

Goodwill of North Georgia Stores: Shopping and
Donor Campaign
Statement of Work
April 2018

BACKGROUND

Most people know Goodwill for our retail stores, but there is a lot more to what we do!

Goodwill of North Georgia a non-profit, donated goods business that serves individuals from 45 counties by providing services to help put people to work. We provide job training and employment services to people who are having trouble finding work, want to change careers, or start their own business. With our support, jobseekers overcome employment hurdles caused by physical, emotional and developmental disabilities, limited job skills, poverty and other challenges.

We offer 100 convenient drop-off locations for our neighbors to drop off their gently used clothing, books, furniture and household goods. We sell donated items in 60 stores across North Georgia and use the proceeds to help fund our mission: to put people to work.

Surprising as it may seem, we have never developed an advertising campaign to increase sales/encourage shoppers* to explore our treasures. We have relied on the power of the Goodwill Brand name and owned and earned media to sustain our retail business.

*In January 2013, we launched a donation advertising campaign to encourage donations and have had targeted campaigns to encourage job seekers to attend job fairs. Details about the donation campaign are below.

FISCAL YEAR	STORES AT CLOSE OF THE FISCAL YEAR	ACTUAL REVENUE	ACTUAL REVENUE % CHANGE	AVERAGE TRANSACTION
FY2010	32	60,981,089	-	\$14.89
FY2011	35	\$70,085,128	14.93%	\$14.58
FY2012	41	\$84,260,399	20.23%	\$15.67
FY2013	45	\$94,676,592	12.36%	\$15.53
FY2014	47	\$100,931,758	6.61%	\$15.88
FY2015	53	\$114,693,104	13.63%	\$16.19
FY2016	56	\$121,391,057	5.84%	\$16.23
FY2017	58	\$120,578,198	-0.67%	\$16.20
FY2018 Annualized**	60	\$121,604,081	0.88%	\$16.34

**Annualized projection for FY2018

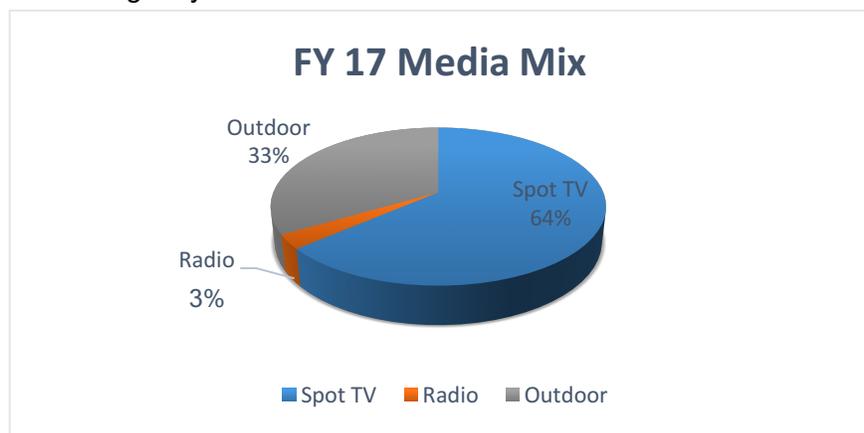
As we continue to grow, we recognize the importance of learning more about Goodwill shoppers/potential shoppers and identifying ways to connect with them. We are currently in the early stages of conducting a multi-tiered intelligence project to do just that.

We would like to begin the process of identifying an agency partner that will help us develop an integrated campaign to target shoppers based on our learnings. Our new agency partner will also need to help us evolve our donation-focused campaign. Our donor campaign was designed to support the FY18 goal of 3.2 million donor transactions. We are currently trending shy of goal, but have provided a snapshot of our success through the years.

FISCAL YEAR	TOTAL DONATIONS	% CHANGE in DONATIONS VS. PRIOR YEAR	DONATION ADVERTISING BUDGET	% CHANGE OVER YEAR PRIOR
FY2010	1,319,873	-	-	-
FY2011	1,543,445	17%	-	-
FY2012	1,709,549	11%	-	-
FY2013	1,955,586	14%	\$758,000	0.00%
FY2014	2,190,646	12%	\$1,525,200	101.21%
FY2015	2,503,899	14%	\$1,750,000	14.74%
FY2016	2,728,826	9%	\$2,100,000	20.00%
FY2017	2,887,665	6%	\$1,000,000	-52.38%
FY2018 Annualized	2,927,085	1%	\$971,600	-2.84%

Our primary target for the donation campaign is women 25-54 with a HHI income of \$75k+ in the Atlanta DMA. The majority of our budget allocation was used to fund our media spend, but it also covered costs for production and agency fee.

We have provided a chart of our current media mix. Please note that our mix has changed over time and at one time included online, direct mail, cinema, promotions and more. Due to our reduced FY18 budget, available creative, and aggressive goals, our current media mix is intentionally limited to TV, radio and outdoor.



GENERAL SCOPE

We are looking for an agency, or collective group of specialized individuals/agencies, that can help us meet our goals and strategize with us about what is happening in the thrift retail arena, what factors could be impacting sales and donations, what our approach should be for marketing, PR and advertising (including but not limited to developing a customer journey and messaging architecture, providing feedback on the overall customer experience and developing a PR and Advertising plan).

Our overall goals are to:

1. Increase retail revenue

2. Increase donor count
3. Increase brand awareness and consideration

While we would like to focus this project on our retail/sales and donation challenges there is the potential for you to work with us on other agency initiatives including our mission outreach.

SUBMISSION CRITERIA

To submit for this project, please provide the following:

1. Narrative of how you might approach this project and examples of relevant work created in past two years. Be sure to share success stories with quantifiable results.
2. Initial ideas on how your team might approach this project. We want to get a feel for how your team approaches planning and your thinking!
3. A cost breakdown of how you would utilize the budget (time versus materials)
4. Personnel descriptions and résumés of those considered to work on project and interact with Goodwill. It is important for us to meet the team that would actually work on our business vs. just new business professionals.
5. A detailed timetable of how you would complete the project

TIMING

- Companies to provide their credentials in response to our RFP by April 20.
- April/May
 - Shortlist of companies will be invited to share their credentials and their recommended approach for this assignment. We expect to meet the team that will work on the project and to also review the team’s recommended budget and timing.
- May/June – Selection of company and project kick-off.

BUDGET

\$1,800,000 includes fee, media and production.

There is also the potential for us to work together on other projects with incremental budgets.

KEY CONTACTS

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