



VOLUNTEER REQUEST FORM

Goodwill @ Industries of Greater Grand Rapids

Pro Bono Analytics overview:

The mission of the INFORMS Pro Bono Analytics program is to offer a platform for the operations research and analytics community to volunteer their skills for the benefit of underserved populations and developing communities in the U.S. and abroad. The program brings analytics techniques to non-profit organizations that may lack these skills internally and/or lack the resources to acquire these skills. The program also provides a new source of interesting real-world project experience to INFORMS members and other analytics/OR professionals, including experienced academics and practitioners as well as students and young professionals.

Project overview:

Measuring the effectiveness of marketing campaigns for the eight Goodwill stores in Kent County.

How to volunteer:

If you would like to be considered for this pro bono opportunity, please email probono@informs.org to express your tentative interest. We will then conduct conference calls during which you can learn more about the organization and the project, determine if there is a good fit with your interests and skills, and decide if you wish to submit a proposal to provide the Pro Bono service.

Note: To help us manage the program, we request that you please not contact the non-profit organization directly.

Questions:

Contact us at probono@informs.org or visit us at www.probonoanalytics.org

THANK YOU FOR SUPPORTING PRO BONO ANALYTICS

Name of Organization: Goodwill® Industries of Greater Grand Rapids | <https://www.goodwillgr.org/>

Project Location: Grand Rapids, Michigan

Primary Objectives of the Organization: Provide job training & placement services to individuals in our community.

Mission: changing lives and communities through the power of work.

Main Activities of the Organization: Goodwill Industries of Greater Grand Rapids is dedicated to providing job training and placement services. This is possible through the sale of donations the organization receives.

Goodwill's focus is to help people obtain work and establish independence. Goodwill provides support and guidance at no cost to individuals to help them achieve their career goals. Goodwill helps people access the resources they need for success. A range of services is available to help people grow personally and professionally.

Approximate number of staff and volunteers: 600 staff, 31 volunteers.

INFORMS Pro Bono Analytics Project Number: 201705-#1

Project title: Measuring Marketing Impact

Project summary in 20 words or less: Measuring the effectiveness of marketing campaigns for the eight Goodwill stores in Kent County.

Desired start/end date: June 1, 2017–August 31, 2017

Estimated time commitment by volunteers: 20–40 hours

Is travel by the volunteer involved, and if so, where: No travel involved.

Desired special skills/qualifications for volunteers: Statistical analysis

Project description: "Goodwill® strives to enhance the dignity and quality of life of individuals and families by helping people reach their full potential through education, skills training and the power of work." Goodwill is one of the most respected companies in the US and Canada; known for operating hundreds of thrift stores based on extensive donation efforts, and for its successful job training programs.

The Grand Rapids headquarters operates 20 stores in an eight-county region in Michigan. They are faced with a problem most brick and mortar stores are having – declining foot traffic in the stores. The stores and online sales help provide funding and opportunities for job training.

This Pro Bono Analytics opportunity is to work directly with the VP of Business Intelligence at the Grand Rapids Goodwill to evaluate the different campaigns used by Goodwill, and their effectiveness in generating foot traffic at eight of the stores in their region. A secondary assessment is how the campaigns impact donations.

Kent county has the largest population in the Goodwill region and the focus will be on the eight stores residing within that county. The marketing campaigns involve a variety of media, including television ads, social media, Pandora, print and billboards. Counters have recently been added to three of the stores to measure foot traffic. Other data include sales receipts, a recent survey of 300 people, and the ability to send a short survey to the 36,000 active members of the Goodwill loyalty shopper program.