The ReStore Report October 2018

**Donations and Sales –** Sales and donations lagged in October finishing just over $61,000.00. Hurricane Michael, just weeks after Florence was a factor, combined with the election hype and furniture market both shoppers and donors were distracted. A follow-up call to our largest furniture donor also revealed their clients were holding returns to the vendor. (Update: We have a pick-up scheduled with them mid-November) The new direct ReStore phone number gave us a chance to reach out say hello, thank you, and share information.

**Volunteers Outreach –** We are always looking for volunteers! Please share with friends and family whether they need community service hours for school or civic group or just have some spare time and want to contribute to a good cause.

**New ReStore Phone Number–** We have a new phone number dedicated to the ReStore…a Donation Hotline if you will. The ReStore email blasts are a huge success. 3500+ email recipients, a Facebook post with 15 shares and 2600 video views, the message has gone out and we’re scheduling free donation pick-ups.

828-327-7467(SHOP)

**Breakfast Anyone? –** “Home is the Key”, here’s a shout out to our Habitat Wednesday Crew and ReStore volunteers for creating wonderful centerpiece and Habitat themed decor for the event. Thanks to all.

**NC Habitat Conference –** Thank you for letting me travel to Pinehurst for the statewide conference. Although not as well attended it was still packed with information. Most information came as a good review of the basics, a chance to reconnect and make new ReStore friendships. But every time something sparks an idea, confirming work patterns or creates new ways of approaching retail. The goal is to raise money to support the affiliate. The question is how? How do we increase donations, shoppers, and volunteers? How do we constantly recreate ourselves to keep everyone engaged? What types of training and resources are needed?

Dr. John Dempsey, President of Sandhills Community College and long-time supporter of Habitat opened the conference. His acronym on “Variety” was light-hearted but to the point.

VISION – Plan to be better, grounded in values move forward toward for success. ARTICULATE – Make sure you have the ability to communicate properly. Social media platforms have changed how we communicate, share information, and interact. How many of you know how to “Tweet”? RESPONSIBILITY – Accept, Own, and Like…welcome the opportunity to make a difference. INITIATOR – Ideas create change and move us forward. Manager vs Initiator, a manager maintains and governs while the initiator allows growth in others and themselves. ENERGY – Lots and lots of energy, be a person who motivates and empowers others. TRUST – Integrity, both parties whether manager and staff, volunteer and employee, donor and non-profit, shopper and retail store must trust. Empower subordinates to do their jobs while following through with expectations on your position. YOU – As leaders we all have successes and failures. It’s how we respond to each that makes the difference in organizational growth, stability, and success. Give credit where credit is due and accept responsibility when the going gets rough. His message was simple but re-affirmed a lot of what we already do at HfH of Catawba Valley.

Other topics covered ReStore “donation processing and procurement” and creating a positive donor experience. Stop, wait, roll… often times we are presented with less than desirable donors. How we react can turn off a donor and leave us with a negative impact. This demonstrates the need to listen, have an appropriate affirming response, and wait for their understanding, then follow up with positive alternatives. Another powerful topic Test, Clean, and Price… Time spent is a precious and can never been recovered. Volunteer time is money, use it wisely. Many products that come into the ReStore are in need of some TLC. Establishing a proper processing routine and following through with training as new volunteers join in. Finally, “How to get great donations?” get involved in your community social and civic organizations. Utilize your networks; reach out through Board members, volunteers, and friends cold calling isn’t fun so look for connections and get referrals.

The last session I attended was on volunteering, where to reach out, recruitment, engagement, and retention. It focused on the importance of a good start; orientation serves both the volunteer and the organization. Next be task aware. What opportunities and needs are available? Recognize success and share achievements, engage, empower, so volunteers become part of the system. Orientation, continued training, refining procedures, outreach, are the keys to ReStore growth and continued success.

Jeff Mingus ReStore General Manager