

38 State Brewing Company

CSR System Design: Donation Request Operations

Summary

In December of 2014, 38 State Brewing Company (38 State) had been open to the public for seven months. The Littleton brewery began its relationship with Confluence after the holiday season. The brewery was receiving requests for donations of product just about every day. 38 State asked Confluence to create a formal donation process. After learning from Confluence that by creating a proper channel for donations, 38 State would be able to better understand the community's needs for product at events, determine whom to donate to (especially with its limited capacity to donate), and have those charities who need the product to have a platform to explain how the product will help the charity achieve its goals.

The Project

Create a process for charities to apply for donations that is easy for 38 State to manage, track, and respond to requests.

Confluence's Role

Design of Donation Request Form

Confluence first determined that using a Google Form would be the easiest based on the cost being free, able to hold infinite submissions, and high-quality, easy-to-use customization features. For a new process such as donation requests and 38 State's budget tight, it was important utilizing a service that fit these qualities.

Next, Confluence constructed a set of important questions that would give 38 State the best information on how to approve a donation request. Questions asked about details of event, social media information to help promote the event, and how the donation will help their programming.

The final step matching the design of the form to the rest of 38 State's website. This was important so if the form was embedded into a website page or linked to, the webpage would still look professional and ensure that the applicant not feel like they left the 38 State website.

Results

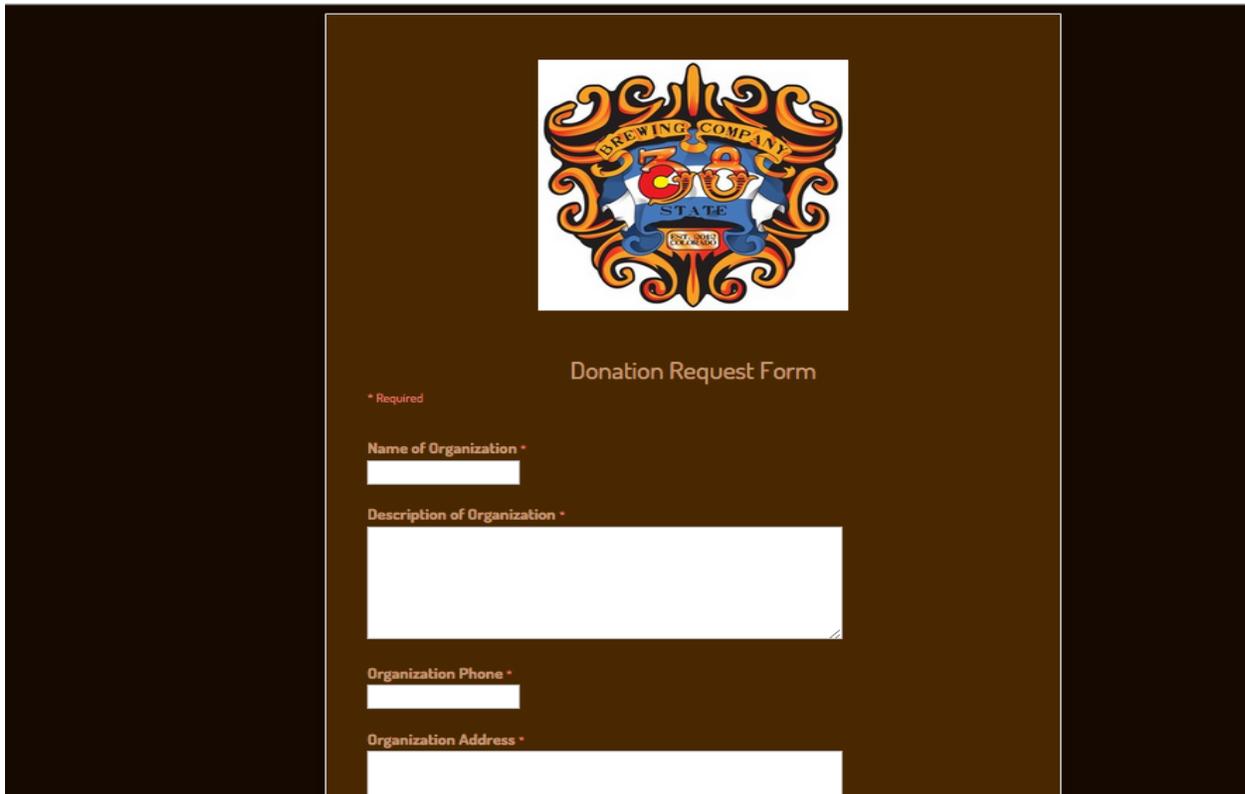
On February 24, 2015, Confluence sent the instructions for 38 State on how to embed the form and how to setup notification emails for a 38 State staff each time the form was completed. At this point, 38 State notified Confluence that the brewery's was in the initial phase of redesigning their website. In March, Confluence met with 38 State in person to show how to embed the form or setup the link so 38 State could be prepared when the redesigned site was launched.

38 State's website redesign is still under construction and a link to the page will be placed here once it is public. Below are screen captures of the current 38 State website and the donation request form.

Exhibit 1: 38 State Brewing Company's Homepage



Exhibit 2: Donation Form Created by Confluence for 38 State Brewing Company



TaxID #

Organization Website *

Organization Facebook (URL)

Organization Twitter (@Handle)

Organization Contact Name *

Organization Contact Email *

Organization Contact Phone *

Name of Event *

Date of Event *

38 State requires all donation requests to be made at least 3 weeks prior to event.

mm/dd/yyyy

Description and Goal(s) of Event *

Request *

Describe what you would like 38 State to provide

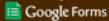
Expected Number of Attendees *

City(ies) Attendees will be from

Have you received donations from 38 State prior? *

If yes, when?

Never submit passwords through Google Forms.

Powered by
 Google Forms

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