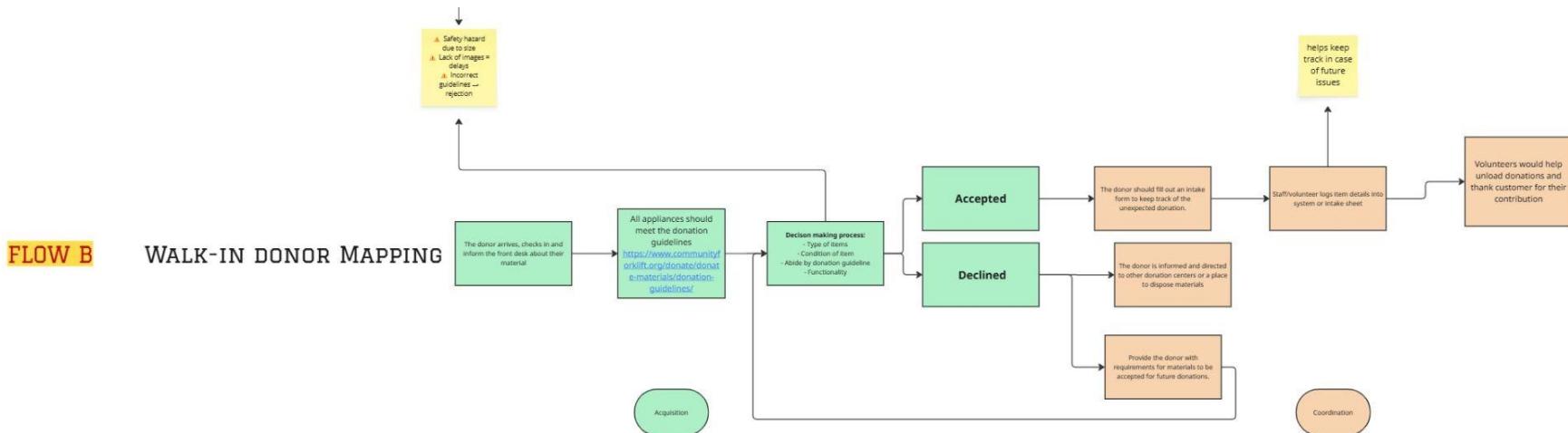
MATERIAL MAPPING



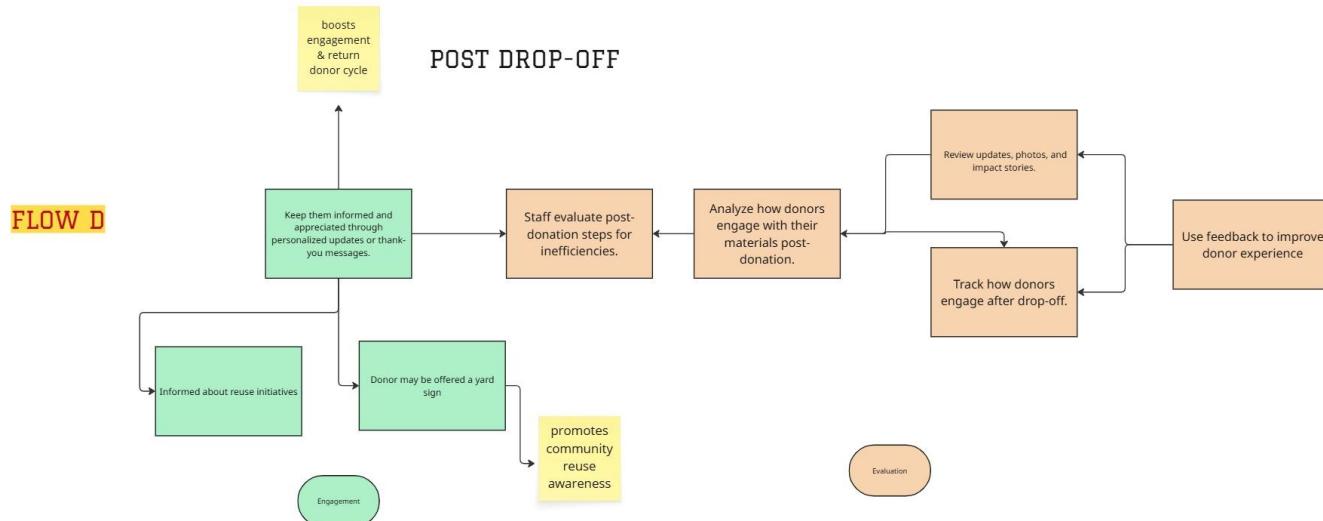
Journey Map



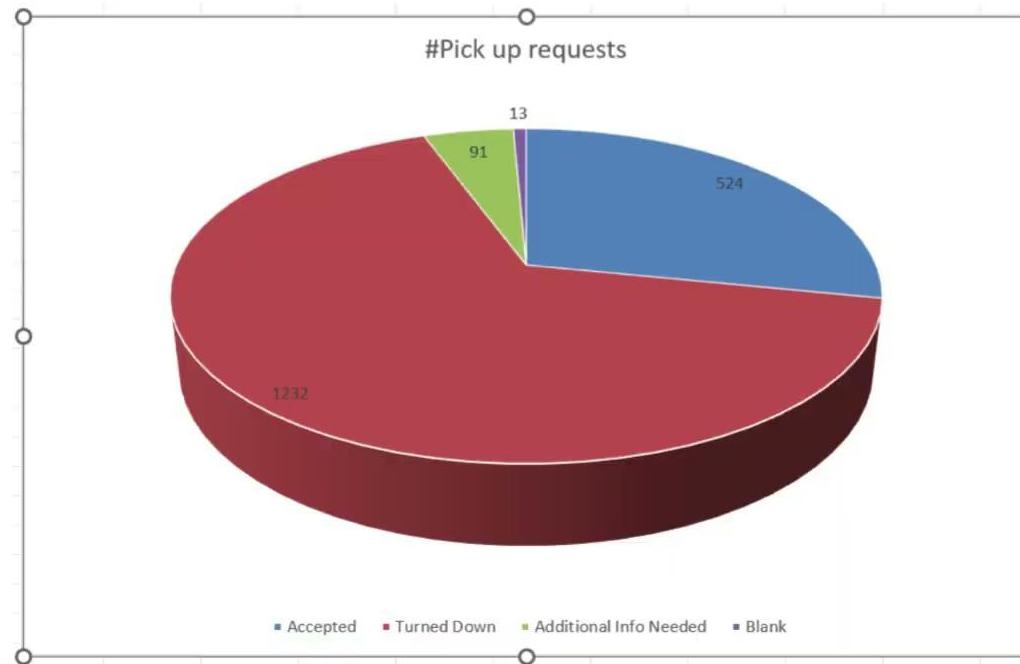
Journey Map



Journey Map



Data Analysis



Data Analysis

1. accept/ turn down ratio- Turned Down 1,232; Accepted 524; Additional Info Needed 91; blank 13.
 $(91+13)/1860 = 5.6\%$ blank
 $524/1860=28.2\% \text{ accepted}$
 2. Top 5 referral sources- **word of mouth, web search, other(), referral from organization(goodwill etc), website(reuse.dc.gov)**
 3. Repeat donors(based on email submission bc name input could be inconsistent)-
1 repeated 6 times, 1 donor repeated 5 times, 2 donors repeated 4 times, 4 donor repeated 3 times. 59 donors repeated twice.
-
-
-
4. How many wanted to sign up to the loyalty program- 1455 no 455 yes. **24.5%**
 5. If accepted percent saying yes to place yard sign to help truck driver- yes 1207, no 481, no response 172. **64.9%**

Action- data analysis specific to accepted sources. Strip rejected.

Challenges

- **High reject ratio for donations**
The program rejected numerous items because it accepted only safe materials which were neither too heavy nor non-operational appliances.
- **Fragmented tools + manual processes**
The system lacked integration between Podio, EveryAction CRM, ThriftCart POS and Google Calendar truck scheduling so staff needed to perform separate manual operations and mental calculations for route planning.
- **Low data visibility + duplicate profiles**
The system generated individual donor records for each new form submission which resulted in duplicate entries between John Smith and John A. Smith.
- **Insufficient automation**
The staff needed to perform manual follow-ups when information was absent while elderly donors faced difficulties with form completion and there were no automated systems for wishlist or donation reminder functions.
- **Space constraints**
The facility operated with restricted storage capacity which required items to stay for no more than five days.

Opportunities

- **Inconsistent terminology & duplicate donor entries**
 - Our data analysis identified the amount of missing (null) information across the data sheets.
 - The “Review” stage of the journey map ensures donor information is checked for accuracy according to existing guidelines.
 - Automating this process was outside our project scope
 - we provided recommendations to reduce duplicate donor entries.
- **Fragmented data sources**
 - Took detailed notes during the site visit.
 - Reviewed an example of how a sample pickup request is processed across Podio, ThriftCart, and EveryAction
- **Unclear internal processes**
 - Split the journey map into Acquisition and Coordination to separate customer-facing and internal processes.
 - Used this map to condense detailed manual procedures into a clear, easy-to-understand visual workflow.

Hand Offs

- Final Presentation slides
- Final Report Document
- Journey Map (editable and image form)
- Data Analysis (excel sheet)

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



Actionable Steps



- Clean up and shorten the donation form so donors don't get overwhelmed
- Make a few **key fields required** (ex: item condition, location) to avoid missing info later
- Improve upon the organized workflow based on the journey map to reduce confusion between platforms
- Look into building a **simple dashboard** or system where staff can track donations in one place
- Keep tracking metrics like repeat donors, pickup times, and form completion rates to help measure improvement.
- Enable **one-click newsletter** sign-up for donors during the pickup request form
- Create a simple "What We Can Accept" **quick guide** sent automatically after form submission
- Create a **loyalty program for donors**, not just shoppers (points for materials donated).



Thank You