Quick Reference Guide - MFTNB Donation System

📋 Daily Workflow Cheat Sheet

When Donation Form Comes In

1. 🟪 Check email notification
2. 📞 Call donor within 24-48 hours
3. ❓ Ask: "Can you text me photos of the items?"
4. ✅ **If quality** → Schedule pickup → Add to inventory
5. ❌ **If junk** → Politely decline → Offer paid removal

When Junk Removal Request Comes In

1. 🟪 Check email notification
2. 📞 Call within 24 hours
3. 💰 Quote based on volume (see pricing below)
4. 📅 Schedule service
5. ✅ Complete job → Get paid → Update sheet

When Furniture Inquiry Comes In

1. 🟪 Check email/phone
2. ❓ Ask: "Are you a family in need or interested in purchasing?"
3. **Family in need** → Verify through partner → Free delivery
4. **Buyer** → Quote price → Arrange pickup/delivery → Collect payment
5. 📝 Update inventory: Status = Claimed/Sold

When Corporate Inquiry Comes In

1. 🟪 Check email notification
2. 📞 Call within 1-2 business days
3. 🤝 Discuss their goals and options
4. 📋 Create partnership plan
5. 🎉 Execute → Thank → Track impact → Update regularly

💰 Suggested Pricing

Junk Removal (Paid Service)

- **Small load** (pickup truck): $100-$150

- **Medium load** (1/2 truck): $200-$300

- **Large load** (full truck): $400-$600

- **Extra large** (multiple loads): $800+

- **Add-ons:** Stairs (+$50), heavy items (+$25-$100)

Furniture Sales (Donation Revenue)

- **Sofas/Couches:** $100-$250

- **Dining sets:** $150-$300

- **Bed frames:** $100-$200

- **Dressers:** $75-$150

- **Desks:** $50-$150

- **Chairs:** $25-$75 each

Always include: "or free for families in need"

📞 Phone Scripts

Donation Follow-Up Call

"Hi [Name], this is Chris from Moving Forward to New Beginnings.
Thanks for offering to donate furniture! I wanted to follow up
on your submission. Can you tell me more about the [item]?
Do you have photos you could text to this number?

[After seeing photos/hearing description]

GOOD QUALITY:
"This looks great! We'd love to pick this up. Our schedule
has openings on [dates]. Which works better for you?"

POOR QUALITY:

"Thanks for thinking of us, but this doesn't quite meet our standards. We only accept items we can proudly deliver to families starting over. If you need it removed, we do offer junk removal services. Would you like a quote?"

Junk Removal Quote Call

"Hi [Name], this is Chris from Moving Forward to New Beginnings. I got your junk removal request. Let me ask a few questions:

1. What items need removing?
2. How much? (pickup truck load, half truck, full truck?)
3. Where are they located? (basement, garage, ground floor?)
4. Any stairs or difficult access?
5. Preferred date?

[After assessment]

"Based on what you described, I estimate this at [price]. That includes labor, hauling, and responsible disposal. We donate what we can and recycle as much as possible. Does that work for you?"

Furniture Inquiry Call

"Hi [Name], this is Chris from Moving Forward to New Beginnings. You inquired about the [item]. It's still available!

[If they said "family in need"]
"I see you're looking for help furnishing your home. We work with local partners to serve families in need. Can I ask - are you working with any organizations like [shelter name, newcomer services, etc.]? Great! Let me coordinate with them to verify, then we'll schedule a free delivery."

[If they want to purchase]
"The price is [amount], and we can deliver it for an additional [delivery fee] or you're welcome to pick it up. Proceeds support our rescue move program for families fleeing violence. When would you like to arrange pickup/delivery?"

Corporate Partnership Call

"Hi [Name], this is Chris from Moving Forward to New Beginnings.
Thanks for [Company]'s interest in partnering with us!

I'd love to learn more about your giving goals. Are you primarily
interested in:
- Donating furniture from your business?
- Sponsoring moving services for families in need?
- An ongoing partnership?

Let me tell you a bit about our model..."

[Share impact story, discuss options, propose next steps]

📊 Weekly Checklist

Monday

- [ ] Review weekend submissions
- [ ] Call all pending inquiries
- [ ] Update inventory status
- [ ] Schedule week's pickups/deliveries

Wednesday

- [ ] Post 2-3 available furniture items on Facebook
- [ ] Follow up on pending quotes
- [ ] Check inventory levels (garage/sea can space)

Friday

- [ ] Confirm weekend appointments
- [ ] Update Google Sheets
- [ ] Plan next week's pickups
- [ ] Take photos of new inventory

Monthly

- [ ] Calculate impact metrics
- [ ] Thank corporate donors
- [ ] Update furniture-available page with new items

- ☐ Review pricing and adjust if needed
- ☐ Post monthly impact report on social media

🔗 Important URLs

Your Pages:

- Main site: `mftnb.com`

- Donate furniture: `mftnb.com/donate.html`

- Available furniture: `mftnb.com/furniture-available.html`

- Junk removal: `mftnb.com/junk-removal.html`

- Corporate giving: `mftnb.com/corporate-giving.html`

Admin:

- Google Apps Script: [Your Apps Script URL]

- Google Sheets: [Your Spreadsheet URL]

- Cloudflare Pages: [Your Cloudflare Dashboard]

📝 Quality Standards

✅ ACCEPT

- Clean, no strong odors

- Structurally sound, safe

- Minor wear is OK

- "Would I give this to my friend?"

❌ DECLINE

- Stains, rips, tears

- Broken or wobbly

- Strong smoke/pet odors

- Missing parts

- Unsafe

Polite Decline: "Thank you, but we only accept quality items we can proudly deliver to families."

🎯 Success Metrics

Track Monthly:

- Donations received: _____

- Families served (free): _____

- Items sold: _____

- Revenue from sales: $_____

- Junk removal jobs: _____

- Junk removal revenue: $_____

- Corporate partners: _____

- Rescue moves funded: _____

Goal Setting Example:

- 20 donations/month

- 15 families served free

- 5 items sold ($750 revenue)

- 10 junk removal jobs ($2,500 revenue)

- 2 corporate partners

- **Result:** 3-4 additional rescue moves funded

🚨 Troubleshooting

"Form isn't submitting"

1. Check browser console (F12)

2. Verify APPS_SCRIPT_URL in HTML file

3. Test Turnstile - is widget loading?

4. Try in incognito mode

"Not receiving emails"

1. Check spam folder

2. Verify OFFICE_EMAIL in Apps Script

3. Check Apps Script execution logs

4. Test with your personal email first

"Inventory not displaying"

1. Check Furniture Inventory sheet exists

2. Verify sheet name matches exactly

3. Check JavaScript console for errors

4. Make sure Status = "Available"

"Turnstile failing"

1. Check TURNSTILE_SECRET in Script Properties

2. Verify site key matches in HTML

3. Check Cloudflare dashboard for errors

4. Try regenerating secret key

🎉 Marketing Templates

Facebook Post - New Furniture

> 🛋️ NEW FURNITURE AVAILABLE! 🛋️
>
> Just picked up: [Item description]
> Condition: [Excellent/Good]
> Price: $[amount] or FREE for families in need
>
> See photos and more items: mftnb.com/furniture-available
>
> Questions? Call/text (587) 731-0695
>
> All proceeds support our rescue move program helping
> families fleeing domestic violence. 💙

#RedDeer #FurnitureDonation #CommunitySupport

Facebook Post - Donation Appeal

📢 GOT QUALITY FURNITURE TO DONATE? 📢

Moving? Downsizing? Redecorating?

Your gently used furniture can help a family starting over:
✅ Survivors of domestic violence
✅ Newcomers to Canada
✅ Neighbours rebuilding after hardship

What we accept: Clean, smoke-free, quality furniture
Schedule pickup: mftnb.com/donate

Can't donate but need junk removed? We do that too!
mftnb.com/junk-removal

#RedDeer #FurnitureDonation #CommunityStrong

Email Signature

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💙 Donate Furniture: mftnb.com/donate
🛋️ Shop Furniture: mftnb.com/furniture-available
🤝 Corporate Partnerships: mftnb.com/corporate-giving

For every paid move, we perform a rescue move for free.

⚡ Pro Tips

1. **Photos Sell:** Always get photos of donations before pickup

2. **Post Often:** Facebook algorithm rewards daily posting

3. **Tell Stories:** Share (anonymized) impact stories

4. **Build Trust:** Show before/after of furniture deliveries

5. **Partner Up:** Work with shelters, newcomer services, social workers

6. **Be Selective:** Reputation > Volume. Only accept quality items.

7. **Price Right:** Slightly below market keeps inventory moving

8. **Track Everything:** Data helps you tell your impact story

9. **Thank Donors:** Public recognition (with permission) encourages more

10. **Stay Mission-Focused:** Every item serves a family or funds a rescue move

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📞 Quick Contacts

Emergency Shelter Partners:

- [Add local domestic violence shelter contact]
- [Add local homeless shelter contact]

Community Services:

- [Add newcomer services contact]
- [Add social services contact]

Business Partners:

- [Add real estate agents]
- [Add senior living facilities]

Disposal/Recycling:

- [Add dump location]
- [Add recycling center]
- [Add e-waste facility]

Print this page and keep it handy! 📌

You're doing amazing work helping families rebuild their lives. This system just makes it easier to serve even more people.

Questions? Review the full SETUP_GUIDE.md and SYSTEM_OVERVIEW.md for details.