

# VONIGO



**BILL HALL**

Goodwill Industries of  
Southern Piedmont

## Goodwill Industries of the Southern Piedmont

With manual donation scheduling holding back growth, Goodwill Industries of Southern Piedmont automated the process with Vonigo and saw an annual revenue increase of \$215,000.

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+\$185k

## More Donation Revenue

Generated new revenue from donation pickups.

+\$215k

## More Annual Revenue

Drove an annual revenue increase from the program.

-60

## Fewer Daily Admin Calls

Significantly reduced administrative load with fewer calls each day.

## The story:

Goodwill Industries of the Southern Piedmont is part of the broader Goodwill Industries International, serving communities across North and South Carolina. For over 50 years, the organization has provided free job training and career coaching, helping nearly 170,000 individuals and placing more than 31,000 people into jobs.

To fund these services, donations are critical.

Prior to 2013, Goodwill Industries of the Southern Piedmont offered a home pickup program, but it lacked efficiency and scalability. The process relied heavily on manual coordination, with administrative staff handling 50 to 60 phone calls per day just to schedule pickups.

At the same time, the organization needed to grow its donation program without increasing administrative overhead.

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## The story:

(continued)

They needed a better way to scale donation pickups, improve efficiency, and unlock more value from their existing operations.

After discovering Vonigo, the team quickly recognized its potential to transform their donation pickup program.

With Vonigo's online booking capabilities, donors could schedule pickups themselves –anytime, without needing to call in. This removed friction from the donation process while dramatically reducing the burden on administrative staff.

Implementation was straightforward, and the impact was immediate.

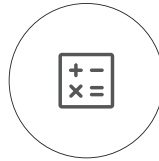
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“It’s a no-brainer. I’ve looked at different scheduling tools, and Vonigo is inexpensive, robust, and something every Goodwill should be using for home pickups.”

- Bill Hall, Director of Supply Chain & Donation Acquisition,  
Goodwill Industries of the Southern Piedmont

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## The benefits:



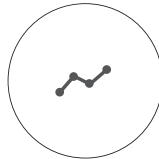
### **Online Booking Dramatically Increases Pickup Volume**

“We went from doing one or two home pickups a day to doing 10-to-13 home pick-ups a day,” says Bill Hall, Director of Supply Chain and Donation Acquisition for Goodwill Industries of the Southern Piedmont. “That really added some revenue to our bottom line.”



### **New Revenue Stream Fuels Community Impact**

The improved pickup program translated directly into increased donations and retail inventory—generating approximately \$185,000 in revenue, with projections of \$215,000 annually.



### **Reduced Administrative Workload**

“The key to Vonigo is that it allows individuals to go online themselves and book donation pick-ups,” says Hall. “(Vonigo) frees them up because the donor has the capability to go online and schedule that pick-up themselves. It frees our staff up to do other meaningful tasks.”



### **Scalable, Cost-Effective Solution**

Vonigo provided a robust, affordable platform that allowed Goodwill to scale operations without adding headcount, making it an ideal fit for a nonprofit environment.

“They want to know how Vonigo is working for us. And I simply tell them flat out — it’s a no-brainer.”

[Request a Demo](#)

**VONIGO**

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