

GOODWILL

GOODWILL OF OMAHA DONATION SHOP

INSTRUCTIONS

QUESTIONNAIRE

You will visit your assigned Goodwill donation location and use the drop-off service to donate gently used items. You will evaluate the service provided by the attendant and the donation area environment.



Before You Begin

- Review your shop confirmation
- Know your scenario
- Call or look online to confirm business hours
- Review donation requirements
- Review photo & receipt requirements



Don't Forget!

- Arrive at least 1 hour prior to closing
- Bring at least one bag/bundle for donation
- Capture donation attendant's name
- Get a tax donation receipt
- Take a selfie photo for shop validation



General Requirements

- **Submission Deadline: 12:00 PM EST the day following your scheduled shop date.** The deadline is noted in eastern standard time. If your completed survey is not submitted to shopperhub.cxgroup.com by the deadline, it will be automatically cancelled.
- Read all instructions and the entire questionnaire before you complete the shop.
- Answer all questions and provide detailed supporting narrative to explain your responses.
- Get a receipt to upload with your report. Ask for a receipt if you are not offered one.
- Take a selfie photo for shop validation (this is part of your "receipt").
- Do not reveal your identity as a mystery shopper to anyone at any time.
- Do not say or do anything to limit the opportunity for the associate(s) to perform the behaviors the survey is designed to evaluate.
- If a Quality Assurance Editor contacts you for additional information or clarification about your experience, respond promptly.
- Retain all documentation for six months following your shop.
- You or your immediate family members cannot currently nor have ever worked for Goodwill.
- Children are not allowed to accompany you on this shop.
- Failure to follow the specifications for this project as outlined in this document may result in shop cancellation and non-payment.



Shop Instructions

Step #1: Arrive at your assigned drop-off location.

- You must bring at least one bag/bundle of items with you for donation.
 - Refer to the list below for examples of acceptable donation items.
- The location will either have a drive-thru lane or a designated parking spot for donations. A donation attendant will come to your vehicle to gather your donation goods.
- Evaluate the maintenance and cleanliness of the donation area, as well as signage and ease of navigation.
- Note if all attendants are professional in appearance and performing work-related tasks.

Step #2: Donate your items.

- Evaluate if you are greeted/acknowledged upon arrival and the attendant's attitude and demeanor.
- Capture the donation attendant's name. Ask for their name if you cannot read their name tag, or if they say their name but you did not hear or understand it.
- Evaluate if all your items are accepted for donation. If not, note if the attendant gives you a reason the items were not accepted.
- Give the attendant the opportunity to proactively offer you a tax receipt. Ask for a receipt if the attendant does not offer one.



Example Donation Items

Goodwill accepts the following gently used items. Be sure to bring item(s) the location will accept.

- Clothing, shoes, and boots
- Jewelry
- Hats, gloves, mittens, and scarves
- Books, records, compact disks, video tapes, and DVDs
- Games, toys, and sports equipment
- Housewares: dishes, glassware, kitchen utensils, lamps, and small appliances
- Collectibles, antiques, knickknacks, and other giftware
- Hand tools and small power tools
- Domestic: linens, curtains, blankets, etc.
- Electronics: stereos, radios, VCRs, DVD players, etc.
- Furniture: dressers, tables, sofas, bed frames, etc.



Photo & Receipt Requirements

LOCATION EXTERIOR SELFIE:

- Discreetly take one (1) selfie-style photo in front of the location exterior.
- This photo MUST show YOU in the picture (selfie-style).
- The location/building with identifying exterior signage must be visible in the background.
- This is part of your “receipt” for the shop.

RECEIPT:

- Ask for a tax donation receipt if the attendant does not give you one.
- Write the shop number on your receipt, in blue or black ink, and upload a PHOTO of that receipt. A scanned image/PDF will NOT be accepted. You must handwrite the shop number in ink.
- Check your receipt photo prior to upload to ensure the image is large enough and the receipt text is readable.

Shops that do not include the required photos/documentation as outlined above will be rejected without payment.



QUESTIONNAIRE

Shop date:

Start time:

End time:

Donation Attendant Interaction

1. Were you greeted/acknowledged by the attendant upon approaching/entering the drop-off center?

Acknowledgement can be verbal or non-verbal (e.g., wave, smile, nod).

Yes (10 points)

No (0 points)

2. If "No," indicate how long (in minutes and seconds) you waited to be acknowledged:

Format response mm:ss

3. Was the donation associate you interacted with wearing a name tag?

Yes (10 points)

No (0 points)

4. Indicate the name of the Donation Attendant:

5. Indicate the approximate age of the Donation Attendant:

20 or less

41 - 45

21 - 25

46 - 50

26 - 30

51 - 55

31 - 35

56 or older

36 - 40

6. Indicate the gender of the Donation Attendant:

Male

Female

Prefer not to answer

7. Was the Donation Attendant wearing glasses?

Yes

No

8. Indicate the hair color of the Donation Attendant:

Auburn/Red

Brown

Green/Blue/Purple

Dark Brown

Black

Gray/White

Blonde

Shaved/Bald

Light Brown

9. Indicate the hair length of the Donation Attendant:

- | | |
|--|---|
| <input type="checkbox"/> Short | <input type="checkbox"/> Long |
| <input type="checkbox"/> Ear Length | <input type="checkbox"/> Pulled Back/Up |
| <input type="checkbox"/> Shoulder/Collar | <input type="checkbox"/> Shaved/Bald |
| <input type="checkbox"/> Mid-Back | |

10. Indicate the approximate height of the Donation Attendant:

- | | |
|--------------------------------------|--------------------------------------|
| <input type="checkbox"/> 5' or less | <input type="checkbox"/> 5'10" |
| <input type="checkbox"/> 5'1" | <input type="checkbox"/> 5'11" |
| <input type="checkbox"/> 5'2" - 5'3" | <input type="checkbox"/> 6' - 6'1" |
| <input type="checkbox"/> 5'4" - 5'5" | <input type="checkbox"/> 6'2" - 6'3" |
| <input type="checkbox"/> 5'6" - 5'7" | <input type="checkbox"/> 6'4" plus |
| <input type="checkbox"/> 5'8" - 5'9" | |

11. Indicate the apparent race of the Donation Attendant:

- | | |
|---|---|
| <input type="checkbox"/> African-American | <input type="checkbox"/> Middle Eastern or Arab |
| <input type="checkbox"/> Caucasian | <input type="checkbox"/> Native-American |
| <input type="checkbox"/> East Asian | <input type="checkbox"/> Other |
| <input type="checkbox"/> South Asian | <input type="checkbox"/> Prefer not to answer |
| <input type="checkbox"/> Hispanic | |

12. Attitude / Demeanor

- Enthusiastic and energetic - conveys positive energy and is willing and eager to assist you (10 points)
- Pleasant and polite - attendant is reserved but professional (5 points)
- Disinterested - attendant appears to be going through the motions (0 points)

13. Describe the items you donated:**14. Focuses on You**

- Attendant gives undivided attention without interruption or distraction, is friendly while servicing your needs, and does NOT make you feel rushed (10 points)
- Friendly, but seems distracted by things going on around him/her (5 points)
- Is not friendly, appears disengaged or unfocused, OR makes you feel rushed (0 points)

15. Were all of your items accepted for donation?

- Yes (10 points)
- No (0 points)

16. If "No," did the attendant give you a reason why the item(s) could not be accepted?

- Yes (10 points)
- No (0 points)
- N/A - All items were accepted

17. If "Yes," what reason were you given for why the item(s) could not be accepted?**18. Did the attendant offer the explanation in a courteous and professional manner?**

- Yes (10 points)
- No (0 points)
- N/A - All items were accepted OR no reason given

19. If "No," explain:

20. Did the attendant offer you a tax receipt?

Wait to see if the attendant offers you a receipt. If no, then ask for a receipt.

Yes (10 points)

No (0 points)

21. Expresses Appreciation

Attendant thanks you for your donation (10 points)

Does not thank, BUT offers a positive closing remark (e.g., "Have a great day!") (5 points)

Does NOT thank AND does not offer a positive closing remark (0 points)

22. Donation Attendant Interaction Supporting Narrative:

Explain the responses you selected for the Donation Attendant Interaction questions. Be sure to explain ALL responses of less than full point value. You must enter between 200 and 2000 characters.

Donation Environment**23. How many attendants did you observe on the site during your visit?**

1

2-3

4+

24. Professional Appearance

All attendants were well groomed and appropriately dressed representing the image of Goodwill (10 points)

All but one attendant were well groomed and appropriately dressed representing the image of Goodwill (5 points)

More than one attendant was NOT well groomed OR was NOT appropriately dressed representing the image of Goodwill (0 points)

25. Were the additional, observed associates wearing a name tag?

Select N/A if there was only one associate present.

Yes (10 points)

No (0 points)

N/A - No additional associates

26. Were all attendants performing work-related tasks during your visit?

Yes (10 points)

No (0 points)

27. If "No," indicate what activities the attendant(s) were engaged in:

Select all that apply.

Carrying on unrelated conversation with coworker

Using cell phone / texting

Eating / drinking in an area visible to customers

Sitting down / not busy / visibly disengaged from customers or work duties

Other

N/A - All attendants performing work-related tasks

28. If "Other," explain:**29. Donation Area Signage**

Donation area signage is present - you know exactly where to go, and the area is easy to navigate (10 points)

Donation area signage is present, but you are unsure how to proceed OR the area is difficult to navigate (5 points)

Donation area signage is NOT present (0 points)

30. Cleanliness / Maintenance

- Donation drive area is clean, well-maintained, and organized (no excess product, dirt/debris, etc.) (10 points)
- Minor attention needed in one or more areas (5 points)
- Substantial attention needed in one or more areas (0 points)

31. Donation Environment Supporting Narrative:

Explain the responses you selected for the Donation Environment questions. Be sure to explain ALL responses of less than full point value. You must enter between 100 and 1000 characters.

Overall Impression**32. How would you rate your overall experience today?**

- It was better than I expected (5 points)
- It was positive but not memorable (4 points)
- It was as good as I expected (3 points)
- I was slightly disappointed (2 points)
- It was worse than I expected. I was very disappointed (1 point)

33. Indicate how likely you would be to return to donate at this location:

- Extremely Likely (5 points)
- Likely (4 points)
- Neutral (3 points)
- Unlikely (2 points)
- Extremely Unlikely (1 point)

34. Indicate how likely you would be to recommend this donation site to family or friends:

- Extremely Likely (5 points)
- Likely (4 points)
- Neutral (3 points)
- Unlikely (2 points)
- Extremely Unlikely (1 point)

35. Indicate how satisfied you were with the service you received today:

- Extremely Satisfied (5 points)
- Satisfied (4 points)
- Neutral (3 points)
- Dissatisfied (2 points)
- Extremely Dissatisfied (1 point)

36. Overall Impression Supporting Narrative:

Fully explain your Overall Impression ratings. Check your previous responses and do not score down for factors outside the staff's control. If you did not give the top rating for any or all questions, explain what you think Goodwill could have done to earn the top rating. You must enter between 100 and 1000 characters.

Shop Validation**37. Did you get a receipt?**

Select Yes and then upload your receipt. Make sure the image is clear and not blurry.

- Yes
- No

38. If you do not have a receipt, explain why:

Enter N/A if you uploaded your receipt. If you have any comments about your receipt, include them here.

39. Did you take a location exterior selfie?

Select Yes then upload your location exterior selfie.

Yes

No

40. If you do not have a location exterior selfie photo, explain why:

Enter N/A if you uploaded your selfie.

END OF QUESTIONNAIRE