

# TAYLOR COMMUNITY CONSULTING PROGRAM

## EXECUTIVE SUMMARY

### Habitat for Humanity

#### Strengthening Community Impact at Habitat for Humanity Restore

Carolyn Cameranesi, Lily Sun, Lyn (Seojung) Park, Sally Kim

##### Client and Project Overview

Habitat for Humanity St. Louis is a nonprofit organization dedicated to providing affordable housing—building not only homes but strengthening local communities and fostering hope. Habitat ReStore is a home improvement retail operation that supports Habitat for Humanity’s mission by selling donated building materials, appliances, and furniture to generate funds for these building projects. Subsequently, the success and profitability of the ReStore directly impact Habitat for Humanity’s capacity to fulfill its mission.

This project aimed to improve the operational and community impact of the Habitat for Humanity ReStore on South Grand Blvd in St. Louis, Missouri. Our consultants conducted a comprehensive strategic review of the ReStore in addition to extensive competitor analysis to inform recommendations for strengthening mission alignment, volunteer engagement, and inventory quality. Key recommendations include:

- Enhance in-store and digital branding to better convey the impact & role of the ReStore
- Establish partnerships with service organizations to improve volunteer engagement
- Partner with universities to encourage donations from students, fostering greater community awareness

##### The Process

Our client is in the process of finalizing their “Retail Strategy,” a document focused on developing methods to enhance customer engagement and overall store performance. Thus, the scope of this project was to develop three core strategies to embed within this retail strategy. It was crucial for our consultants to develop strategies that align with ReStore’s goals, providing innovative, new initiatives for them to consider.

To determine the focus of our proposals, we conducted a comprehensive analysis of the on-site conditions of the ReStore’s current operational processes. We also visited a local competitor, ReFab, for a competitor analysis and researched other Habitat for Humanity ReStore locations, including the nationally renowned Des Moines ReStore. Our research led us to conclude that the key sales drivers – customer engagement, staffing, volunteer support, and high-quality inventory – can be effectively enhanced through stronger community engagement, and we hypothesized that leveraging community resources and strengthening the ReStore’s connection to the greater St. Louis community would result in enhanced operational efficiency.

##### Recommendations and Expected Impact

###### Proposal 1: Impact Stories

The ReStore can improve its community engagement by using storytelling and mission-aligned branding to convey its value in fulfilling the greater Habitat for Humanity mission. By emphasizing ReStore’s purpose through “impact stories” both in-store and online, customers can connect more deeply with Habitat’s mission. Sharing narratives that illustrate how each

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purchase directly supports affordable housing projects in the St. Louis community can deepen customer engagement, inspire donations, and foster purpose-driven shopping.

The implementation plan for enhancing ReStore's storytelling and community engagement centers around creating immersive "Impact Zones" in-store, where photos, testimonials, and QR codes link customers to videos and additional stories from Habitat beneficiaries. These zones provide a tangible connection to Habitat's mission, reinforcing the impact of each purchase. To broaden this reach, ReStore can collaborate with local media, influencers, and Habitat homeowners to share these success stories, expanding awareness beyond the store. Together, these initiatives will foster deeper engagement with the organization, building a loyal customer base and ultimately boosting ReStore's revenue and community impact.

### **Proposal 2: APO Volunteer Collaboration**

The ReStore is facing a shortage of consistent, passionate volunteers, which is impacting store efficiency and cleanliness. To enhance volunteer retention, the ReStore must establish community partnerships and ensure volunteers are having a meaningful and fulfilling experience. WashU Alpha Phi Omega (APO), a co-ed service fraternity with over 180 members and over 50 service events a month, is the perfect bridge for the ReStore to capture eager, service-minded individuals and ensure a consistent stream of volunteers.

Through a simple and feasible implementation plan, including connecting with APO and establishing a routine of volunteer dates and times, ReStore can secure a key volunteer partnership at no cost additional cost. Tools such as a volunteer manual and coordinator can be implemented to ensure volunteers have a meaningful experience during their time at the ReStore and feel as though their volunteer work has a purpose.

Moreover, with APO fulfilling the critical role of marketing, promoting, and coordinating logistics of each volunteer day, the process will require little additional effort from ReStore staff yet reaps a multitude of benefits: volunteers help create a more cleanly and organized storefront, sort new donations, and free up employees' workload, enhancing customers first impression and experience in the store. This partnership will further be a critical component of the ReStore's retail strategy, as it allows volunteers to become aware of Habitat for Humanity's mission, understand ReStore's value, and inspires them to volunteer again, in addition to recommending the ReStore to friends and family or donating themselves.

### **Proposal 3: Collaboration with WashU Habitat for Humanity Chapter**

St. Louis has a steady student influx and outflux, meaning that students consistently purchase and dispose of home furnishings as they move to and from the city. According to Data USA, in 2022, St. Louis had 140,078 students enrolled in various educational institutions<sup>1</sup>. WashU alone enrolls 16,522 students, with 90% of the undergraduates coming from out-of-state<sup>2</sup>. Furthermore, nearly 21,000 people aged 25 or above moved out of St. Louis in 2020<sup>3</sup>. These mobile populations represent a valuable and consistent source of quality inventory—an opportunity that ReStore should capitalize on.

<sup>1</sup> "St. Louis, MO-IL | Data USA." n.d. Datausa.io. <https://datausa.io/profile/geo/st-louis-mo-il>.

<sup>2</sup> "University Facts." 2024. WashU. August 16, 2024. <https://washu.edu/about-washu/university-facts/>.

<sup>3</sup> Simpson, Maddy. 2022. "Brain Drain: St. Louis Lost Nearly 2,000 Educated People Each Year since 2010. Here's Why That's an Ominous Trend." The Business Journals. St. Louis Business Journal. May 25, 2022. <https://www.bizjournals.com/stlouis/news/2022/05/25/st-louis-brain-drain-what-is-it-talent-shortage.html>.

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Accordingly, we propose that ReStore collaborate with the WashU Habitat for Humanity Chapter to organize a College Move-Out Donation Day. The event will be scheduled at the end of each semester during student move-out, with designated on-campus drop-off points on the South 40 and The Village for easy access. Off-campus pickups will also be available, facilitated by a Habitat ReStore truck for two days. The WashU Habitat Chapter will play a central role in promoting the event, recruiting and coordinating volunteers, and assisting with the collection of donations. Volunteers will be organized into specific roles, including event hosts who will staff the collection points, a pickup team responsible for collecting items off-campus and managing transportation, and a marketing team dedicated to campus promotional activities.

A QR code will be the main method for students to “pledge” their donation items to Habitat for Humanity. This QR code will direct students to a Google Form where they list their donation items and request pickup from their residential area, and results will be automatically populated into an Excel sheet where the ReStore team can analyze the types of donations that students plan to make and efficiently plan logistics for scheduled pickups. Moreover, the form serves as a bridge between the WashU community and the ReStore, providing students with a simple and impactful way to give back to the community.

### Future Considerations

Looking ahead, a future initiative includes hosting a “pop-up” event at the beginning of the semester featuring dorm essentials from ReStore, such as lamps and desks, to further engage the student body. Furthermore, we believe that collaboration with institutions in St. Louis has the potential to be expanded to a city-wide movement through collaboration with other universities in St. Louis. We recommend that ReStore expand this initiative to Saint Louis University first, as it has its own Habitat for Humanity chapter and is the second largest institution in St. Louis. This collaboration across St. Louis academic institutions will not only make the donation process simpler but also foster a strong culture of community engagement and increased awareness of the ReStore and Habitat for Humanity’s mission.

### Conclusion

Implementing the proposed recommendations has the potential to significantly strengthen Habitat for Humanity ReStore’s operational capacity and community engagement, directly supporting Habitat’s mission of providing affordable housing and contributing to ReStore’s new retail strategy. By integrating storytelling and mission-centered branding, ReStore can deepen customer relationships, fostering a sense of purpose-driven shopping. Collaborating with APO would ensure a consistent, reliable volunteer presence, ultimately elevating the in-store customer experience. Additionally, forming partnerships with WashU and other local universities for end-of-semester donation events would create a sustainable stream of high-quality inventory while fostering long-term connections within the student community. With strategic data collection and system building, the ReStore can continually refine its approach to better meet the evolving needs of the St. Louis community. We deeply appreciate the opportunity to work with Habitat for Humanity St. Louis and contribute to the meaningful work at the Restore. We look forward to staying connected and following ReStore’s ongoing impact in uplifting and strengthening the St. Louis community.

**Taylor Community Consulting Program**



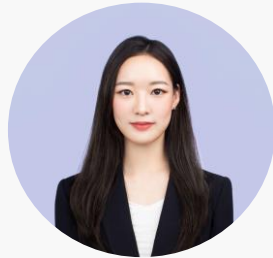
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# Our Team



**Sally Kim**

BSBA – Organization and  
Strategic Management &  
Marketing



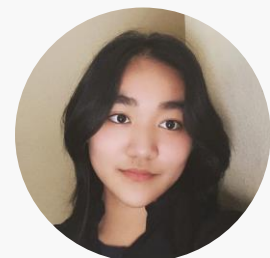
**Seojung (Lyn)  
Park**

MSAA – Accounting &  
Data Analytics



**Carolyn  
Cameranesi**

BSBA – Finance &  
Healthcare Management



**Lily Sun**

BuCS – Business &  
Computer Science

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# Agenda

**01**

Background & Overview

**02**

Strategy Proposal

**03**

Recommendations

**04**

Implementation Framework

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# Key Insight: Habitat for Humanity

Countries

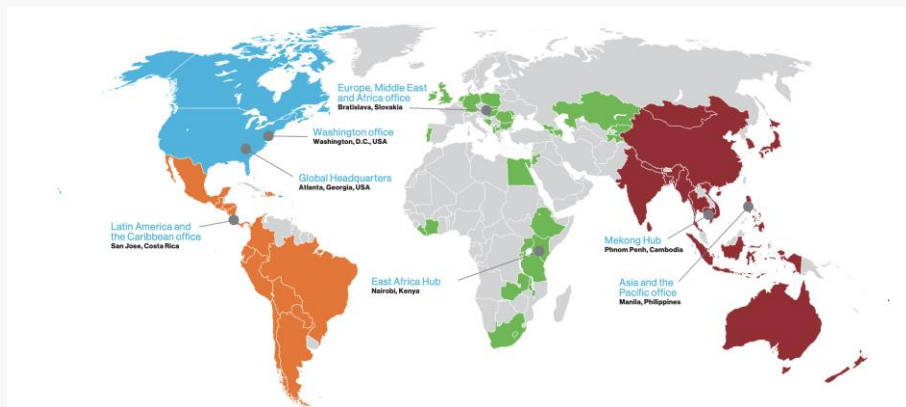
70+

Impact

62 m

4 Key Operational Areas

## Locations of Major Habitat for Humanity Offices



<https://www.habitat.org/multimedia/annual-report-2024/>

Land Tenure Security

Water, Sanitation, Hygiene

Energy Efficiency

Disaster Risk Reduction and Response



# Synergies Between Habitat for Humanity & ReStore

## Community Land Trust Model



## 3 Main Sources of Funds

**1** Donations and Grants

**2** ReStore Revenue

**3** Mortgage Income



# Understanding ReStore's Mission and Key Insights



Industry:

Home Improvement

Location:

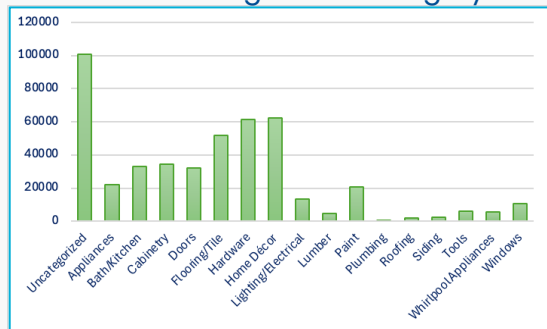
South Grand, St. Louis

## Mission Statement:

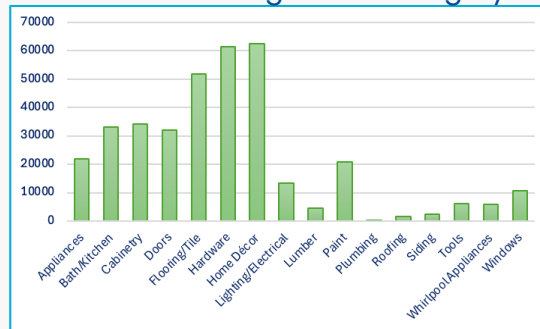
*Eliminating substandard housing by building homes, and hope, in St. Louis.*

### 2024 YTD – Gross Sales by Category

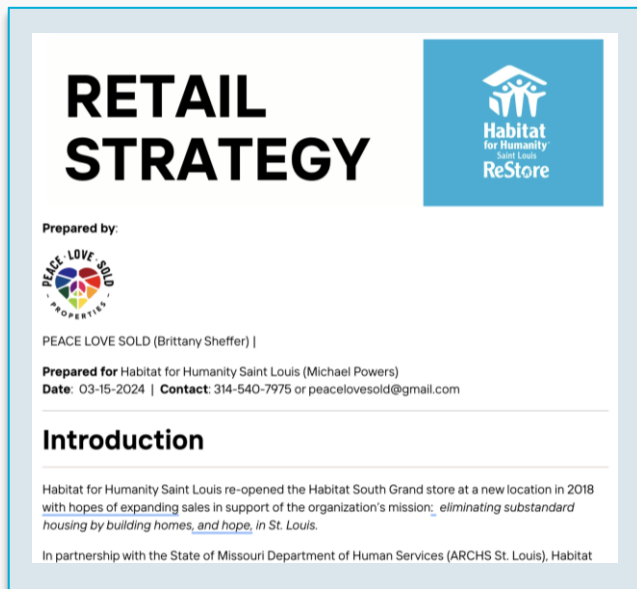
With Uncategorized Category



Without Uncategorized Category



# ReStore's Current Project: Retail Strategy



## Key Questions:

- What propels customer traffic?
- What are key sales drivers?
- How to recruit staff & volunteers?
- What opportunities exists for deeper integration with the St. Louis community?

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# Structured Approach to Discovering Key Sales Drivers



**1**

Examination of ReStore's current operational processes



**2**

Execution of a competitor analysis by visiting a local contender, ReFab

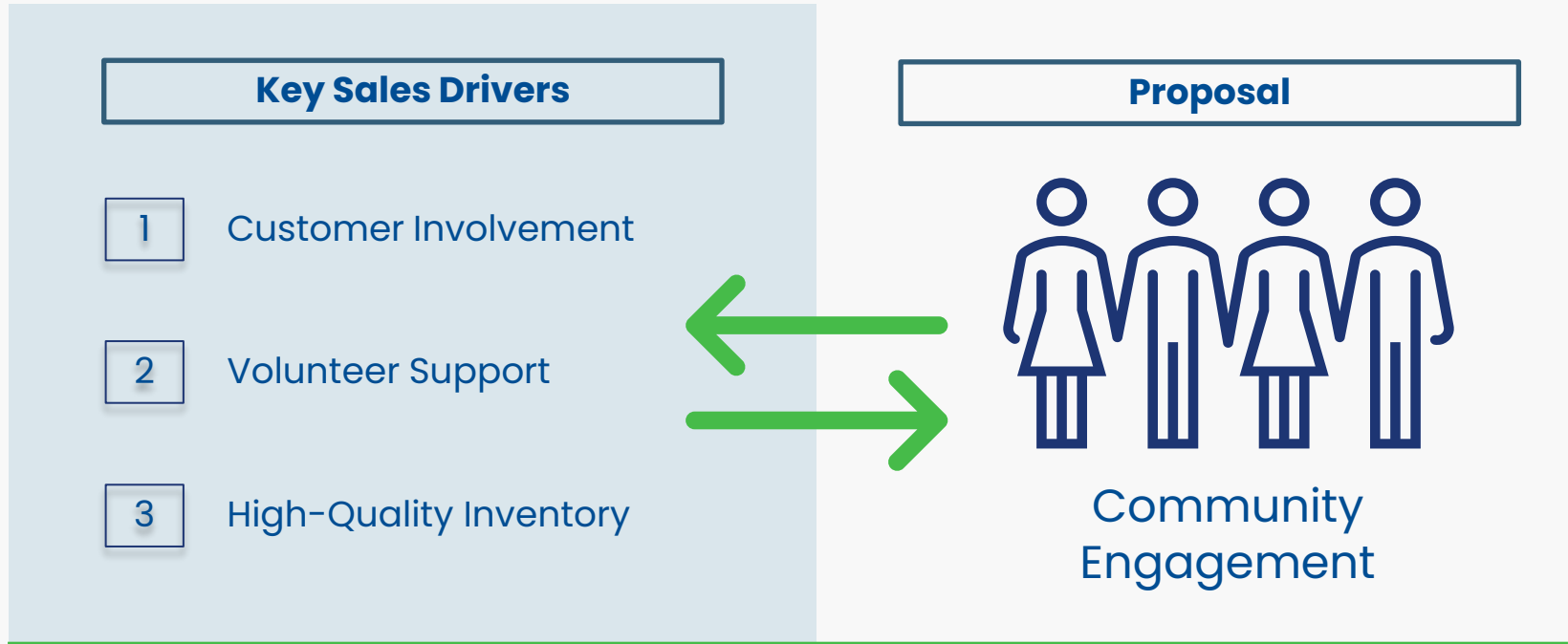


**3**

Research on high-performing ReStore locations such as the Des Moines ReStore



# Driving Sales Through Community Engagement



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# Our Strategic Proposal: Building a **Blueprint** for Success

We've curated 3 initiatives for ReStore that integrate seamlessly with its **Retail Strategy** and strengthen **community engagement**:

01.

Impact Stories

02.

APO Volunteer Collaboration

03.

WashU Habitat for Humanity Chapter  
Collaboration





01

# Impact Stories

Mission-Aligned Branding & Marketing

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# Competitor Analysis: Store Experience

## REFAB

## ReStore



While both stores have a similar layout and 'hunt for treasure' shopping experience, the key difference is how ReFab **frames** this **environment** through their **branding**.



# ReFab Excels at Branding & Marketing



<https://www.refabstl.org/about>

## Mission-Centric Messaging

Mission statement is clearly displayed on the site; emphasizes organization's driving purpose

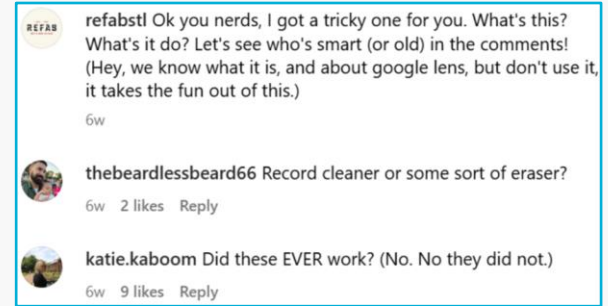
**WE HAVE SOME EXCITING NEWS TO SHARE WITH YOU – REFAB IS MOVING!**



<https://www.refabstl.org/about>

## Storytelling Emphasis

Refab sells stories - they share every part of their organization's journey to create a connection



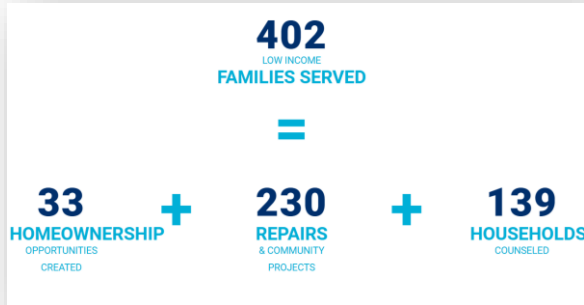
<https://www.instagram.com/refabstl/?hl=en>

## Customer Engagement

Posts prompt interaction, encourage comments, and leverage trends for relatability

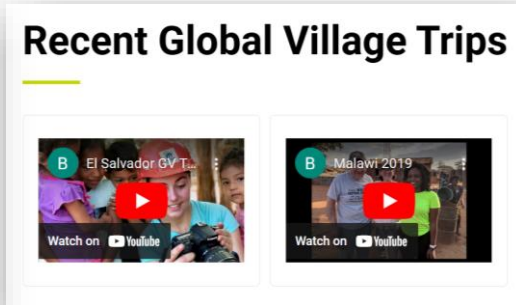


# Opportunities for ReStore STL



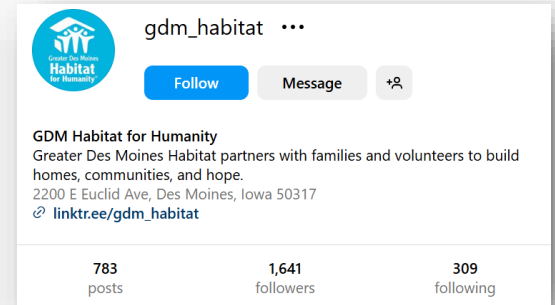
## Impact-Based Messaging

Transition narrative from “bargain hunting” to “changing lives”; makes shopping at ReStore a rewarding, impactful experience



## Leverage Storytelling

Allow customers to understand the impact their purchase can have; demonstrate ReStore’s importance to Habitat mission



## Expand Digital Presence

Use social media to engage customers with stories of community impact and promote individual items





02

# College Collab Series: Volunteers

Strengthening Integration within St. Louis

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The ReStore faces a shortage of **consistent, passionate volunteers**, impacting store efficiency and cleanliness.

- 
- According to an Independent Sector Study, the average hourly value a single volunteer brings is **\$28.54**
  - On average, volunteers are **2x** more likely to donate to the charities they volunteer for (The Corporation for National & Community Service)





X



# What is WashU APO?

## National co-ed service fraternity:

- 180+ active chapter members
- 50+ service events a month
- 8-12 volunteers per event



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# Simple & Feasible Implementation

1

## CONNECTION



Get in contact with WashU APO

2

## EVENT COORDINATION



APO posts sign-up with event details

3

## ON-SITE DAYS



APOs volunteer at the ReStore




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# Simple & Feasible Implementation

1


**CONNECTION**



Get in contact with WashU APO

2

**EVENT COORDINATION**



APO posts sign-up with event details

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**ON-SITE DAYS**



APOs volunteer at the ReStore





3 10:00am Speaker @ Hill: From the Frontlines to the Headlines 10:00am Brunch @ Kaki's 1:00pm Usher for Performing Arts Department	4 4:30pm Cookie Decorating in the suite (open up Fellowship!) 6:00pm Career Exploration Part 1: Understand Yourself 6:00pm Natural Ties 6:00pm Tolerance is a Wasteland: Palestine and the Culture. 7:00pm PM Meeting 8:00pm Project Linx 11:00pm outside service	5 5:30pm 🐰 Rabbits! Missouri Rabbit Society Volunteering 7:00pm Zumba	6 4:00pm sp25 course planning! 6:00pm exact 7:00pm Chapter - Service!	7 12:00pm DVD Dessert and Dialogue (Post-Election Edition) 2:45pm 🍷 Nutrition Center re-opening 5:00pm Coloring in the suite! 5:30pm HIV and Modern Healthcare Talk 5:30pm Josephine Halverson: Visiting Artist Lecture 5:30pm 'Hope in the Age of Fear-based Politics': Trans Rights 7:00pm Speaker: Gadeer Kurnat: Fresh on Jewish-Arab Relations in the Middle East. 7:00pm Stewardship Series: Hunger/Homelessness	8 8:40am 🐰 Terth Life Cat Rescue 12:00pm president office hour! 1:00pm QR: Training 2:00pm study in the suite! 3:00pm French Military Theater in the Era of Revolution 4:30pm AP-yOgal 5:00pm Dwell Usher with JMS and Hand-Urdu Departments	9 7:30pm 🇺🇸 Veterans Day Sale 9:00am NSW- Loop Clean-Up 10:00am 🇺🇸 Relay for Life's Rake-a-Thon! 10:30am APO gets coffee @ Black Lab Coffee 11:40am 🌱 Gardening with New Roots Urban Farm! 4:00pm Dance Contest! (DVA Challenge Chairs)
10 9:00am NSW- Loop Clean-Up 10:00am 🇺🇸 Relay for Life's Rake-a-Thon Pt. 2!! 🇺🇸 12:00pm APO Headshots! 4:00pm 🇺🇸 Cook Dinner @ Ronald McDonald House 7:00pm Project Holiday Cheer	11 5:30pm mallorie teaches crochet! 6:00pm Natural Ties 7:00pm PM Meeting 8:00pm Family wars craft night!!! 11:00pm outside service	12 8:30pm Blood Drive 12:00pm Public Health Series - Transforming the Health of the St. Louis Region Through Local Government 5:00pm Academic Reflections & Goalsetting in the Suite 5:00pm 2024 Holocaust Memorial Lecture: "The Evolution of Mass Murder: Forensic Archaeological Perspectives on Mass Violence at the Treblinka Labor and Extermination Camps" 7:00pm PM FUNDRAISE: Pumpkin Pie Slice Fundraiser 1 7:00pm Zumba 10:00pm Bingo Board: PMS (virtual)	13 8:30pm Blood Drive 1:00pm The Role of HHS/OCR in Enforcing Privacy and Civil Rights Issues in Healthcare 3:30pm A Century of Immigration Quotas: The Origins, Impact, and Legacy of the 1924 Immigration Act 5:00pm Digital Card Making 6:00pm exact 7:00pm Chapter - Inclusion!	14 2:00pm Make dough with Challah for Hunger! 4:00pm Jonathan Meitz Book Talk: "What We've Become: Living and Dying in a Country of Arms" 5:00pm Bake with Challah for Hunger! 5:00pm Summer Research Opportunities Fair 5:30pm Suite Cleaning (10) 7:00pm Pumpkin Pie Slice Fundraiser 2 7:00pm Stewardship series: On-campus service	15 8:30am Imaging Seminar: Shingee Runkin 11:00am Suite and Coffee -> 11:00am ECCS Seminar: Dr. Wenyu Huang 12:00pm president office hour! 2:00pm 🇺🇸 AmeriCorp Closet Sorting 4:30pm AP-yOgal 6:00pm Usher for Dwell	16 8:30am 🇺🇸 Scouting For Food: Bag Distribution Day 8:45am 🇺🇸 Girls on the Run SK 10:30am 🐰 Rabbits! Missouri Rabbit Society Volunteering 12:00pm Usher for Dwell 6:00pm Usher for Dwell

## 🚗 Cook Dinner @ Ronald McDonald House 📄 Post [f](#) Share

📅 Nov 10, 2024 at 4:00pm to 7:30pm

📍 300 Ronald McDonald House Ln, St. Louis, MO 63141

- 🔒 Sign-ups are currently locked [?](#)
- 🔒 Sign-ups are currently closed [?](#)
- 🕒 3 Service Hours (Service to the Community)

📍 Come cook and serve meals for families who are staying at the Ronald McDonald House while their children are in the hospital!

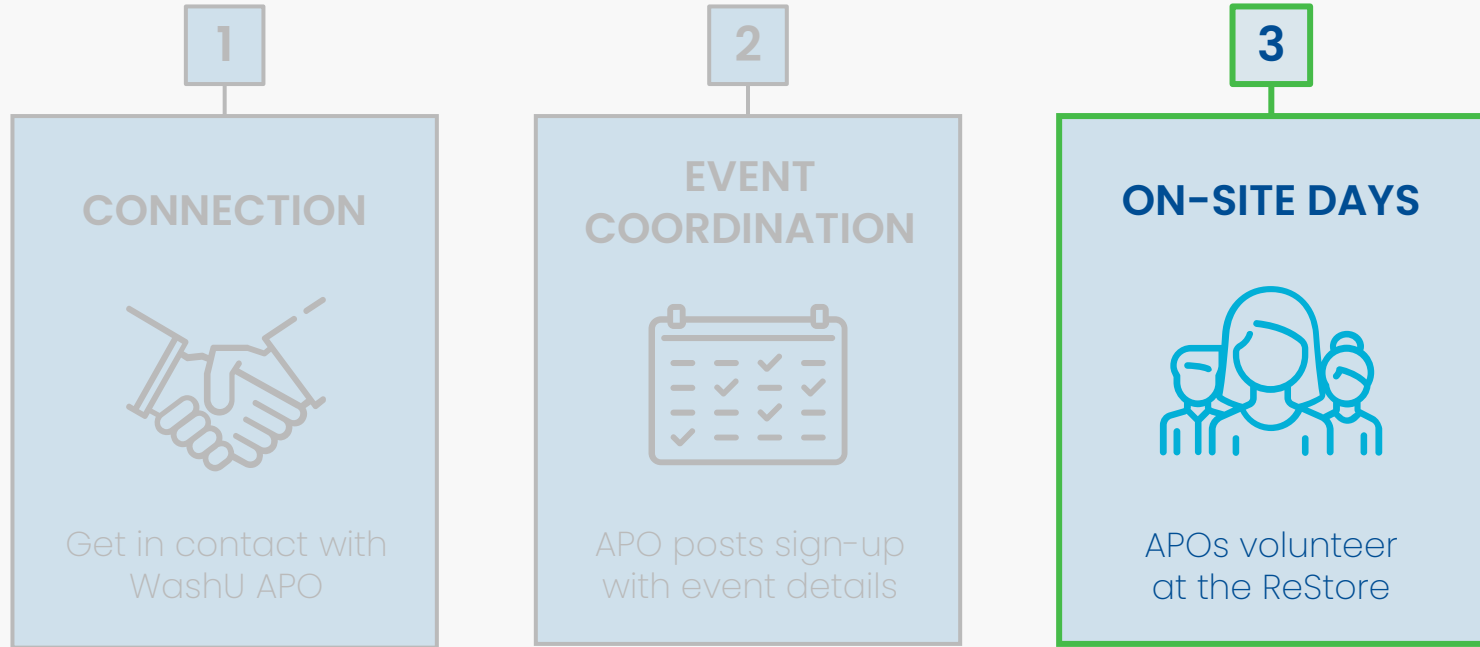
Meet at Malli at 4:00 to head over! Cooking starts at 4:30-45, we will be serving food at 6.

**\*\*Upon arrival, each individual must check-in at the front desk with a photo ID- please bring your driver's license- student IDs are NOT accepted\*\***

Event Coordinator: 🧑‍💻 Zoe Lehmann (210) 727-2024

Event Attendees		
Member	Phone	Comment
1. Zoe Lehmann 🗨️ 4	(210) 727-2024	
2. Noa Shiloach	(914) 608-9127	
3. Maya Tylis	(347) 843-1390	
4. Andrea Carbonell	(954) 704-2171	
5. Naina Muvva 🗨️ 4	812-629-9861	
6. Maya Fotedar	(317) 748-5019	
7. Tori Tanouye	(808) 366-3994	
8. Jaya Kosaraju	(210) 309-7077	
9. Maggie Gaudian	(617) 416-0555	
10. Evan Hunt	(914) 467-8996	
<b>Waitlist</b> ⚠️ This event is full! Sign up below to be added to the waitlist		
1. Lauren Ferrari 🗨️ 4	(918) 282-9926	

# Simple & Feasible Implementation



# Equipping Volunteers with Tools for Success

- **Volunteer Handbook**
- Interactive Clothing Guide
- Volunteer Coordinator



Greater Des Moines  
**Habitat**  
for Humanity®

**ReStore**

**VOLUNTEER ORIENTATION**

2200 EAST EUCLID AVENUE  
DES MOINES, IA 50317

4033 NW URBANDALE DRIVE  
URBANDALE, IA 50322

515.471.8686  
[www.gdmhabitat.org](http://www.gdmhabitat.org)

# Equipping Volunteers with Tools for Success

- Volunteer Handbook
- **Interactive Clothing Guide**
- Volunteer Coordinator



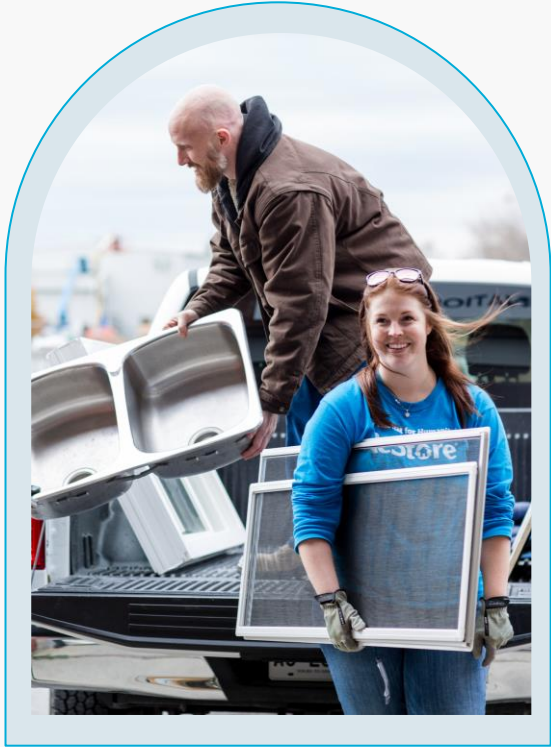
# Equipping Volunteers with Tools for Success

- Volunteer Handbook
- Interactive Clothing Guide
- **Volunteer Coordinator**



# This partnership will be a critical component of ReStore's retail strategy for many reasons





03

## College Collab Series: Donations

Quality-Control of Products

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## Influx and Outflux Trend Amongst Student Population

- **140,078** students in St. Louis educational institutions (Data USA)
- **16,522** WashU students, or **90%** of undergrads, are out-of-state (WashU)
- **~21,000** people ages 25+ moved out in 2020 (The Business Journals)





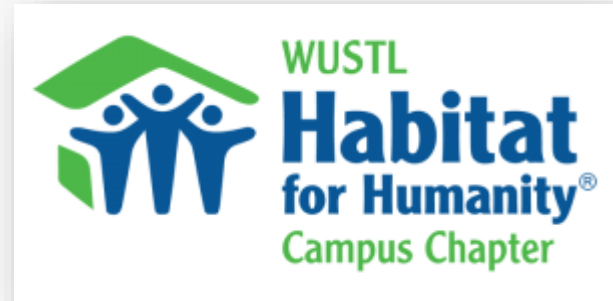
# WashU Habitat for Humanity Club

**Student-led organization at WashU addressing housing inequities in partnership with Habitat for Humanity St. Louis**

**Mission:** Provide affordable housing and strengthen the communities through volunteer efforts

## **Activities:**

- **Builds:** Saturday construction projects (no experience needed, with transportation)
- **Fundraising/Advocacy:** On-campus events to raise funds and promote housing solutions



# Why WashU Habitat for Humanity?



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# College Move-Out Donation Event

## Objective

Collect unwanted furniture, appliances, and items during student move-out



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## Event Details

**Timing:** End of semester

**Location:** Off-campus pickup available (ReStore can provide pick-up)

**Sign-Up:** Google Form for off-campus donations and volunteers

## Roles

**WashU Habitat:** Organize, recruit volunteers, marketing

**Volunteers:** Staff collection points, pickup team, marketing



## Marketing & Messaging

**Outreach:** Flyers, posters, social media, student orgs

**Messaging:** "Proceeds directly fund Habitat's housing projects, supporting local communities"

**Possible Incentive:** Discount at ReStore with WashU ID



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# Donation Event SWOT Analysis

## Strengths

- Strengthen Partnerships
- Convenient Item Collection

## Weaknesses

- Resource Dependence
- Coordination Efforts
- Initial Limited Awareness

## Opportunities

- Partnership Building
- Higher Quality Donations
- Increased Community Engagement

## Threats

- Competition with SWAP
- Current On-Campus Donation

# Seamless Giving: QR Codes Enable a Simple and Familiar Donating Experience



**Step 1:** Scan QR Code

A screenshot of a Google Form titled "ReStore - Habitat for Humanity Donation Form". The form includes a header with the Habitat for Humanity logo and the text "Help build the story of home. Shop. Donate. Share." Below the title, there is a thank you message and instructions for filling out the form. The form includes a "Switch account" link, a "Record" button, and a "Required question" section for "Email" with a checkbox to "Record seojung0421@gmail.com as the email to be included with my response".

**Step 2:** Fill Out Form

<https://forms.gle/aBLYGFAX5CWL1hQ26>

A screenshot of a Google Sheet titled "Form\_Responses1". The spreadsheet has three columns: "Timestamp", "Email Address", and "Name of Donor or Organization: Who should we thank for this donation?". The rows are numbered 1 through 24, with row 14 highlighted in blue.

**Step 3:** Record Responses





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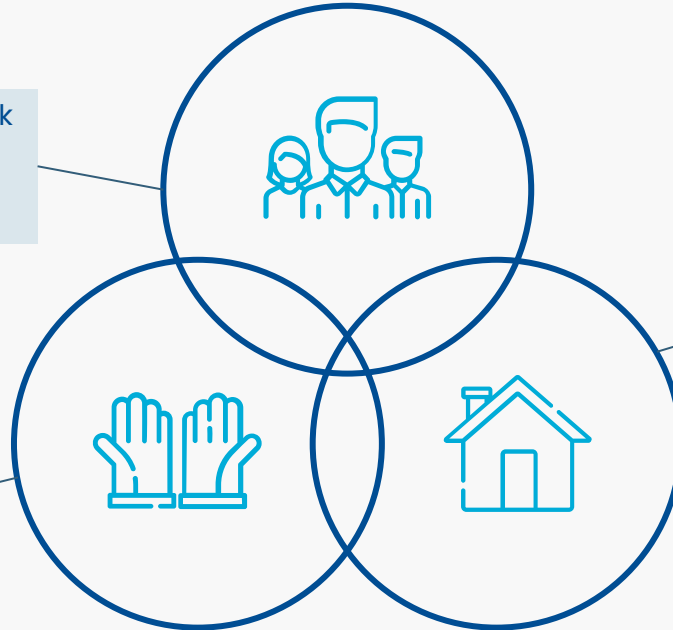
# QR Code Implementation Benefits All

## Staff

- Reduces administrative work
  - **Simplifies logistic** planning
  - System **Automation**

## Donors

- Seamless, fast, and **familiar donation process**
- Receive reminders



## ReStore

- **Modernizes** ReStore's engagement effort
- Readily available **analysis capabilities** in the Google Sheet

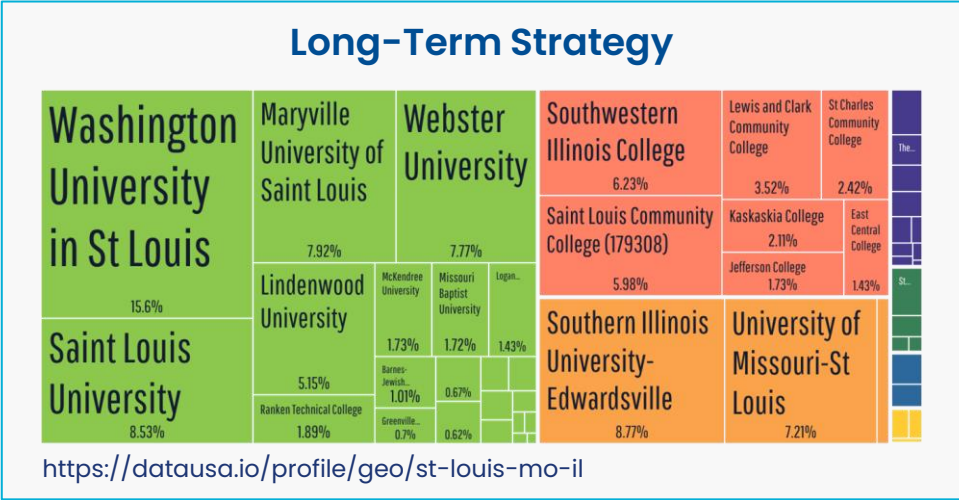


# Long-Term Goal: City-Wide Movement

WashU	15.6%
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Saint Louis University	8.53%
------------------------	-------

Maryville University	7.92%
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City-wide movement of giving back

Spreading awareness in creating positive impact

Culture of community engagement

Bridge between educational institution and ReStore

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# 5-Month Implementation Timeline

- Establish partnerships and key contacts
- Confirm logistics for “move-out” day

- Develop flyers for “move-out” day
- Establish consistent volunteer schedule

- Future opportunities
- E.g. explore partnerships with SLU



- Run first volunteer event with APO
- Develop social media posts for “move-out”

- Revive HfH STL social media
- Promote ReStore x WashU “move-out”



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# Key Metrics to Track

## Impact Stories

- Increase in **foot traffic** and sales
- New **donor sign-ups** or future pledges

## WashU APO

- Frequency of **volunteer sign-ups**
- Success stories from volunteers
- Enhanced **customer experience**

## WashU Habitat

- Total student participants, **donors**, & volunteers
- Reach and engagement from promotions
- Donation items **collected**



Enhanced **Community Engagement.**  
Strengthened **Volunteer Retention.**  
Higher Quality **Donations.**

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