

Re-Write It Project

Final Recommendation

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CONSULTING

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Executive Summary

Problems:

1. Difficulty Coordinating Distributions.
2. Difficulty Sourcing Donations.

Solutions:

1. A Simple Distribution System with Focus on Who is Accountable for What and When, and track active Collection Boxes at Establishment Locations.
2. Order Official Boxes with Official Re-Write It Branding.

Next Steps:

- Establish Wholistic Distribution System,
- Establish Professional Branding and Boxes, and
- Approach Establishments for Collection Box Placement In-Person.

Timeline



Initial Meetings

Gathered information on the distribution issues Re-Write It has is facing.



Research

Conducted research on possible ways to simplify their distribution model.



Feedback/Adjust

Adjusted our focus after gaining useful feedback on our initial solutions.



Finalize/Deliver

Final plans and suggestions after discussing directly with a Chapter President

1. Problem #1, Situation, and Goals

Problem #1



Clients are not being found & Distributions are not being distributed.

Initially we considered 3 models

Model	Description	Going Forward	Reason if “No”
Chapter Student Distribution	Chapter members distribute items themselves on their own time with personal transit.	Yes	
Client Pickup Distribution	Clients receiving the materials pick up the donations	Yes	
Outsource Distribution	Hire company like Fedex to deliver distributions	<u>No</u>	Too complex to manage Expensive Unnecessary (plenty of students, parents, and clients if needed to transport each distribution)

Goal

Simplify Re-Write It Project's distribution management system in terms of its **client communication**, and **distribution management**.

Core Problems

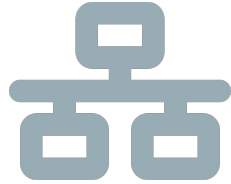
Distribution management

- To manage each distribution's creation progress, date of distribution, and client all in one place.

Communication with distribution clients

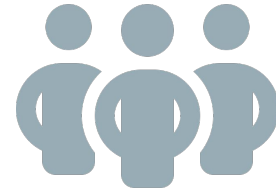
- To establish a distribution
 - To communicate method of distribution
 - To communicate date and time of distribution
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Solution



Create a Holistic Distribution System

To achieve distribution progress visibility across entire life-cycle of each distribution per chapter, and per responsible party.



Establish A Distribution Management Team

To oversee all distribution efforts to simplify the process, ease responsibility on individual chapters.

2. Distribution model for Rewrite it Project

Four primary distribution methods

Model	Description	Pros	Cons
Chapter Student Distribution	Chapter members distribute items themselves on their own time with personal transit.	Cheap, done by organizers	Scalability, reliability, lack of transport is a possibility
Chapter Parent Distribution	Member parents distribute the materials using their cars	Cheap, personal touch	Scalability, reliability, parents are busy and might not want to do this
School Wide Parent Volunteer Distribution	Have parents volunteer to deliver materials	Cheap, enthusiastic deliverers	Might not be enough volunteers
Client Pickup Distribution	Clients receiving the materials pick up the donations	Direct to customer, efficient	Hard to convince already strained institutions to send someone out to pick up materials

3. Implementation plan: Student Chapter Distribution

Rewrite It Project Value Chain Analysis

	Collecting	Refurbishing	Sorting	Distribution
Who is Responsible?	Chapter Heads	Volunteers	Volunteers	Parents
Chapter Challenges	Lack of clear communication/coordination among chapter teams	Ensuring an adequate number of volunteers to complete the process	Challenges in efficiently sorting through large quantities of supplies	Finding a way for the distribution to happen in a cheap way
Rewrite it Challenges	Improve inter-team communication and clarify roles between chapter teams	No facing any major challenges	Providing clear instructions and guidelines to volunteers to ensure consistent sorting standards	They need another way for dist. To happen because currently parents are distributing
Customer Challenges	Collection process encounters no customer challenges. Establishing effective communication channels with schools and donors to facilitate supply requests	No customer challenges.	No customer challenges being faced by the sorting process of the project	No customer challenges; better communication with distributors and administrators

Problem #2: Issues in Donation Collection

From Chapter President Interviews

According to Chapter Heads: The Greater Issue is Collecting Donations

Problems:

1. Difficulty getting places to allow them to set up a Re-Write It box to collect donations.
2. Email is ineffective and rarely receive responses.

Solutions to Collect More Donations

Get Chapters Official Rewrite It Boxes with Cohesive Branding

1. Establish one cohesive brand: One logo, one color pallet, one typography pair.
2. Print custom cardboard boxes using an online service to guarantee official organizational appearance

Reasoning: More likely to get a “Yes” by ensuring professionalism when approaching establishments to request placing a Re-Write It box in their building to collect donations (ie. Public Library, Bank, Grocery Store, etc.)

Instruct Chapters to Approach Establishments in-person

1. Execute in-person requests to ensure immediate results.
2. Pair this with a cohesive brand image and official boxes

Next Steps:

Next Step 2: Wholistic System

Solve for Distribution Management & Donation Collection Management

Use: [Monday.com](https://www.monday.com) free features or Use Excel

1. Both of these options fit budgetary constraints.
2. Streamline each distribution by
 - a. Including which students/parents/client has agreed to transport each distribution within this management system to establish accountability.
 - b. Including where collection boxes are currently setup, and places that said “No” to simplify the In-Person outreach process.

Next Step 3: Distribution Management Team

Strategy	Description	Pros	Cons
Internal Chapter Distribution	Each chapter manages all distributions internally for their chapter.	Each team has visibility without worrying about other chapters.	<p>More expensive to scale a system like Monday.com across multiple teams.</p> <p>High responsibility to get clients and distribute to them.</p>
One Distribution Management Team	One central team built from members of each chapter manage all distributions centrally to ensure execution.	<p>Simplifies responsibility of distribution coordination to one central team.</p> <p>Cheap to scale.</p>	Increased communication complexity between each chapter and this distribution team. (elect a distribution manager within each chapter?)

Next Step 3: Other Distribution Improvements

Improve ease of getting non-club Parent Volunteers for backup help with distributions.

- Promotional Material
- Email campaigns

Find ways to improve ease for Chapters to connect with new clients.

- City wide marketing campaigns
- Distribution Team reach out to schools directly in-person.

Next Step 4: Brand + Official Boxes

Cohesive Branding

- Establish one cohesive brand: One logo, one color pallet, one typography pair.
- Give Chapters a Branding Guide with these details.
- *Use: Canva or Figma - Free Design Tools*

Official Re-Write It Boxes

- Print custom cardboard boxes using an online service to guarantee official organizational appearance
- *Use: [Packola](#)*
- *Length: 28in, Width: 20in, Depth: 30in, and Add your custom branded design*
- *Cost ~\$17/Unit*

Instruct Chapter Presidents to Approach Establishments In-Person

- Execute in-person requests to ensure immediate results.
- *Use: Official Boxes to get “Yes” more easily*

Thank you!

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