Marketing for Habitat for Humanity's Home Discount Center

An Honors Thesis (HONRS 499)

by

Amanda Burge

Thesis Advisor: Dr. Peggy Fisher

Dr. Peggy Fisher

Ball State University
Muncie, Indiana

May 2009

Expected Date of Graduation: May 9, 2009
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Acknowledgements

I would like to thank Dr. Peggy Fisher for both advising my thesis project and leading our Building Better Communities team. Without the support of both Dr. Fisher and my BBC fellows teammates, I would not have been able to learn so much in so many ways this semester. I would like to thank our community partners, Bill and Kelli, for their guidance throughout this project as well.

This project was printed with a smaller, economized font that requires 20% less ink than standard fonts. In addition, the pages have smaller margins and are printed on both sides whenever possible to reduce paper use.

Abstract

The goal of the Habitat for Humanity Home Discount Center Building Better Communities Fellows team was to raise awareness of the Home Discount Center within the Ball State University community. We used several types of outreach to connect with the target community including teasers, posters, press releases, information tables, and an event at a visible campus location. We not only informed the Ball State community of the Home Discount Center, but we created a relationship between the university and Habitat for Humanity for future years.
Project Overview and Purpose

At the beginning of the semester, I was still unsure of my role with Building Better Communities and our team’s work with the Habitat for Humanity Home Discount Center in Muncie. I knew I would be working on a marketing plan to draw in new customers, but who were these customers going to be, and how were we planning to reach them? When I learned of the desire of the Home Discount Center to reach Ball State University students, I knew I would excel in the tasks our team of nine needed to complete over the course of the semester.

The local business our Building Better Communities fellows team worked with this semester is a branch of Habitat for Humanity of Muncie called the Home Discount Center. Home Discount Centers (HDCs)/ReStores are retail stores where gently used or excess household goods and building materials are sold at approximately half the normal retail prices. Community members and businesses donate these items, and HDCs/ReStores sell the items back to members of the community in order to fund the building of houses in the community through Habitat for Humanity. Several hundred stores, including the store in Muncie, are in successful operation and provide funds to build many houses for families in need each year.

Our Building Better Communities team created a strategic marketing plan to inform the Ball State community of the Home Discount Center. Last semester, the students created the plan to present to the Home Discount Center, and this semester, we edited the previous plan and were hoping to help the HDC implement the different parts of the plan and to become the connection between the HDC and Ball State University.

One of the first activities with which I was involved was revising the existing strategic marketing plan for the Home Discount Center. Since I have spent many hours as a peer tutor for writing in the Ball State University Learning Center, editing this marketing plan was effortless and simple for me. I felt I made a unique contribution to the team by using my distinct skill set. This plan will be reviewed by citizens of the community and Ball State students and faculty, so I wanted to ensure it would be of great quality to reflect positively on our team as a whole and individually. In revising the marketing plan, I not only had to look for grammar errors, but I also had to look into the reality of some of the ideas. One instance of this occurred when the plan stated that we would have contacted 100% of the Ball State community. Although this idea is wonderful in concept, actually
reaching tens of thousands of people would be nearly impossible in the three months we had to implement our plans.

Soon after we revised our marketing plan, our team began work on planning how to reach Ball State University students through our ideas in the plan. Because several members of our team are involved in marketing and communication organizations, many of them already had ideas of how to reach the students through advertising and public relations. As we reviewed the marketing plan, we looked to each individual aspect of the outline and started to decide how to implement all of our ideas before the end of the semester.

The section of the plan that caught my attention first was the idea of an outdoor event on campus during class times to raise awareness of the Home Discount Center with students and faculty on campus. I have had two internships and other experience in event planning with non-profit organizations, so I was thrilled to know I would be helping to plan our campus event. A few team members and I worked on planning the beginnings of the event behind the scenes as we joined several subcommittees to tackle communicating with different parts of the Ball State community.

We split our group into three main subcommittees to begin to implement the marketing plan. The first group, the on-campus group, dealt with campus organizations and other parts of student life attempting to find additional volunteers to staff the HDC and to share knowledge of the store. The second group, off-campus group, worked with apartment complexes and other off-campus housing to reach students who do not live on campus. The third group, and the group I have worked with the most, is the residence hall group. We attempted to reach students on campus to let the students know what the HDC is and where they can donate items on campus at the end of the year.

As our plans for the marketing campaign began taking shape, our group took a trip to Fort Wayne, Indiana to meet with other individuals working with Habitat for Humanity. We were able to see another example of a flourishing HDC and learn how the staff there is able to run a successful store. The focus of the trip was to speak with a representative from Fort Wayne Habitat for Humanity about their aluminum can collection. We discovered this almost volunteer-run program funds the building of almost two houses each year. The aluminum can collection in Fort Wayne has already been in existence for several years, which is enough time to see what has worked and what has not. We were able to ask specific questions about how to begin such a program in Muncie.
Upon our return from Ft. Wayne, we were armed with more knowledge and a realistic sense of how little time we had left in the semester to fulfill the strategic marketing plan. My group, the residence halls group, set a meeting with Matt Kovak, who is the Director of Residence Life, to ask about advertising to students living in the residence halls. He approved our posters to hang in the residence halls, but he would no longer allow us to advertise in Welcome Week packets distributed to all new students.

Matt also helped us communicate with the University to establish a relationship with the Home Discount Center. We had listed in our original marketing plan to have a way to collect items from residence halls at the end of the school year from students who would otherwise throw them away. Our group came to an agreement to have a designated area in each residence hall during move-out week where students can place their items. The Home Discount Store manager, Bill, would bring his box truck over to campus once or twice during the week to take the items back to the store. Another point of concern, with both our team members and our community partner, was the lack of signage at the donation piles. We were worried students may think the pile was a “free-for-all,” and they might take items that may otherwise help a greater cause. We remedied the situation by printing large posters to put next to the pile that will explain why we are collecting the donations.

As we worked with Residence Life throughout the rest of the semester, we began to work on our campus event and information tables for the fast-approaching end of the semester. We decided a week of events would certainly catch students’ attention. We requested space for information tables in Bracken Library and outside the bookstore in the Atrium. The tables were to be set up from 10 o’clock in the morning until 3 o’clock in the afternoon. Although we ran into a few staffing issues due to inflexible, demanding schedules of our team members with classes and other previous obligations, the information tables were successful overall. Several students approached the table with interest, and we passed out hundreds of mini-fliers to students walking near the table. At first we were wondering how effective the tables were, but in the end, we realized we spread the word to hundreds of students. These information tables taught us a true lesson about our marketing plan; we do not need to reach every single student, but instead we should try to reach many who will take interest and spread the message.
Directly after our information tables, we hosted a two-day event at the Scramble Light (on the southwest corner of Riverside Avenue and McKinley Road). Our event could not have any more successful than it was. We had several members of our team present to pass out informational flyers and speak with people as they walked by the tables. We also used several attention grabbers in an attempt to stop students walking to class. We had live music for part of the time and a large stereo system the rest of the time. We raffled off several donations from local businesses and a gold spray-painted toilet with the “Pass it on!” logo. We collected names and email addresses to use as a contact list for the HDC to use for marketing purposes next school year. With this informative and fun event, I feel we shared an important message with the Ball State community.

The experience of creating and implementing a strategic marketing plan with other students is not one many students are able to have. The professional development I have gained will help me utilize this experience in my career after graduation as well. I am grateful to have had this experience, and I know the skills and knowledge I have gained from this opportunity are both invaluable and unique.
Meeting Minutes
Tuesday, January 20th 2009

Call to Order: 5:10

Attendees: Jennifer Bishop, Natalie Bruce, Kellie Burch, Amanda Burge, Peggy Fisher, Taylor Hammond, Lauren Schneider, Jordin Tillich, Dana Ziebarth

Announcements/Filling in the New People
- New BBC members need to attend an orientation session if you have not already
- There will be some other events new members will need to attend
- Team Building session will take place Tuesday, Feb. 3rd in Cardinal Hall B, and all BBC team members will be attending this
- Gave updated on our Strategic Plan as well as each smaller group plans
- All groups are to have a finalized strategic plan with dates of implementation for next Tuesday

Posters/Letters
- Everyone start thinking of/designing ideas for our posters that we will hang up later in the semester
- We want to choose three options by February 11th so we can present them to Bill and Kelli and get their input and feedback
- We will start putting up the plain “Pass it On” signs right after Spring break to catch students’ interest in our campaign
- The big posters with all of the Pass it On and HDC info will be put up in April...this was planned for later in the semester when people will be moving out/moving into new places
- Will pass out letters to separate groups in accordance to these dates based on the needs of the individual group marketing plans

Cans
- Dana will figure out how much money we can get for the cans based on weight
- Natalie and Jordin will check on collecting cans at apartments
- Kellie and Amanda will explore options for can collections on campus
- Jennifer will look into other groups on campus that possibly collect cans and their purpose
- We need to discuss all of this with Bill and Kelli to see if we are actually able to implement such a program on campus and what they would do as far as collection, etc. as well as what we would need to do in the process

Meetings-Leading, Minutes
- We will be taking turns leading the meetings and taking minutes
- Whoever takes minutes at one meeting will lead the next, so we need to be we send minutes in a timely manner

Meeting Adjourned: 6:03 pm
Next Meeting: Tuesday, January 27th at 5:00 p.m.
BBC Meeting Minutes
Wednesday January 28th 2009

Call to Order: 8:05am

Attendees: Jennifer Bishop, Kellie Burch, Amanda Burge, Peggy Fisher, Taylor Hammond, Bill Koen, Lauren Schneider, Jordin Tillich, Dana Ziebarth

- Introduction of new members
- Introduction of Bill
- Conference call with Kelli

Old Business
- Update on Marketing Plan
  o Revising grammar and spelling mistakes in strategic plan
  o Do we need a measurable objective? How?
  o Bill want us to begin at zero and at the end of the semester check where we are
  o No need to do a survey now at the beginning of the semester
  o Peggy said that if we do a survey in the store we are not considering the people who are aware of the store but not shopping
  o We still need to revisit the measurable objective
  o Dana will try to get information from Charlie in the Atrium on Friday about table tents advertising

- Marketing Event on Campus
  o Kellie and Amanda updated Bill and Kelli on Scramble Light event
  o Bill and Kelli like the idea
  o Bill says it is definitely a possibility to do

- On-Campus Apartments
  o Switched from on-campus students group to off-campus students group
  o Putting flyers in office, laundry rooms, and bus stops

- Work Groups
  o On-Campus: Jordin, Jennifer, Amanda
  o Off-Campus: Dana, Natalie
  o Student Organizations: Taylor, Lauren, Kellie
  o Faculty and Staff: Kellie is now the leader of this group, we all will work on it as well
  o Peggy is emailing Kelly and Emily about possible group additions

- Student Voluntary Services (SVS)
  o Natalie thought this student organization should be involved with the Home Discount Center for volunteers
  o Natalie is contacting the head person
  o When we get more information, let Bill know

- Can Collection
  o Dana: 35 cents per pound from OmniSource, phone number: 765-282-2238
  o Kellie and Amanda: on-campus groups doing a can drive depends mostly on the individual organization or department, no one currently is having a fundraiser
  o Jennifer, Taylor, and Lauren: off-campus organizations doing can drives include Muncie Missions Ministries, Muncie Sanitary District, and Animal Rescue Fund (ARF) – Peggy still wants ARF contacted to get information about how much they make from can drives
  o Peggy asks if the City of Muncie makes money off cans. Bill says yes
Kelli: thinks local events like Ribfest and Muncie Gras might be profitable, if they do a can drive, she wants to start very targeted with minimal effort, she thinks schools would be a great place to start, but we really need more research done.

- Fort Wayne Habitat for Humanity is very successful with their own aluminum can drive, they build 2 houses a year with can profits alone.

- Plan for Thursday February 19th, 2009 visit to the Fort Wayne Habitat for Humanity 8am-12pm ish, Peggy will provide field trip notices, Kellie cannot come, Peggy will contact Kellie and Amanda’s professors.

- Dinner at Peggy’s
  - Wednesday Feb 4th 2009, 7:30pm
  - Bill won’t be able to attend
  - We will still have Wednesday morning meeting

**New Business**
- Diversion Program
  - The Home Discount Center already receives volunteers from this program

- Comments
  - Bill says most likely due to the economy: traffic to store is increasing but donations are decreasing

**Reminders**
- Bill is on vacation February 10th, 11th, and 12th
- We will not have next Tuesday night’s meeting, instead we will have a team building activity in the Student Center Cardinal Hall B 5-7pm
- Bring poster ideas to next Wednesday morning meeting
- Meet with small groups before next Wednesday to discuss implementation dates

Meeting Adjourned: 9:00am
BBC Meeting Minutes  
Tuesday February 10, 2009  
Home Discount Center

Call to order: 5:12 p.m.

Attendees: Jennifer Bishop, Kellie Burch, Amanda Burge, Dr. Fisher, Kelli Koen, Lauren Schneider, Jordin Tillich, Dana Ziebarth, Robert Kanedy, Natalie Bruce, and Taylor Hammond.

Old Business:

1. Team updates:
   1. On-Campus: Lauren, Kelli and Taylor have received the official list of sororities and fraternities on campus and are working on contacting them via email.
      i. Is there a central location to offer free drop-off and pick-up for houses and sororities?
      ii. Lauren will help decide which Greeks are most likely to help.
   2. Off campus: Robert will be joining the off-campus group. They will be arranging drop off and pick up locations for Schiedler and Anthony apartments and plan to meet with a representative on 2/11/09. Will distribute posters in central locations of the apartments.
   3. Residents Halls: Jennifer contacted Matt Kovach regarding flyers, mailbox handouts, welcome week bags and other residence hall materials. He will need to get back to her regarding the next step.
   4. Faculty- Do we want to form a faculty group?

2. Event at Scramble-Light:
   1. April 15 & 16
   2. Dana contacted person about dates for scramble light.
   3. Do we want to have people pass out free beverages? Natalie will contact Concannon’s regarding this.

New Business:
1. Tour of store:
2. Can drive:
   a. Do we want to wait for the Ft. Wayne trip to see what they do?
   b. Muncie Gras: Do we want to pick up cans during and after the events?
3. Ft Wayne trip:
   a. Discussed plans to meet at roundabout (between Lafollette and R.B) at 8:00 am on the 19th. Peggy will get a van to take and we will get lunch on the way back. We will probably be back around 2:00.
4. No morning meeting. We will use this time to meet with groups.
BBC Meeting Minutes  
Wednesday, February 18, 2009

Call to Order: 8:03 a.m.

Attendees: Jennifer Bishop, Natalie Bruce, Kellie Burch, Amanda Burge, Taylor Hammond, Robert Kanedy, Lauren Schneider, Jordin Tillich, Peggy Fisher, Kelli Kern, Kelley

Old Business:
1. Team updates:
   1. On-Campus: Lauren, Kellie, and Taylor have a list of contact info and will be sending out an email. There will be a follow-up email closer to the end of the semester. They are also producing a formal letter and they will be sending a copy to other team members first.
      i. Created a team Gmail account for Bill and Kelli for future use.
         ▪ BBC.HABITAT@gmail.com
         ▪ Password: billandkelli
      ii. Will add Gmail to the strategic plan.
   2. Off campus: Met with Anthony and Scheidler apartments. Trying to arrange for a day to pick up items at the end of the semester. Day will possibly be in late May after school is finished.
      i. Possible ideas for Anthony and Scheidler apartments: Newsletter for residents about pickup, garage sale, hall council, check/in folder with flyers, and mailboxes.
   3. Residence Halls: Jennifer, Amanda, and Jordin will be meeting with Matt Kovach Tuesday morning at 9:00am regarding fliers, mailbox handouts, welcome week bags and other residence hall materials.
   4. Faculty Group: Kellie contacted Campus Update (newsletter) and has not heard anything back. Possibly will contact Daily News as well.
   5. Need to show Robert the strategic plan.
   6. Will move Anthony and Schiedler from the On Campus group to the Off Campus group.
   7. Need to design poster rough drafts.
   8. Team needs to pick out a toilet.
   9. Pick date for landscaping.
2. Event at Scramble-Light:
   1. April 15 & 16
   2. Team needs to contact Lisa Grant about taking pictures for scramble light event.
   3. Amanda will contact Student Life.
3. Showcase in AJ
   1. Wednesday April 22, 2009
   2. Held during lunch.
   3. Twelve to fourteen tables.
   4. Design our own display with group photo and pictures.

New Business:
1. Can drive
2. Discuss Ft Wayne trip
3. Discuss Posters
BBC Meeting Minutes
Wednesday February 25, 2009
LB 104

Call to order: 8:04AM

Attendees: Jennifer Bishop, Kellie Burch, Amanda Burge, Dr. Fisher, Kelli Koen, Lauren Schneider, Jordin Tillich, Dana Ziebarth, Robert Kanedy, Natalie Bruce, and Taylor Hammond.

Group Updates:
- On-Campus: Kelly has contact info of all Principals in Muncie. Lauren will write draft of script to principles. Taylor will check on Bill selling on campus for the beginning of Fall Semester. Report for Wednesday Meeting.
- Off campus: Set up another meeting with Holly who is in charge of Off Campus Apartments International Organization. Natalie will contact CAS.
- Residents Halls: Will meet with Hall Council Presidents. Pamphlet for welcome week to focus on Donations for HDC. Jennifer will speak with Matt about Daily Pickup instead of one day. Jordan will check on vehicle for Habitat.
- Faculty - Press Release

Posters:
- Design, quantity, quality? Dana and Natalie will have design for Wednesday Meeting.

Event at Scramble Light: 4/15-16/09
- Donations for raffle, Gift Cards, etc. - Natalie to talk to Miles
- Baking cookies and brownies as last resort

Meeting Adjourned: 8:56AM
BBC Meeting Minutes
Wednesday March 4, 2009
LB 104

Call to order: 8:06

Attendees: Jennifer Bishop, Kellie Burch, Dr. Fisher, Kelli Koen, Lauren Schneider, Jordin Tillich, Dana Ziebarth, Robert Kanedy.

Old Business:
1. Team Updates
   1. ON Campus
      i. Sending out letters to all campus organizations via campus mail March 16th
   2. OFF Campus
      i. Garage Sale May 2. We can pick up at 4 p.m.
      ii. Move out pick up May 29, 30, 31
   3. Residence Halls
      i. Bill wants up to monitor piles, but this would be very difficult because there are 8 piles. We could put up a sign. Kelly looking into CS Kern printing reusable signs
      ii. Matt is against everyday pick up
      iii. Contact RAs
   4. Faculty Group
      i. To do more when event gets closer
      ii. Putting flyers in department offices
      iii. Sending news releases to newsletter
2. Scramble Light Updates
   1. Need WCRD contact info from Amanda
   2. Sponsorship letter was passed out
   3. Bill has at least one toilet
3. Pictures of Home Discount Center
   1. Jordin and Robert to pick up by 17th

New Business:
1. Report of Principals of schools
2. Info Tables Times
   1. Dana is talking with Charlie
   2. Do we want past members to help?
3. Sponsorship
   1. Letter is written. Needs to be edited
   2. Jordin got okay from Dominos
   3. Waiting on Olive Garden
   4. Peggy feels we can get help from Johnny Carino’s
   5. Lauren is contacting McDonald’s, $20 deposit for orange containers
4. Vehicle for Habitat cans
   1. Not much luck. Jordin still contacting places
   2. U-Haul is offering a very low price.
5. Posters
   1. Posters need to be finalized by the 17th
   2. Bill asked to check on printing posters with CS Kern, 20 16x22 posters
Call to Order: 5:07 p.m.

Attendees:

Old Business

I. Team Updates
   a. Campus Organizations-labels are ready, letters to be sent out Friday
   b. Off Campus-just need to turn stuff in
   c. Residence Halls-Kelli looking into putting signs up, need to talk to Matt to see if this is okay - waiting on that date for the April President’s meeting
   d. Faculty-Will just use campus update

2. Scramble Light Event and Sponsorship Updates
   -Peggy wrote to Mark at Carino’s and will follow up with a phone call

3. Habitat Vehicle
   a. Update- Jordin’s dad may possible be able to get a donation, if not can get for cheap-discussed possible fundraisers for this

4. Pictures of the HDC-Robert will upload to Google docs

5. Report of Schools and Principals-Everyone should post info on the school list in Google docs

6. Info Tables-will sign up at Wednesday’s meeting and ask old members to help if necessary

New Business

1. March 28th Build-All members need to sign up for this

2. Student Symposium-can’t do it

3. Posters-Dana and Natalie will continue working on these-will post in Google docs this week and we will finalize next week

4. UMC coming to meeting Wednesday to take pictures-look nice
BBC Meeting Minutes  
Tuesday March 24, 2009

Call to Order: 5:00pm

Attendees: Jennifer Bishop, Kellie Burch, Natalie Bruce, Amanda Burge, Peggy Fisher, Taylor Hammond, Robert Kanedy, Lauren Schneider, Jordin Tillich, Dana Ziebarth

Old Business
- Team Updates
  - On-Campus Organizations
    - Letters are all ready to go out to organizations
    - Kellie just found out it will cost money to send on campus mail. She is looking into an exact cost. We might use our budget money to send out the letters.
  - Off-Campus
    - No new updates
  - Residents Halls
    - No new updates
    - Next step is distributing flyer to residents halls on Monday March 30th
  - Faculty
    - Waiting for posters/flyers
- Scramble Light Update
  - Sign-up
    - Members who missed last meeting signed up for available times
    - Ryan (member last semester) would like to help
    - Amanda will get Peggy the sign-up sheet to let Ryan know where we need more people
    - KD (Lauren’s sorority) would really like to help with scramble light event. Kellie will resend the email to the group giving them information.
  - Sponsorship
    - Peggy got Johnny Carino’s to donate dessert coupons. She also got toothbrushes donated and will look into more dentistry items to be donated.
    - Dana says Olive Garden said they will be need the formal letter first before they donate
    - Kellie will post the letter on the letterhead in Gmail Documents by Wednesday, March 25th, morning meeting
  - Decorating Toilet and Tri-Fold Poster Board
    - We split into two groups:
      - Toilet Group includes: Amanda, Dana, Jordin, Kellie, and Robert
      - Poster Board Group includes: Natalie, Jennifer, Taylor, and Lauren
    - We will decorate at our April 7th meeting
    - Toilet Group will meet at the Home Discount Center
    - Poster Group will meet in LB 104
    - Taylor will print off photos for the boards and buy art supplies, Jennifer will bring tape, and Lauren will being Sharpies
    - Ask Bill what paint, finishing coats, and other items are at the HDC to buy
- Can Collection Update
  - Vehicle
    - Peggy has someone from American Chevy who will donate a Van
    - Jordin may still be able to get another vehicle donated or for very low cost
  - School Contact List
    - Members are supposed to have updates the comments section by Wednesday (March 25th) morning so we can give Kelli/Bill a final idea of the local school’s interest
    - Jennifer will print off the list and bring it to Wednesday mornings meeting

New Business
- Posters
  - Three color poster ideas were uploaded to Gmail Documents
- We are going to change the paragraph to bullet points
- We want to use Kellie's poster idea for residents halls and apartments
- More poster ideas were thrown around and we will present those ideas to Bill at the Wednesday morning meeting
  - Calendar for Bill and Kelli
    - Kellie will make calendar and bring to Wednesday morning meeting with dates and contact information
  - Jordin will make more "teaser posters" for people who did not get any the first time to post around campus

Reminders
- Group Picture is tomorrow morning (Wednesday the 25th). Please be there!
- Toilet and Poster Decoration Day is April 7th
- Information tables in Bracken and AJ are April 13th and 14th
- Scramble Light Event is April 15th and 16th
- BBC Showcase is April 22nd

Meeting Adjourned: 5:55pm

Next Meeting: Wednesday March 25th, 8:00am, LB 104
BBC Meeting Minutes  
Wednesday, April 1, 2009  
Call to Order: 8:03AM

Attendees: Jennifer Bishop, Dr. Fisher, Bill, Lauren Schneider, Dana Ziebarth, Robert Kanedy, Natalie Bruce, and Taylor Hammond.

Team Updates

- On Campus
  - Taylor will call office to find out how and where to contact organizations

- Residence Hall
  - 150 posters have been dropped off, going up in the next few days pending approval
  - Creating map for Residence Hall pickups for Bill
  - Donation Pile Posters – giving to Matt on Monday

20 color posters will cost $15 per poster

- Agreed to do them
- Charge BBC
- Possible lamination to reuse
- Lauren will tell Kellie/Lauren
- Lauren will check with Hyatt Printing
- Natalie will check with A.J. Printing service (Cardinal Copy Center)
  - They will have it completed by today

Teasers

- Kellie will put on Google Docs
- AJ 328, 2nd of left is Dana's Office, Green paper for fliers will be there
- Natalie will email Jordin, Kellie, Amanda.

  Kellie will post Sponsorship letter on Google Docs

Peggy will contact past members for participation in Scramble Light event

Dana will pick up poster and pens from Habitat.

End of Year get together either Monday May 4th or Tuesday May 5th, will be decided by next meeting.

Meeting Adjourned: 8:50AM
BBC Meeting Minutes  
Wednesday, April 8, 2009

Call to Order: 8:00 A.M.

Attendees: Jennifer Bishop, Kellie Burch, Natalie Bruce, Amanda Burge, Peggy Fisher, Taylor Hammond, Robert Kanedy, Kelli Kern, Lauren Schneider, Jordin Tillich, Dana Ziebarth

Old Business
- Team Updates
  - On-Campus Organizations
    - 115 letters have gone out to the organizations.
  - Off-Campus
    - Flyers being put in Scheidler and Anthony about Garage Sale and move out details.
  - Residence Halls
    - Matt has not gotten back to us about hall presidents meeting.
    - Posters have been put up in the residence halls.
  - Faculty
    - One color poster to each office.

- Scramble Light Update
  - Sign-up
    - Time slots are set for Scramble Light.
    - KD (Lauren's sorority) would really like to help with scramble light event. Kellie will resend the email to the group giving them information.
  - General
    - Kellie asked her friend to play guitar at the Scramble Light event.
    - Jordin will bring his stereo and corn hole boards to the event.
  - Sponsorship
    - Sponsorship letters are up on Google Docs and have been given to our sponsors.

New Business
- Posters
  - Kellie is to contact the media about the HOC.
  - Natalie will arrange teasers on paper.
  - Monday is the deadline for teasers and posters.
    - Kellie will give Kelli information for the new posters
    - Boards have been made and the toilet has been painted.
    - $268.00 in the budget!!

Reminders
- Information tables in Bracken and AJ are April 13th and 14th
- Scramble Light Event is April 15th and 16th
- BBC Showcase is April 22nd

Meeting Adjourned: 8:56am
Call to Order: 5:00pm

Attendees: Jennifer Bishop, Kellie Burch, Natalie Bruce, Amanda Burge, Peggy Fisher, Taylor Hammond, Robert Kanedy, Lauren Schneider, Jordin Tillich, Dana Ziebarth

Old Business:
- On Campus
  - Kappa Delta to help at Scramble light Tues. and Wed.
- Off Campus
  - Will put notice in University Apartment newsletter
- Residence Halls
  - Still contacting Matt about hall presidents’ meeting
  - Posters about the donation piles will go up Monday
- Scramble Light
  - Amanda and Kellie setting up at 9:30am
  - Live music Thurs. at noon
  - Donations
    - Johnny Carino’s – 2 x $25
    - Olive Garden?
    - Domino’s – 3 x Medium pizza
  - Jordin to take care of toilet transportation, cornhole, and stereo system
  - Natalie to make new logos for display boards
  - Drawing Thurs. at 2pm – Peggy making green boxes for slips
- CS Kern posters
  - Can’t hang them where we wanted, has to be on bulletin boards
    - Peggy – RB
    - Lauren – Atrium and ACx2
    - Taylor – Bracken and TC
    - Amanda – CAP and Rec
    - Robert – Lucina
    - Jennifer – Business
- Info Tables
  - Fairly successful
  - Had to move tables a number of times
  - Many people came up to the table to ask about Habitat and HDC
  - Handed out many fliers
- Media – Comm Center, press releases, DN, Muncie Star Press

Meeting Adjourned: 5:55pm
Executive Summary

Lack of awareness and knowledge of the public are concerns of the Habitat for Humanity Home Discount Center. The resolution of these issues can be achieved through our research, marketing plan, and “Pass It On” campaign. These contributions should significantly increase the objectives of creating awareness, increasing donations and purchases, and improving the overall evaluation of the Home Discount Center.

Research has included a survey administered through Ball State University Business Fellows Habitat for Humanity team at the Home Discount Center on two separate occasions. This survey included questions that will improve the store based on customer feedback. The intended outcome of the survey was to gain insight on the consumers’ perception of the store currently, ways to make improvements and create additions to better fit the needs of the consumer.

Our plan is set to completely saturate the target market with the “Pass It On” campaign to increase word of mouth advertising. A part of our entire project is to guarantee the plan and all of its components are low cost and customer friendly. There is a significant lack of knowledge and preconceived attitudes toward the Habitat for Humanity Home Discount Center and its reasoning for being open. In our plan we have embraced this advantage and plan to take precautionary measures to ensure the plan and campaign will instill a positive image and influence in the mind of the consumers for now and in the future.

This strategic, marketing plan and the “Pass It On” campaign focus on accomplishing our objectives within four different target audiences. These audiences include residence and housing life, groups and organizations within Ball State University, off campus housing and landlords, as well as faculty and staff of Ball State University. We recommend implementing this marketing plan in the spring semester of Ball State University’s 2008-2009 academic calendars and to become a repetitive event for the entire academic calendar every year. We also recommend evaluating the objectives and goals set forth through the plans at the academic calendar year’s end and implementing changes to better achieve the objectives and goals.
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Mission Statement

The mission of the Habitat for Humanity Business Fellows Team is to make the Ball State Community more aware of the Habitat for Humanity Home Discount Center, as well as encourage them to donate and purchase items or even volunteer to work in the Home Discount Center. Also, we are working to improve the store itself through surveys and customer opinions.

Problem Statement

The majority of the Ball State community has never heard of or is not interested in the Habitat for Humanity Home Discount Center. Also, there are issues within the store that customers have expressed.
Summary of Research

Two similar surveys were conducted by the Business Fellows team working in conjunction with Habitat for Humanity to customers, first time and repeat, of the Habitat for Humanity Home Discount Store. This research was conducted in the Fall Semester of 2008. The purpose of this research was to gain information from the Home Discount Store customers to learn and improve the store to better serve the purpose of Habitat for Humanity.

Sixty-one customers reported that the outside of the store was “very good,” 67 reported “good,” 49 reported “neutral,” 3 reported as “poor,” and only 1 reported the outside of the store as being “very poor.” Regarding the entrance of the store, 70 customers reported “very good,” 52 reported “good,” 50 reported “neutral,” 7 reported “poor,” and 1 reported the entrance of the store as being “very poor.” Eighty customers reported the display of goods as being “very good,” 68 reported “good,” 26 reported “neutral,” 3 reported “poor,” and 0 reported the display of goods as being “very poor.” Eighty customers reported the overall appearance of the store as “very good,” 66 reported “good,” 30 reported “neutral,” 2 reported “poor,” and 0 reported the overall appearance of the store as “very poor.” The result shows a high satisfaction among customers regarding the appearance of the Home Discount Store.

Sixty-nine customers reported that the prices of the products were “very good,” 60 reported “good,” 43 reported “neutral,” 10 reported “poor,” and 2 reported the prices of the products were “very poor.” Fifty-nine customers reported that the quality of goods were “very good,” 78 reported “good,” 40 reported “neutral,” 3 reported “poor,” and 1 reported the quality of goods were “very poor.” Fifty-six customers reported that the quantity of goods was “very good,” 83 reported “good,” 37 reported “neutral,” 2 reported “poor,” and 2 reported the quantity of goods was “very poor.” Seventy customers reported the variety of goods was “very good,” 71 reported “good,” 30 reported “neutral,” 2 reported “poor,” and 1 reported the variety of goods was “very poor.” The result shows a high satisfaction among customers regarding the goods or items offered by the Home Discount Store.

Twenty-one customers reported that the store hours were “very good,” 28 reported “good,” 64 reported “neutral,” 48 reported “poor,” and 21 reported the store hours as “very poor.” Regarding the location of the store, 64 customers reported the location as being “very good,” 74 reported “good,” 40 reported “neutral,” 2 reported “poor,” and 1 reported the location of the store as “very poor.” Ninety-three customers reported customer service as “very good,” 59 reported “good,” 23 reported “neutral,” 2 reported “poor,” and 0 reported customer service as “very poor.” Seventy customers reported the layout of the store as “very good,” 81 reported “good,” 27 reported “neutral,” 2 reported “poor,” and 0 reported the layout of the store as “very poor.” Sixty-seven customers reported the overall convenience of the store as being “very good,” 72 reported “good,” 36 reported “neutral,” 3 reported “poor,” and 0 reported the overall convenience of the store as “very poor.” The results show customers were satisfied regarding the convenience of the store; however, customers were not satisfied with the store hours.

From the two open-ended questions (favorite part of the store and least favorite) to which the customers responded, their favorite parts of the store were the “good service and personnel,” “prices,” and “variety of goods.” Regarding the least favorite part of the store, customers reported that the store hours were their least favorite part.
Of the 173 customers who responded to the question, “What are you shopping for at the Habitat for Humanity Home Discount Center?” 109 reported that they were shopping for their homes, 36 reported “property/rental,” 15 reported “family/friend,” 2 reported “business,” and 11 reported “other.” Regarding how often customers visited the Home Store, 41 customers were there for their first visit, 32 customers shopped the Home Store once a week, and 36 shopped the store once a month. The remaining data regarding visiting the Home Store is considered insignificant.

The majority of customers learned about the Home Store by family/friends and driving by the store. In the section of the survey where additional comments were given an allotted space, customers’ comments were mainly positive, although there was one negative comment. This survey was aimed at gaining information about the Home Discount Store from customers who were at the store while the surveys were conducted.

The survey was aimed at gaining information from three areas regarding the Home Discount Store: store appearance, goods or items being sold at the store, and convenience.
Internal Factors

The Habitat for Humanity Home Discount Center is a home improvement store in Muncie, Indiana. The store staff consists of one manager, one assistant manager, and as many volunteers who arrive to help the store on any given day that they are open. This number can vary widely depending on who is available to volunteer in the community. The store provides many different types of home improvement such as lighting, cabinets, paint, sinks, and almost anything that could be found at a commercially run home improvement store.

The Home Discount Center provides individuals with an opportunity to volunteer if they would like to or need to do community service. It also offers individuals a place to purchase home improvement goods at approximately half of normal retail value. It also provides individuals with a location to donate their used or unwanted home supplies, such as old cabinets if one is installing new cabinets. These items are picked up from the donating home or can be delivered by the donating individual. The donations give the donator a tax write off, while all profits from donated items go directly to Habitat for Humanity.

Because the store only officially has two employees, the hours are very limited. All other employees are volunteers with no set schedule; therefore, the store is sometimes understaffed and not reaching the desired production levels. The store only sells items that have been donated, so if there is ever a stop in donation, the store has no merchandise to sell, and therefore cannot operate efficiently.

Though it is a strong source of revenue for the Greater Muncie Area Habitat for Humanity, the community’s awareness of the store is low, and many citizens are unaware of its existence or motives.

External Factors

There are multiple versions of Habitat for Humanity Home Discount Centers throughout Indiana. Some are called ReStores, but they all serve the same purpose. Because the stores are all working for the same goal and cover different regions, competition from other Home Discount Centers is not a problem. Habitat for Humanity helps provide services the Home Discount Center would need, such as in-store signs and printing for literature. This sometimes happens indirectly through a donating organization.

Within Muncie there are different stores that are in unintentional competition with the Home Discount Center. Stores that cover the areas of donation and selling of goods at lowered prices include the Muncie Mission and the Goodwill store. In order to avoid direct competition, the Home Discount Center focuses on the donation and sale of home improvement products only, as opposed to everything from furniture to clothes and toys. Even though the Home Discount Center has tried to create its own market of this type of donate/resale store, many citizens are again, uniformed of the existence and purpose of the Home Discount Center. Because of this, many Muncie residents continue to donate items to Goodwill and the Muncie Mission, eliminating potential goods that could be more easily sold at the Home Discount Center.

The Home Discount Center currently focuses on contractors and individuals trying to remodel or improve their homes. In the future they hope to concentrate on Ball State students and faculty.
S.W.O.T. Analysis

Strengths
• Motivated volunteers/workers
• Provide discounted goods
• All goods/products donated
• Ability to collect goods
• Have web site

Weaknesses
• Store hours
• Lack of volunteers/staff
• Lack of funding for advertisement
• Not able to sell furniture with cushions

Opportunities
• Environmental benefits- reduces waste in landfills
• Reputation of Habitat for Humanity
• All proceeds go to helping those in need
• Staff/volunteers give back to community
• To increase Ball State community awareness:
  o Designing campaign to promote awareness on BSU campus

Threats
• Take away money/customers from other service businesses
• Lack of community awareness
• Students may think there is nothing in the store that is useful to them
# Situational Analysis: Competitive Analysis

<table>
<thead>
<tr>
<th>Area</th>
<th>Menards</th>
<th>Lowes</th>
<th>Wal-Mart</th>
<th>Bargain Hunters Flea Market</th>
</tr>
</thead>
<tbody>
<tr>
<td>Profile - Industry</td>
<td>Home Improvement Superstore</td>
<td>Home Improvement Superstore</td>
<td>One stop shop superstore, carries home goods</td>
<td>Resale shop that sells furniture and home goods</td>
</tr>
<tr>
<td>Profile - Community</td>
<td>Off of McGalliard, outside of Muncie</td>
<td>Off of McGalliard, next to Wal-Mart</td>
<td>Off of McGalliard, next to Lowes</td>
<td>Off of Broadway Avenue, down the street from</td>
</tr>
<tr>
<td>Image</td>
<td>Large, one stop home improvement store with a motto for low prices</td>
<td>Large, one stop home improvement store with a promise of great customer service</td>
<td>Geared towards low prices and convenience of one stop shopping</td>
<td>For the community to come see different booths and find multiple different kinds of items</td>
</tr>
<tr>
<td>Features</td>
<td>Items are new, not used</td>
<td>Items are new, not used</td>
<td>Items are new, not used Wal-mart's low price guarantee</td>
<td>Items are new, not used Low prices</td>
</tr>
<tr>
<td>Price</td>
<td>Full price for items</td>
<td>Full price for items</td>
<td>Full price, with the Wal-Mart Guarantee</td>
<td>Low price, but used items</td>
</tr>
</tbody>
</table>
Position Statement

To be the premier home improvement resale store known to Ball State University students and faculty so more money can be given to and used by the Habitat for Humanity of Greater Muncie, Ind.
Goal 1: To increase awareness of the Home Discount Center to students in University Housing and Residence Life

Target Public: Residents of Anthony Apartments, Scheidler Apartments, Elliott Hall, Park Hall, Johnson Complex, Lafollette Complex, Noyer Complex, Studebaker East & West and Woodworth

Objective 1: To have an effect on the awareness of the Home Discount Center to students in University Housing and Residence Life. The student’s awareness should increase donations to the store and purchases from the store.

Strategy 1: Increase donations from students
   Tactic 1: Distribute fliers in residence hall mailboxes and all high-traffic locations
   Tactic 2: Inform Residence and Housing Life about the end of the year pickup plan

Strategy 2: Increase purchases from the store
   Tactic 1: Distribute fliers in residence hall mailboxes and all high traffic locations
   Tactic 2: Formal Residence Assistant letter to students discussing the Home Discount Center
   Tactic 3: Distribute information about the Home Discount Center in all welcome packets to new students

Strategy 3: Begin a lasting relationship between the Home Discount Center and Ball State University Housing and Residence Life
   Tactic 1: Keep close contact with Housing and Residence Life Director
   Tactic 2: Encourage Housing and Residence Life Director to implement the donations and purchasing plan in residence halls
Goal 2: To increase awareness of the Home Discount Center

Target Public: Ball State off-campus students

Objective: To increase awareness of the Home Discount Center throughout the Ball State University off-campus students by May 2009

Strategy 1: Increase interest and awareness in the store
- Tactic 1: Utilize the Off-Campus Newsletter e-mail to inform students about the store
- Tactic 2: Post flyers in high traffic areas (bulletin boards, kiosks, etc.) stating the name of the store and the campaign slogan to increase curiosity
- Tactic 3: Put up flyers in table tents at the Atrium
- Tactic 4: Encourage off-campus students to inform their landlords about the store through off-campus e-mail
- Tactic 5: Run an event on campus with information tables
- Tactic 6: Include the UALA (University Area Landlord Association) in informational e-mails to off-campus students

Strategy 2: Inform students what the store is/does
- Tactic 1: Hold an informational assembly on campus
- Tactic 2: Send e-mails to all students with information on how the store works and how to best utilize the store
- Tactic 3: Send e-mails with the location and directions to the store, as well as the store phone number

Target Public: Ball State off-campus students

Objective: To increase sales of the Home Discount Center throughout the Ball State University off-campus students by 15% by May 2009

Strategy 1: Increase knowledge of store (see above)

Strategy 2: Advertisement
- Tactic 1: Put items in the advertisement that appeal to students
- Tactic 2: Put advertisement in the Ball State University newspaper
- Tactic 3: Put advertisement in the Muncie newspaper
- Tactic 4: Put advertisement on the Ball State University radio station
- Tactic 5: Put advertisement on vehicles in the commuter lot

Strategy 3: Making items a need, not a want
- Tactic 1: Students will save money
- Tactic 2: Parents will save money

Target Public: Ball State off-campus students

Objective: To increase donations from Ball State University off-campus students by 100% by June 2009
Strategy 1: Inform students about the store
   Tactic 1: Hand out flyers around campus (ex: at the scramble light)
   Tactic 2: Set up information tables
   Tactic 3: Put flyers on cars in commuter lots
   Tactic 4: Put advertisements in the Daily News and the Star Press
   Tactic 5: Put an advertisement on WCRD radio

Strategy 2: Inform students about tax-deduction
   Tactic 1: Provide tax-deduction forms at information tables
   Tactic 2: Provide tax-deduction information on flyers
   Tactic 3: Provide tax-deduction information on radio/newspaper advertisements

Strategy 3: Provide pick up for goods
   Tactic 1: Set up a time and a place twice a year for pick up (December/May)
   Tactic 2: Arrange volunteers to pick up goods on those days
   Tactic 3: Arrange to have at least two trucks available on those days
   Tactic 4: Arrange for a drop-off spot—people should be able to drop off for one or two week/s prior to pick-up day
   Tactic 5: Information about pick-up day should be included in all information handed out to off-campus students
Goal 3: To increase awareness and give information

Target Public: Students who are members of organizations at Ball State University

Objective: To increase awareness about Habitat for Humanity’s Home Discount Center among students who are members of organizations on Ball State’s campus

Strategy 1: Get in contact with each campus organization
   Tactic 1: Contact the professional staff member who oversees campus organizations (Student Life Office)
   Tactic 2: Compile a list of all campus organizations as well as their presidents and faculty advisors
   Tactic 3: Compose a letter that will go to the president of each organization that will include store information
   Tactic 4: Encourage presidents to pass on the information to other group members

Strategy 2: Inform each organization about the HDC, its purpose, and its benefits
   Tactic 1: Highlight the Home Discount Center’s affiliation with Habitat for Humanity
   Tactic 2: Include information about the store in the letter, including where the money goes, what types of donations they accept, and their hours of operation
   Tactic 3: Be sure to include the HDC’s website in our letter, as well as contact information so students who are interested can obtain further information

Goal 3-1: Encourage involvement with the Home Discount Center

Target Public: Students who are members of organizations at Ball State University

Objective: Encourage students in organizations to get involved with the Home Discount Center through purchases, donations, and volunteering

Strategy 1: Increase volunteers in the store
   Tactic 1: Be sure organizations are aware that some campus groups already donate to, buy items from, and volunteer at the store
   Tactic 2: Highlight philanthropic opportunities these organizations can gain by volunteering in the store
   Tactic 3: Show students this could be a bonding opportunity for the group, as they could work together to do something beneficial for the community

Strategy 2: Encourage students to purchase items from the store
   Tactic 1: Inform students of the low prices and quality goods the HDC has to offer
   Tactic 2: Remind students that any money they spend in the store helps someone in need become a homeowner
   Tactic 3: Encourage students to be creative when purchasing items and use them in a non-traditional manner (such as using a door for a table top)

Strategy 3: Increase donations to the store by students
   Tactic 1: Especially toward the end of the year, encourage students to donate items they no longer need or do not want to transport
   Tactic 2: Inform students of the tax benefits obtained by donating to the HDC
   Tactic 3: Be sure the students are aware of the environmental impact donating to the HDC has, as each piece of furniture donated is saved from going into a landfill
Goal 4: To increase the awareness of the Home Discount Center to Ball State faculty and staff

Target Public: Ball State faculty and staff

Objective 1: To have an effect on the awareness of the Home Discount Center to Ball State faculty and staff, specifically to increase the donations and sales in the store

Strategy 1: Inform the faculty and staff about the Home Discount Center
   Tactic 1: Send a professional letter (through e-mail) describing the Home Discount Center
   Tactic 2: Distribute professional letter about the Home Discount Center at the annual faculty meeting (usually held in August before Fall Semester classes begin)

Strategy 2: Increase donations by faculty and staff
   Tactic 1: Arrange a mass e-mail about an official day (once a semester) for a faculty and staff pick up
   Tactic 2: Arrange an additional e-mail for the spring semester only (right before tax season) informing faculty and staff about the tax deduction

Strategy 3: Increase sales by faculty and staff
   Tactic 1: Give faculty and staff the option to sign up for a monthly newsletter about the Home Discount Center through the initial e-mail discussed in “Strategy 1”
Implementation Timeline

February 2009
3 - Team Building Workshop
   5-7 p.m.
19 - Visit to Fort Wayne, Ind. Home Discount Center
24 - Awareness Letter sent via E-mail to Ball State Sororities and Fraternities

March 2009
3 - Professional Etiquette Dinner
   5 p.m.
6 - Contact potential sponsors or donors for Scramble Light Event
25 - Final Draft of Posters Due

April 2009
3 - Meeting with Residence Hall Council
   6 p.m.
7 - Create Display Poster for Information Tables and BBC Showcase
   Decorate Give-Away Toilet at Home Discount Center
13 - Information Tables at the Atrium and Bracken Library
   10 a.m. – 3 p.m.
14 - Information Tables at the Atrium and Bracken Library
   11 a.m. – 2 p.m.
15 - Scramble Light Event
   10 a.m. – 4 p.m.
16 - Scramble Light Event
   10 a.m. – 3 p.m.
20 - Flier for donation piles and pick-up information delivered to Residence Halls
22 - BBC Fellows Showcase
27 - Fliers to KHL office

May 2009
5 - On-campus donation pick-up
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Habitat for Humanity Home Discount Center Survey

1. On a scale of 1-5, 1 being very poor, 3 being neutral, and 5 being very good, rate the appearance of the following:

   a. Outside of store
   b. Entrance of store
   c. Display of Goods
   d. Store Overall Appearance

<table>
<thead>
<tr>
<th></th>
<th>Very Poor</th>
<th>Neutral</th>
<th>Very Good</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Outside store</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>b. Entrance store</td>
<td>4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>c. Display Goods</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>d. Store Overall</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

2. Rate the products sold at the store in regards to:

   a. Prices
   b. Quality of Goods
   c. Quantity of Goods
   d. Variety of Goods

<table>
<thead>
<tr>
<th></th>
<th>Very Poor</th>
<th>Neutral</th>
<th>Very Good</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Prices</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>b. Quality</td>
<td>4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>c. Quantity</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>d. Variety</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

3. Rate the convenience of the following:

   a. Hours
   b. Store Location
   c. Customer Service
   d. Store Layout
   e. Overall Convenience

<table>
<thead>
<tr>
<th></th>
<th>Very Inconvenient</th>
<th>Neutral</th>
<th>Very Convenient</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Hours</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>b. Store Location</td>
<td>4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>c. Customer Service</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>d. Store Layout</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>e. Overall Convenience</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

4. What was your favorite part of the store?

What was your least favorite part of the store?

What merchandise would you like the Habitat for Humanity Home Discount Center to have or have more of?
5. What are you shopping for at the Habitat for Humanity Home Discount Center?

___ Your home  ___ A friend/family
___ Property/Rental  ___ Other __________________

How often do you visit the Home Store?

___ First visit  ___ Second visit  ___ Twice a week
___ Once a week  ___ Once every two weeks  ___ Once a month
___ Once every 6 months  ___ Once a year

6. How did you hear about the Home Discount Center?

___ Radio
___ Newspaper Advertisement
___ Newspaper Article
___ TV Advertisement
___ Drive by
___ Family/Friends
___ Through Habitat for Humanity
___ Other __________________

Comments:
1. On a scale of 1 - 5, 1 being very poor, 3 being neutral, and 5 being very good, rate the appearance of the following:

a. Outside of store

<table>
<thead>
<tr>
<th>Rate</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vote</td>
<td>61</td>
<td>49</td>
<td>67</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

b. Entrance of store

<table>
<thead>
<tr>
<th>Rate</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vote</td>
<td>70</td>
<td>50</td>
<td>52</td>
<td></td>
<td></td>
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</table>

c. Display of Goods

<table>
<thead>
<tr>
<th>Rate</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vote</td>
<td>80</td>
<td>26</td>
<td>68</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
d. Store Overall Appearance

Appendix: Customer Survey Results

20
2. Rate the products sold at the store in regards to:

a. Prices

<table>
<thead>
<tr>
<th>Very Poor</th>
<th>Neutral</th>
<th>Very Good</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>69</td>
<td>10</td>
</tr>
<tr>
<td>1</td>
<td>43</td>
<td>3</td>
</tr>
<tr>
<td>2</td>
<td>60</td>
<td>43</td>
</tr>
<tr>
<td>3</td>
<td>16</td>
<td>50</td>
</tr>
<tr>
<td>4</td>
<td>4</td>
<td>12</td>
</tr>
<tr>
<td>5</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

b. Quality of Goods

<table>
<thead>
<tr>
<th>Very Poor</th>
<th>Neutral</th>
<th>Very Good</th>
</tr>
</thead>
<tbody>
<tr>
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<td>59</td>
<td>40</td>
</tr>
<tr>
<td>2</td>
<td>78</td>
<td>60</td>
</tr>
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<td>3</td>
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<td>10</td>
</tr>
<tr>
<td>4</td>
<td>22</td>
<td>10</td>
</tr>
<tr>
<td>5</td>
<td>10</td>
<td>10</td>
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</table>

c. Quantity of Goods

<table>
<thead>
<tr>
<th>Very Poor</th>
<th>Neutral</th>
<th>Very Good</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>37</td>
<td>83</td>
</tr>
<tr>
<td>2</td>
<td>22</td>
<td>37</td>
</tr>
<tr>
<td>3</td>
<td>10</td>
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d. Variety of Goods

Appendix: Customer Survey Results
3. Rate the convenience of the following:

a. Hours

b. Store Location

c. Customer Service
d. Store Layout

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e. Overall Convenience

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</table>
4. What is your favorite part of the store?

1. The good service and personnel (19)  
2. Prices (13)  
3. The variety of products (9)  
4. The layout and the good space of the store and cleanliness (6)  
5. Lighting (6)  
6. Cabinets (5)  
7. Countertop Selection (4)  
8. The store helps Habitat (4)  
9. Doors (3)  
10. Plumbing (3)  
11. Paint selection and prices (3)  
12. Building supplies (2)  
13. Wallpaper (2)  
14. Wood supplies (2)  
15. The good display of items (2)  
16. Electric  
17. Flooring  
18. Small Items  
19. Kitchen and bath area  
20. Windows  
21. New items every week  
22. Carpets  
23. Trim

What was your least favorite part of the store?

1. Hours (20) - need to be open more days each week & very difficult to get here on one of those days, otherwise we would be here all the time  
2. Prices (3) – getting too high & increased since opening  
3. Sign out front (3) – hard to find & see from road  
4. Location (3)  
5. Bathroom access (2)  
6. Doors not easy to use (2)  
7. Parking lot and entrance to the store (2)  
8. Lack of hardwood interior doors  
9. Back room  
10. Dirt  
11. Furnaces & heating  
12. Cabinets  
13. Appliance section  
14. Paint  
15. Windows  
16. Electrical selection  
17. Organization  
18. Wallpaper  
19. Burned out, flickering lights
5. What are you shopping for at the Habitat for Humanity Home Discount Center?

- Home: 109
- Property/Rental: 15
- Family/Friend: 11
- Business: 2
- Other: 36

How often do you visit the Home Store?

- First Visit: 0
- Second Visit: 9
- Twice a Week: 32
- Once a Week: 41
- Once every 2 Weeks: 21
- Once a Month: 36
- Semi-annually: 8
- Once a Year: 5
6. How did you hear about the Home Discount Center?

- Radio
- Newspaper Advertisement
- Newspaper Article
- TV Ad
- Drive by
- Family Friends
- Habitat for Humanity
- Other
Comments:

1. Open maybe 3 days instead of 2
2. Love the idea – need some evening hours or more weekday hours
3. Advertise or post notices about the store on Muncie Café, a part of freecycle.com
4. This is a wonderful idea for a good reason
5. Give Bob a raise
6. Keep up the good work
7. It was upbeat and fun being here
8. We like this store
9. Someplace I will come back to
10. Help sucks
11. Curious as to why prices raise if everything is donated, but one of the better stores they have been to
12. Prices are way too high
13. Hours are not good for people to come back later in the week to purchase things
14. Great place and friendly people
15. Word of mouth is good-do not waste money on advertising
16. Nice store
17. A welcome addition to the business community
18. Good place to come and get supplies to remodel home
19. Appreciate the store who offers better prices than retail
20. Store much cleaner and organized than Indianapolis store, staff is helpful
21. Great place for economy
22. Most organized Habitat Store seen
23. More hours needed
24. Store manager is nice guy
25. Larger quantity of tile- able to finish a whole room
HABITAT FOR HUMANITY:
1923 S. Hoyt Ave
Muncie, IN 47302
765-286-5739
info@munciehabitat.org

HOME DISCOUNT CENTER:
2620 N. Dr. Martin Luther King Jr. Blvd.
Muncie, IN 47303
(765) 288-1814

Store Hours:
Friday: 9 am - 6 pm
Saturday: 9 am - 3 pm

About Us

The Habitat for Humanity Business Fellows Team is an immersive learning program that is working with the Habitat for Humanity Home Discount Center for a year to create a marketing plan. Our goal is to make the Ball State Community more aware of the Habitat for Humanity Home Discount Center, as well as encourage them to donate and purchase items or even volunteer to work in the Home Discount Center. We are working hand in hand with the Habitat for Humanity of Greater Muncie, Ind. and the Home Discount Center to make every student and faculty member aware of the opportunities and benefits of the Home Discount Center.

November 4, 2008

Dear [ ]:

As members of the Habitat for Humanity Business Fellows Team, we would like to inform you about the Habitat for Humanity Home Discount Center and our plan to "Pass it On!" to the Ball State Community.

Through research, we have discovered that the majority of Ball State Students have never heard of the Habitat for Humanity Home Discount Center. The Home Discount Center is an extension of Habitat for Humanity where home supplies such as lighting, cabinets, and sinks are donated, cleaned up, and sold back to community members at a low price. Volunteers run the store and all of the proceeds build Habitat for Humanity homes.

The "Pass it On!" campaign and slogan is the center of our plan to inform the Ball State Community about the Home Discount Center. "Pass it On!" means passing on your older home materials, while also passing on your time to volunteer in the store. Most important, it means passing on your knowledge about the store to others so that the Home Discount Center can be more productive and beneficial for Habitat for Humanity and the people they help.

[As members of a Ball State University organization, we anticipate that you frequently seek out philanthropic opportunities such as volunteering in the Home Discount Center. We would like to challenge your organization to "Pass it On!" and encourage members of other organizations to do the same. This can be done by spreading the word about the Center, volunteering, donating and even purchasing home goods.]

Our goal is to bring new Ball State customers to the Habitat for Humanity Home Discount Center through the donation of products and time as well as purchasing home goods at the store. All of the products within the store come from donations from larger stores and community members like you. Please help to "Pass It On!" so the Home Discount Center and Habitat for Humanity can continue to help those in need.

Sincerely,

The Habitat for Humanity Fellows Team
**Student living on campus**

[One of our strategies is to increase donations from the Housing and Residence Life by arranging an end of the year pick-up event where students can simply donate unwanted items to the Home Discount Center and receive a tax deduction in return. Bill Koen, manager of the Home Discount Center, would be able to pick up any items in his truck. Either Bill or a representative from the Housing and Residence Life could arrange a schedule for picking up the items (locations, times, etc.). Habitat for Humanity and the Home Discount Center hope to make this a yearly event and will be able to weigh the items donated for the Housing and Residence Life’s donation records.]

**Students Organizations**

[As members of a Ball State University organization, we anticipate that you frequently seek out philanthropic opportunities such as volunteering in the Home Discount Center. We would like to challenge your organization to “Pass it On!” and encourage members of other organizations to do the same. This can be done by spreading the word about the Center, volunteering, donating and even purchasing home goods.]

**Students living off campus**

[As members of Ball State’s off-campus community, we realize that for you living in a place that’s your own (or almost your own) requires access to more than just hand-me-down microwaves and futons. We invite you to come into the Home Discount Center for all of your home improvement needs, whether new lighting or doors or just some paint to spruce up what you already have. We then challenge you to “Pass it On!” and tell other friends who may be in the transition to real life to visit the Home Discount Center for their housing needs as well.]
November 4, 2008
Matt Kovach
Ball State University
Housing and Residence Life
LA N-10
Muncie, IN 47306

Dear Mr. Kovach,

We are representatives from Ball State Business Fellows program and the Habitat for Humanity Home Discount Center. In building better communities between Muncie and Ball State University, it would be extremely helpful to make a connection with the residents living on campus.

Students living in the dorms could benefit from our Home Discount Center and the store would be grateful to receive donations from the students. We would like to begin a partnership between Ball State University Residence Life and the Habitat for Humanity Home Discount Center. We would like to implement lasting events that would become a traditional way for students to "Pass it On". Would you grant us permission to plan and market our ideas to all of the dorms on Ball State University’s campus?

The Home Discount Store is an extension of Habitat for Humanity that offers home improvement supplies at half the retail price. The supplies offered include donations from the community and wholesale stores. All donations qualify as a tax reduction and the proceeds from the store go to helping with the cost of building Habitat homes. The goal of our “Pass it On” campaign is to encourage the Ball State University community to become involved with donations and purchases of goods with the Home Store. This is an excellent opportunity to give back to the community through volunteering and by simply donating home improvement supplies that can then be recycled for future use. Please use the information we have given you and “Pass It On” to everyone and anyone that could benefit from the Habitat for Humanity Home Discount Store.

To become involved or for further questions please call Bill Koen, Manager of Home Discount Store, at 765-288-1814.

Sincerely,

Habitat for Humanity Home Store & Ball State Business Fellows Team
April 8, 2009

Dear [Pita Pit]:

As members of the Habitat for Humanity Building Better Communities Team, we would like to invite your company to participate in a Habitat for Humanity Home Discount Center and Ball State University event by making a donation to our raffle.

On April 15th and 16th, the BBC Habitat team will be holding an interactive awareness event at the Scramble Light on Ball State’s campus. We will be serving drinks and playing games, while also collecting names for the raffle and talking with students about donating, purchasing and volunteering at the Home Discount Center.

By donating items for the raffle, your company will be showing support for Muncie Habitat for Humanity. Participating companies will have the opportunity to market to the Ball State community through donated items, while also having their names displayed on a sign at the event.

As BBC Fellows, we are striving to bring new Ball State customers to the Habitat for Humanity Home Discount Center through the donation of products and time, as well as purchasing home goods at the store.

The Home Discount Center is an extension of Habitat for Humanity where home supplies such as lighting, cabinets and sinks are donated, cleaned up and sold back to the community at a low price. All profits go directly toward building homes in the Muncie area.

Any donations are greatly appreciated. Please take advantage of this opportunity to join Habitat for Humanity and make a difference in Muncie. Thank you for your time! For more information on donations, please contact Kellie Burch by cell phone at (815) 341-3886 or by e-mail at bbc.habitat@gmail.com.

Sincerely,

Building Better Communities Habitat for Humanity Team
The Home Discount Center and Ball State University’s Business Fellows team would like to thank you for taking part in the improvement of the Home Discount Center. It is very important for the store to be successful because it benefits Muncie’s Habitat for Humanity.

The Business Fellows team is developing a marketing plan to create awareness for the Home Discount Center among Ball State students and the surrounding community. With your time in filling out the survey, you are helping our team begin the marketing process to improve the store.

The Business Fellows team is very motivated to improve the store and make it enjoyable for every customer. With our marketing plan, our goal is to increase business in the store through donations and sales, creating more benefits to Muncie’s Habitat for Humanity.

Thank You,

Ball State University Habitat for Humanity Business Fellows Team
Donate apartment items. Help Habitat for Humanity.


Drop off your dorm and apartment items at the Habitat for Humanity piles around campus during move out.

For more information go to www.munciehabitat.org or e-mail us at bbc.habitat@gmail.com
Donate.

Bring your new and used home goods to the store to donate, or call the store to request a pick up. We accept all home goods except fabric items.

Purchase.

The refurbished donations are sold back to the community at a discounted price. All profits go to building Habitat homes in the Muncie area.

Volunteer.

For the store to be successful, volunteers are needed to pick up donations, refurbish home goods and work in the store.

For more information on donating, purchasing and volunteering call (765) 288-1814 or visit www.munciehabitat.org

Home Discount Center
2620 N. Dr. Martin Luther King Jr. Blvd.
Muncie, IN 47303

Hours: Friday 9am to 3pm
Saturday 9am to 3pm
Thursday 9 am to 6 pm
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Kappa Delta
Philanthropy: Prevent Child Abuse America, Girl Scouts USA, American Academy of Orthopaedic Surgeons, Children's Hospital of Richmond, Virginia

Phi Mu
Philanthropy: Children’s Miracle Network

Assistant Dean for Student Affairs and Director of Student Life
Lynda Wiley
SC 133
765-285-2621
lwiley@bsu.edu

Assistant Director of Student Life
Cara Luyster
SC 133
765-285-2621
cwluyster@bsu.edu

Program Coordinator for Greek Life
Kenneth Burger
SC 133
765-285-2621
kjburger2@bsu.edu

**Sororities on Campus**

Alpha Chi Omega
Philanthropy: Support of victims of domestic violence

Alpha Gamma Delta
Philanthropy: Alpha Gamma Delta Foundation (Juvenile Diabetes)

Alpha Omicron Pi
Philanthropy: Arthritis Research Foundation

Alpha Phi
Philanthropy: Cardiac Care and Alpha Phi Foundation

Chi Omega
Philanthropy: Battle of the Sexes, Make-A-Wish Foundation

Delta Zeta
Gallaudet University, Sound Beginnings, Riley Children's Hospital

Kappa Alpha Theta
Philanthropy: CASA (Court Appointed Special Advocates)
Contacts

Students living on campus:
Housing & Residence Life
765-285-8000

Matt Kovach
Director of Housing & Residence Life
765-285-1618

Student Organizations:
Greek Life Contacts

President of Interfraternity Council: Meetings in the Student Center at 6 p.m. on Thursdays
Cody Willis, Sigma Phi Epsilon
Interfraternity Council
Ball State University
Student Center Box 60
Muncie, Indiana 47306
765-285-5631
mlwillis@bsu.edu

Vice President of Community Outreach
Austin Gerber, Delta Tau Delta
Interfraternity Council
Ball State University
Student Center Box 60
Muncie, Indiana 47306
765-285-5631
algerber@bsu.edu

President of Panhellenic Council: Meetings in the Student Center at 5 p.m. on Thursdays
Amanda Hendrix, Kappa Delta
Panhellenic Council
Ball State University
Student Center Box 50
Muncie, Indiana 47306
765-285-2621
alhendrix@bsu.edu

Vice President of Community Relations
Nicole Botich
Panhellenic Council
Ball State University
Student Center Box 50
Muncie, Indiana 47306
765-285-2621
nmbotich@bsu.edu
Pi Beta Phi  
Philanthropy: Arrowmont, Links to Literacy, Arrow in the Arctic, Champions Are Readers, Read Across America

Sigma Kappa  
Philanthropy: Gerontology with a focus on Alzheimer’s research, Maine Sea Coast Mission

Fraternities on Campus
Delta Sigma Phi  
Delta Tau Delta  
Phi Gamma Delta  
Phi Delta Theta  
Phi Sigma Kappa  
Sigma Alpha Epsilon  
Sigma Chi  
Sigma Nu  
Sigma Phi Epsilon  
Theta Chi

List of all student organizations and contacts  
http://cms.bsu.edu/CampusLife/StudentOrganizations.aspx

Students living off campus

Ball State Daily News  
http://www.bsudailynews.com/contactus/

Charles W. Scofield  
Facilities Assignment Coordinator  
Student Center Operations  
SC 114  
P: 765-285-1850  
cscofield@bsu.edu

Off Campus Newsletter/Student Services  
Student Center 224  
2000 W. University Ave.  
Muncie, Ind. 47306  
765-285-5036  
Fax: 765-285-2856  
djnorthern@bsu.edu

The Star Press  
P.O. Box 2408  
Muncie, Ind. 47307  
1-800-783-2472  
http://www.thestarpress.com/section/CUSTOMERSERVICE03
Faculty and Staff

Update. News for Ball State Employees

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765-285-5731
AC 224

Kevin Burke
Director of University Communications
765-285-5948
AC 224B

Layne Cameron
Media Relations Manager/Assistant Managing Editor
765-285-5953
AC 220

Marc Ransford
Media Relations Manager
765-285-1570
AC 213A

Anthony Romano
Media Relations Manager/Video Specialist
765-285-1563
AC 213B
Donate residence hall items. Help Habitat for Humanity.


Drop off your dorm and apartment items at the Habitat for Humanity piles around campus during move out.

For more information go to www.munciehabitat.org or e-mail us at bbc.habitat@gmail.com
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Greater Muncie, Indiana
Habitat for Humanity®
Home Discount Center

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Any donations are greatly appreciated. Please take advantage of this opportunity to join Habitat for Humanity and make a difference in Muncie.

Thank you for your time! For more information on donations, please contact Kellie Burch by cell phone at (815) 341-3886 or by e-mail at bbc.habitat@gmail.com.

Sincerely,

Building Better Communities Habitat for Humanity Team

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Fellows Program Spring 2009

Certificate of Recognition

Awarded to

Amanda R. Burge

Habitat for Humanity and the Home Discount Center

Kelli Huth
BBC Fellows Project Manager

Peggy Fisher
BBC Fellows Faculty Mentor