

13



COMMUNITY FORKLIFT

Impact Consulting Fellowship

CENTER FOR SOCIAL VALUE CREATION



Community Forklift - Final Deliverable

December 15th, 2023

Meet the Team



Peter Cassell



Harshil Patel



**Dimitri
Sfakiyanudis**



**Alexandra
Doncheva**



Rutwik Patil



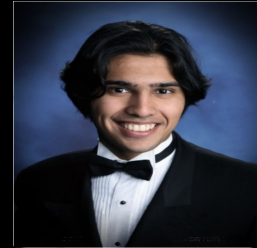
Ashish Salunkhe



Kim Lek



Julia Huang



**Mohnish
Mahajan**



**Tanvi
Murumkar**



UNIVERSITY OF
MARYLAND

**FEARLESSLY
FORWARD**



Goal

To make Community Forklift a powerhouse of reuse and to help lead the reuse and waste management conversation in the DMV.



UNIVERSITY OF
MARYLAND

**FEARLESSLY
FORWARD**



Thesis

An Organized Warehouse that can Process What It Receives, that Proactively Engages and Partners With Others, that Prices Well will lead the charge that Enables the DMV to Become The Hero of reuse and waste management.



UNIVERSITY OF
MARYLAND

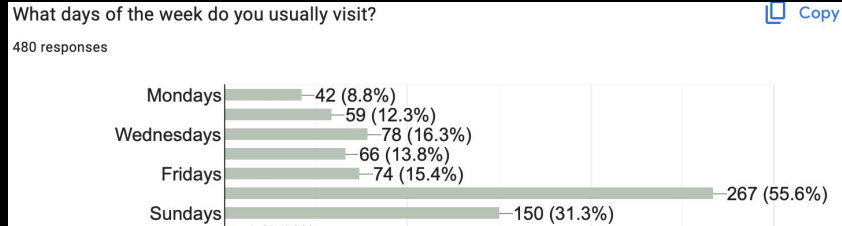
FEARLESSLY
FORWARD



An Organized Warehouse that can Process The Intake It Receives

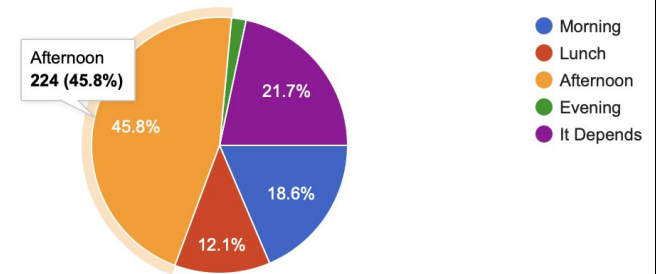
+Reduce Donation Hours

- Saturday/Sunday: 10am to 12pm & 1pm to 4pm
- Monday to Friday: 1pm to 4pm



What time of day do you usually visit?

489 responses



UNIVERSITY OF
MARYLAND

FEARLESSLY
FORWARD

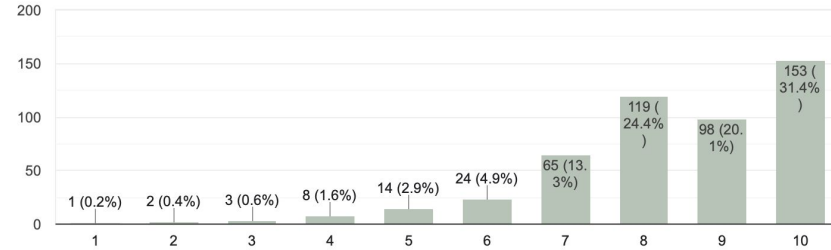


An Organized Warehouse that can Process The Intake It Receives



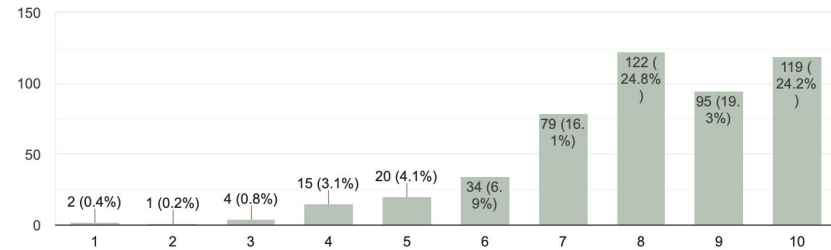
Navigating the warehouse

487 responses



Finding items in the warehouse

491 responses



UNIVERSITY OF
MARYLAND

**FEARLESSLY
FORWARD**



An Organized Warehouse that can Process The Intake It Receives

- Assign sections to crew members
- Create trainings for crew members
- Make an ideas jar



UNIVERSITY OF
MARYLAND

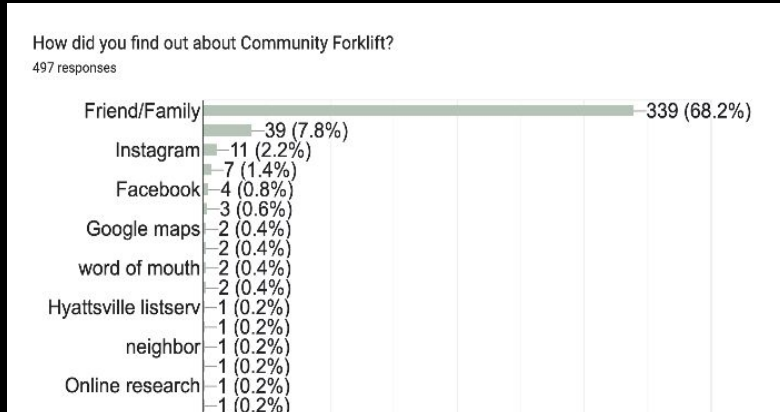
**FEARLESSLY
FORWARD**



That Proactively Engages and Partners with Others

Social Media:

- Educational content on social (30 secs - 60 sec)
 - Do DIY projects with warehouse items to teach and generate hype
 - Behind-the-scenes
 - New arrivals Influencer to promote (to younger audience)
 - Affiliate links



Very proactively approach DMV reuse and waste management

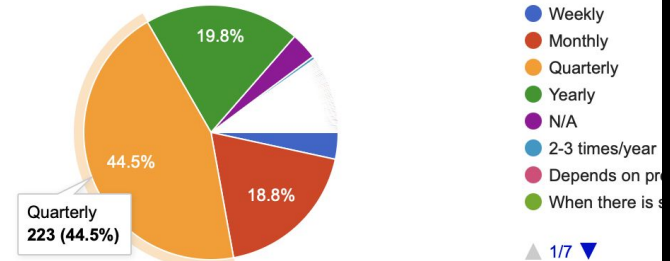
- Contact the 15 mile radius of potential partners

Outreach:

- Drive around to give them the flyers
- Interview customers Quarterly to ask what they like about the place

How often do you visit Community Forklift?

501 responses



UNIVERSITY OF
MARYLAND

FEARLESSLY
FORWARD



That Proactively Engages and Partners with Others

Front:

- Targeted flyer
 - Catering to wide range of audience
- QR code brings to Linked Tree where social media handles are located

Back:

- More in-depth of what CF is
- Programs and services offered

Can be distributed or hung up on walls, polls, boards, etc.



COMMUNITY FORKLIFT
A PLACE FOR **ALL** TO SHOP
HOMEOWNERS BUILDERS CONTRACTORS
DIY ENTHUSIASTS ANTIQUE COLLECTORS

Revamp Your Space with Community Forklift -
Where Every Find is a Green Treasure!
A Non-Profit Reuse Center for Home Improvement
Find What You Need at Affordable Prices!

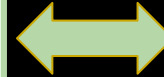
DISCOUNTS
Take advantage of weekly discounts on lighting, decorations, appliances, and more!

ANTIQUES
Whether you're a seasoned collector or a curious new comer, our collection promises discovery and delight.

DIVERSE SUPPLIES
Explore the more than 30 different categories of products offered, ranging from furnishing to lumber and everything in between!

VISIT US!
4671 Tanglewood Dr.
Edmonston, MD 20781
Mon-Fri: 12pm to 5pm
Weekends: 10am to 5pm

CONTACT US!
(301) 985-5180
info@CommunityForklift.org



WHAT WE DO

Our Mission :
To make new and gently used building materials and home essentials available to the community at low cost, distribute free materials to nonprofits and neighbors in need, create good green jobs, and educate the public about reuse.

WE DO THIS THROUGH:

Home Essentials Program (HELP)
Provide free building materials and home essentials to households with limited resources.

Community Building Blocks (CBB)
Give store credit mini-grants to community groups and nonprofits for projects that help the community.

Education and Outreach
Educate the community on reuse through staff development, warehouse tours, workshops, outreach at events, and DIY social media reels.

Collect Donations!
Support our community reuse nonprofit by donating building materials, funds, or a vehicle. Turn waste into resources!



UNIVERSITY OF
MARYLAND

FEARLESSLY
FORWARD



That Proactively Engages and Partners with Others



UNIVERSITY OF
MARYLAND

**FEARLESSLY
FORWARD**

Short, promotional (< 30 sec) reels, longer informational videos, or a mix

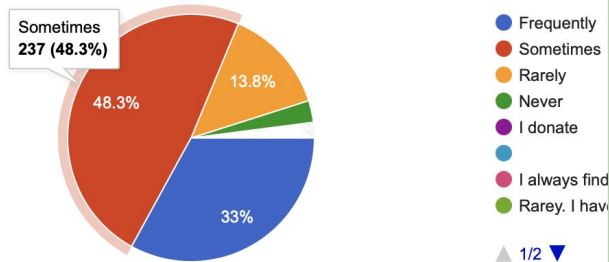


That Prices Well

+Converting “Sometimes” to “Frequently” through pricing techniques

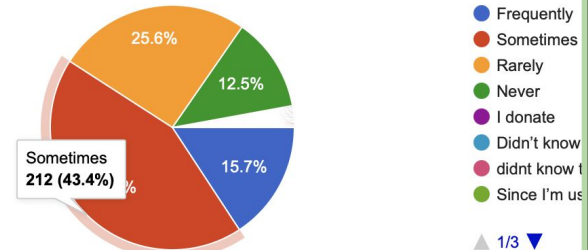
How often do you make a purchase?

491 responses



How often do you take advantage of discounts?

489 responses



UNIVERSITY OF
MARYLAND

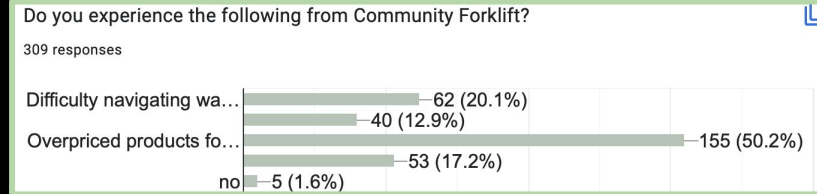
FEARLESSLY
FORWARD



That Prices Well

+Drop Prices / Price Match / Allow Haggling / Have Auctions

- This gets people excited to find a deal
- Still make a profit



UNIVERSITY OF
MARYLAND

FEARLESSLY
FORWARD





That Prices Well

Make prices
and discounts
more visible!



UNIVERSITY OF
MARYLAND

FEARLESSLY
FORWARD



Will Lead the Charge that Enables the DMV to Become the Hero of Reuse and Waste Management.

People want to be the hero and you can lead the charge:

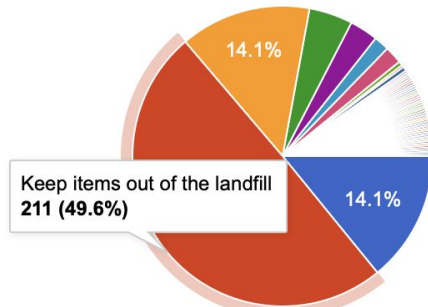
“Just doin’ my thing keepin’ items out of the landfill”

“Not all heroes wear capes, and neither do we...but we keep items out of the landfill so who's talkin’ now!”

“Question: Have you thought about our earth today? Come to Community Forklift where we’re saving our beautiful green planet.”

Why do you donate items?

425 responses

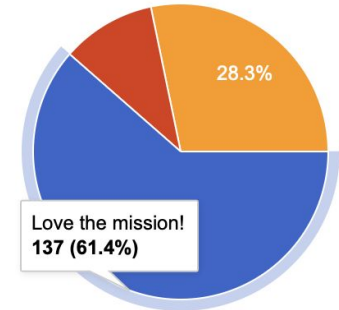


*Community Forklift is a great non-profit
that is truly a force for good*

*- let's get
more people to see that!*

Why do you donate money?

223 responses



UNIVERSITY OF
MARYLAND

FEARLESSLY
FORWARD

Sales Analytics

- September 2023 had seen most amount of Discounts (13,398)
- September 2023 had most amount of sales for in-store point of sale.
- Areas of Improvement:
 - Categories like Steel, Radiators, Toilets, Glass, Tubs and Showers have less contribution towards Sales
 - Keeping track of discounts over months in any Financial Year
 - Online Sales and Shopify Sales are significantly low as compared to In-store sales

Check this!



UNIVERSITY OF
MARYLAND

**FEARLESSLY
FORWARD**

[Community Forklifts Sales Data Viz | Tableau Public](#)



Youtube Analytics

- Tour videos attract more subscription. This can be very helpful to gain traction and building an audience.
- Use redirects from Instagram, Facebook and website to get more traffic on Youtube via reels, short videos.
- Create Youtube Shorts (Publish DIY Videos) as they have more attention span for younger viewers

Check this!



UNIVERSITY OF
MARYLAND

**FEARLESSLY
FORWARD**

[Community Forklifts Youtube Viz | Tableau Public](#)



Survey Analysis

- Discount Influence - 66% Yes and 28% No
- What customers want?
 - Location - Closer to majority of customers
 - Better Information Outreach
 - Pricing
 - Create locations around DMV for monthly pickups
 - Better parking around store
 - More advertising
 - Longer weekend hours
 - Delivery Service
- Most Survey Responses from DMV region

Check this!

[CF Survey Viz Other | Tableau Public](#)

[CF Survey Viz Demographics | Tableau Public](#)



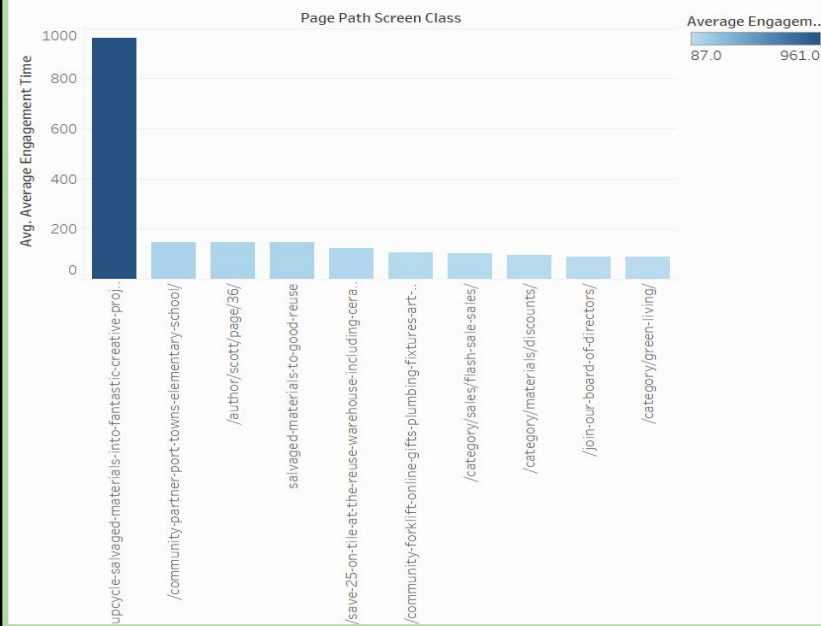
UNIVERSITY OF
MARYLAND

**FEARLESSLY
FORWARD**



Webpage Data Analysis

Longest Avg Engagement Time



	page_path_screen_class	engagement_per_view
1	/before-and-after-upcycle-salvaged-materials-into...	961
2	/community-partner-port-towns-elementary-school/	148
3	/author/scott/page/36/	147
4	/before-and-after-forklift-fans-put-salvaged-materi...	145
5	/community-forklift-online-gifts-plumbing-fixtures-...	106
6	/25-off-tile-is-a-square-deal-but-weve-got-circles-...	80
7	/donor-spotlight-tart-lumber/	79
8	/category/green-living/customer-creations/	75
9	/category/reuse-inspiration/	71
10	/save-25-on-tile-at-the-reuse-warehouse-includin...	61.5



UNIVERSITY OF
MARYLAND

FEARLESSLY
FORWARD



Webpage Data Analysis

- Longest avg engagement & engagement per view >> What the viewers are most interested in!!
- DIY Projects – Upcycle salvaged materials into creative projects
- Salvaged materials into good reuse
- Green Livings >> Key steps to a sustainable lifestyle



UNIVERSITY OF
MARYLAND

**FEARLESSLY
FORWARD**



Webpage Data Analysis

- Donation Funds >> Most High Performing Page
- Great Views to users ratio can be used to optimize opportunities.
- Specifically tackle users to revenue ratio.

	page_path_screen_class	Conversion Rate
1	/donate-funds/	17.177914110429

	page_path_screen_class	views_to_users_ratio_percentage
1	/programs/cbb/cbb-application/	192.98%
2	/programs/cbb/cbb-application/	192.98%
3	/2016/03/24/upcycling-an-old-tv-armoire/	185.71%
4	/2016/03/24/upcycling-an-old-tv-armoire/	185.71%
5	/programs/help/help-application/	167.35%
6	/programs/help/help-application/	167.35%
7	/help-programs-application/	161.61%
8	/help-programs-application/	161.61%
9	/news/press-received/	146.43%
10	/news/press-received/	146.43%



Insights & Recommendations

- Let's perfect what we are good at >> Donation of Funds
- Let's think out of the box!! >> Working on Social Media Presence >> Instagram and TIK TOK!!
- Connecting with other DIY Content Creators.
- Connecting with Content Creators who feature sustainability and zero waste living.
- Making their social media presence known with Instagram Giveaways etc.
- Opening up to newer age demographics.



Staffing

We suggest the following additional staffing to implement these changes

Sales/Marketing Specialist:

To support with partner connections, help with online sales, and ad/social media presence.

Influencer:

To work with team making DIYs, reels, and socials posts.

Additional Crew:

Given a shorter window of donations, a concentrated crew team to proactively organize the warehouse items will be very helpful.



UNIVERSITY OF
MARYLAND

**FEARLESSLY
FORWARD**



Final Deliverable Summary

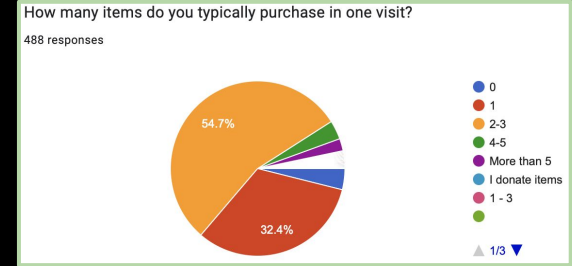
- Circulate Flyers in 15 Mile Radius
- Decrease Donations Hours
- Organize Warehouse w/ Extra Hours
- Lower Pricing/Price Match/Auction/Haggle
- Promote Promote Promote!
- Hire Additional Staff to Support
- Give Back Even More to The Community



Other Suggestions

GIVING(GIVE GIVE GIVE!) (More in Paper to Come)

- Convert the red space into orange by offering free items with purchases
 - Nails (for hammer), a fun stocking, or any \$1 item
 - Everything is donated so we think if Community Forklift shows such generosity here, their mission will spread and bring people in
- Buy \$25, \$50, \$100, \$250, \$500 and get certain other items for free
- Partner up with a delivery company to take things back to houses
 - On a contractual basis
 - Get a grant for this?
- Make delivery services more visible
- Partner with shelters, soup kitchens, and more to give items that don't sell
- Senior discount
- Landing Page should show categories off the bat with mission information at bottom
- Training for Crew Members for worker retention
- Flash sale for new students in DMV area on annual basis



UNIVERSITY OF
MARYLAND

FEARLESSLY
FORWARD



Impact Consulting Fellowship

CENTER FOR SOCIAL VALUE CREATION



Thank you - Q&A?

December 15th, 2023