



INSULATING WINDOW INSERTS

# **2019 Guide for Measuring Teams**

# Thank you for joining WindowDressers as a Volunteer Measurer!

Measuring windows is always conducted by a two-person team: one measures while the other records the measurements using WindowDressers' measuring software on a laptop. Working as a team is more efficient and ensures the safety of our volunteers and clients. As teams grow in skill, they can complete an average house visit in 45-60 minutes.

Measuring teams receive a calibrated laser measuring tool on loan from WindowDressers. Measurers will be trained to operate the laser correctly, measure windows efficiently, utilize our custom software, and explain the WindowDressers program to clients.

Recording accurate window dimension data is the primary responsibility of a measuring team. The success of the Community Workshop depends on carefully taken measurements. Measuring errors cannot be caught later during the cutting and fabrication steps. If mis-measurement results in inserts that don't fit, the measuring team may be asked to re-measure the windows, help with rebuilding the new inserts, and/or deliver the corrected inserts to the client. It's much easier to get it right the first time!

Remember that measurers are often the first face of the WindowDressers Community Workshop that the customer sees. Please be pleasant and well prepared!

## SHORT SUMMARY OF THE MEASURING VISIT

1. **Before you Go:** Practice at home, equipment you will need (p3)
2. **Meet the Homeowner:** Introduce yourselves, explain the measuring procedure, show an insert sample, and answer general questions. (p4)
3. **Request a Tour:** Identify windows to be measured, explain evaluation process, assess condition of windows, and discuss any required modifications like moving blinds. (p5-6)
4. **Measure Windows and Record Data** (p7-8)
5. **Review the Order with the Client:** Show proposed order to client on computer, make adjustments to order if client requests them, determine rate – Regular, Special (lower-income), or Commercial and if they are tax-exempt. (p9)
6. **Collect Payment and/or Donation:** Residential rate clients should give payment in full with a check or credit/debit card. Special Rate clients are invited to make a donation in whatever amount they feel they can afford. (p10)
7. **Fill out a Confirmation Card** and go over it with the client. (p10)
8. **Wrapping up at home:** Submit the order, record participation shifts, mail checks (p11-12)
9. **Follow Up and ReDos** (p12-13)

## **STEP 1: BEFORE YOU GO**

### **PRACTICE AT HOME**

Even after you've been trained, it is a good idea to practice measuring at home before you set out to visit a WindowDressers client. This allows you to gain skill and confidence with the measuring procedure. Get together with your measuring partner and run through a few test windows at your house. When you enter test measurements into TIM, please use "Test" as the first or last name of any customer you add. Be sure to delete the order when you are done testing it.

#### **Important**

***Accurate, reliable measurements are a critical component of the WindowDressers effort. Thus, every measuring team should strive for error-free work with both the laser and the data entry. Beware of false readings off the glass panes of a window if the laser is not properly aimed, or because the tool wiggled, causing the laser beam to hit the wrong target while you became preoccupied with pressing the button to take the measurement. Direct, bright sunlight can cause inaccurate laser measurements. Please provide shading as-needed with a piece of cardboard, a cupped hand, or a laser "hood."***

### **EQUIPMENT YOU WILL NEED**

- **Laser measurer** set to record in decimal inches and pre-tested at home
- **Extra batteries** – always be prepared!
- **Laptop** with up to date WindowDressers measuring software (TIM)
- **Steel Measuring tape** in decimal inches, as a back up to the laser and to confirm the first measurement at every house.
- **Sample window insert**
- **Confirmation Cards**
- **List of clients to be measured including address, phone number, directions and order number.** Be sure to have all information before leaving your house as you will not have WiFi at the customer's house.
- **Notebook and Pen**
- **ID Badge**

## **STEP 2: MEET THE HOMEOWNER**

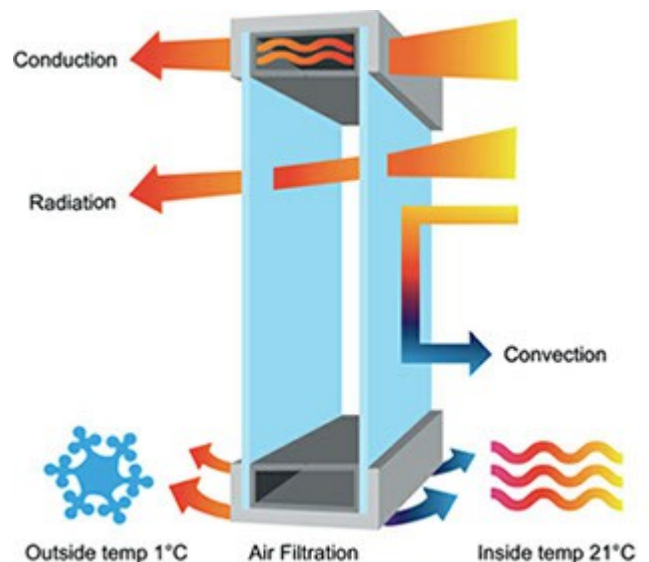
**You are the face of WindowDressers – please be pleasant and well-prepared! Wear your ID badge!** During the home visit, please introduce yourselves and answer client questions about inserts: how they work, where they are most effective, adjustments needed *by the client* (moving blinds, etc.), choices of finish available (white or natural pine), and **the need for clients to participate in the upcoming Community Workshop.**

Below is some basic information about our inserts. Please be sure to show the homeowner a sample insert and demonstrate how they work.

### **GENERAL INFORMATION: HOW INSERTS WORK**

**Conduction:** Inserts create two additional sealed air spaces: one space between the insert and the window and the other between the two layers of plastic. This doubles the insulation value of the average window.

**Convection:** When warm air in the home hits a cold window, the air cools and the cooler air falls to the floor, pushing warmer air upwards. This creates a circular air current in the house that the body feels as a cold air “draft.” Window inserts raise the temperature that the inside air encounters at the window (due to decreased conduction), reducing that circular air current.



**Air Infiltration:** Many windows leak at the seams where glass meets frame, around the movable part of the window, or between the window and the wall. Tightly fitting inserts block air movement through these leaky areas.

### **POTENTIAL ENERGY AND COST SAVINGS**

The amount of energy saved with window inserts varies widely depending on many factors including: how well-insulated the house is overall, the quality of the existing windows, the “tightness” of the house against air leakage, the climate, and the efficiency of the heating system. A WindowDressers client is likely to save between 0.5 - 1 gallon of oil per square foot of insert per year and recoup the cost of pine inserts through energy savings within 1-2 years. For white inserts, they can expect to recoup their costs in 2-3 years.

## **STEP 3: REQUEST A TOUR - EVALUATING WINDOWS**

**Ask the client to show you around the house** so you can advise them on the best use of window inserts and answer any questions. Ask them if they have any windows that are particularly problematic or are an especially high priority. Client and measurers will then agree on which windows to measure for inserts. When in doubt, measure all windows. You can always split the order and save lower-priority windows as an “estimate” for a later order. This saves work later by avoiding a second measuring visit.

Please also discuss with the customer potential storage locations for the inserts during the warmer months. It is **important to find a dry, safe place to keep the inserts clean, covered, and protected** from anything that might puncture the plastic film. Some possibilities include: a basement or attic, the back of a closet, or behind a bureau or bookcase. It is best to store the inserts vertically but, if there are no other options and there are no pets in the house, inserts can be stored under a bed. A large piece of cardboard should be placed between each insert to protect the film from puncture by the corner of an insert stacked above or below it.

If the client has **cats, dogs or small children** please discuss with them that the insert film is quite strong but won't stand up to puncture or sharp objects. Inserts must be protected from cats, especially. Damaged inserts can be rewrapped for \$10 each at the next Community Workshop.

### **DOES IT NEED AN INSERT?**

1. Prioritize **North-facing** windows and all those that are **shaded** in any way. East- and West-facing windows are often good candidates as well.
2. Inserts are recommended for all **single-glazed** windows even if they have storms.
3. Windows that **are loose, cracked, won't latch tightly, or show signs of sun shrinkage or condensation** should receive an insert regardless of orientation.
4. **Skylights** generally benefit from inserts.
5. Be sure to ask about **basement or crawlspace** windows as well. These are often excellent candidates for inserts if the landing space around the windows is workable, because the stack effect can start in a leaky basement.
6. Inserts are generally not needed for tight, double-glazed windows that face south and receive full sun. These gain more solar radiation over a season than they lose.

## **STEP 3: REQUEST A TOUR - EVALUATING WINDOWS, CONT...**

### **CAN IT RECEIVE AN INSERT?**

1. **You must first determine if there is a suitable “landing”** for the insert, where the foam weatherstripping will meet the window frame. The ideal position of an insert is 0.5” from the window glass. **The landing must be a flat face at least 0.6” wide at right angles to the plane of the insert.** Landings with rounded or beveled molding will not hold an insert securely and are not suitable. Look all the way around the perimeter of the landing surface for **protrusions** such as handles, latches, pulls, and blind brackets. The foam will envelop and thus accommodate smaller protrusions such as the side latches of most Anderson crank units and flat roller-shade brackets. Use your sample insert as a tool to help determine the suitability of a landing.
2. **Establish that it is the client’s responsibility to move or remove shades prior to installation, if necessary.** Usually blinds and shades can be moved forward so that the required  $\frac{7}{8}$  inch clearance can be gained behind it. This allows the fixture to be used during the winter when inserts are in place. When brackets, shades, or other obstructions need to be addressed, explain this to the client and make a note in the comments section for that insert on the WDMeasurer software program.
3. **An interior screen on a casement window** can be removed, usually providing the best landing space for the insert replacing it during winter.
4. **Cranks that open/close casement windows** must sometimes be rotated or removed to provide clearance for an insert. But first, try placing the insert behind the crank bottom-first (if no blinds or curtains at the top of the window complicate matters). To remove, loosen a screw at the base of the handle, rotate and re-tighten screw. If the crank has to be removed, store it between the window and the insert ready for use next spring. After a crank is removed, it leaves a protruding spline that will damage plastic film if the insert has to be mounted inside it. Caution the homeowner.
5. **Some windows are out-of-square like a parallelogram (ie wracked.)** This is uncommon but, when it occurs, it is usually in an older home where settling has occurred. Cantilevered bay windows are especially vulnerable to wracking. **Do not order inserts for wracked windows.** Clues to watch for are cracked glass, plaster cracks emanating diagonally from the upper corners of window frames, or an uneven floor within a window bay. You can use your sample insert to help you assess if a window is square and/or compare measurements of the two diagonals. If the window is wracked, the sample insert won’t fit snugly and the diagonals will give significantly different measurements.

## **STEP 4: MEASURE WINDOWS AND RECORD DATA**

***Before starting:*** Examine each window for suitability, as outlined in Step 3.

### **FOR THE RECORDER: NAMING WINDOWS**

1. **Set up** your laptop, open TIM, and ensure that your WiFi is turned OFF, using the “slider” on the TIM homepage. Start a new offline order and enter client name. Keep parallel records in your notebook as backup – a link for a manual recording form can be found at [www.windowdressers.org/software](http://www.windowdressers.org/software). Start all orders with Residential Rate. This may be changed at the end of the measuring visit, if needed. Note in the “comments” section for each insert any work that the customer needs to do (moving shades or blinds, protruding nails, or other repair work). This information should be mentioned again to the customer at the end of the visit.
2. **Name each window** by room, then number each starting from the left of the main entrance to the room and moving in a clockwise direction around the room. Even if you skip a window, keep it in the clockwise count. For example, the first window to the left of the living room door is a sunny, south-facing window that won’t receive an insert. The next two windows moving clockwise, on the west and north sides, will receive inserts. You will skip LIV-1 and name the two inserts LIV-2 and LIV-3. In this way, the homeowner will be able to identify which insert is for which window. Inform the homeowner of the naming convention.
3. **Never use -A, -B, or -C as the end of a window name.** These are used by the software to identify inserts in a mated set.
4. **If there is more than one entrance to a room,** ask the homeowner which entrance they use the most or use North, South, East and West to clearly identify the window.
5. **When naming multiple bedrooms** other than a Master Bedroom, you can use the location of the room as a guide in naming it. Example: N-BED-1 means the first window to the left of the door in the bedroom on the north side of the house.

### **COMMON ABBREVIATIONS**

MBR - Master Bedroom

KIT - Kitchen

BATH - Bathroom

BR-UP - Upstairs Bedroom

DR - Dining Room

LIV - Living Room

BR-DN - Downstairs Bedroom


DR-E: Dining Rm East Wall

BSMT - Basement

## **STEP 4: MEASURE WINDOWS AND RECORD DATA, Cont...**

*Before starting: Examine each window for suitability, as outlined in Step 3.*

**Measure EVERY window even if two appear to be the same size. They are often different!**

1. **Turn on the laser.** Check the blinking icon to be sure that the beam will measure from the bottom of the instrument. It should look like this:
2. **Make a test measurement** to verify the setting in decimal inches. **Check the first measurement at every house with a tape measure. DO NOT SKIP THIS STEP.**
3. **Measure window width and height** from 1/3 and 2/3 of the way along the landing, taking each measurement twice for confirmation. Hold the laser in place and watch the red dot to ensure it does not move from the target while you press the measure button; you will hear a beep confirming the measurement was recorded. Call out the measurements to the Recorder who will record them in the notebook, reading back each measurement after it is written, as confirmation. Note that the laser measures to three decimal places but only two should be recorded. Do not round. Simply drop the last decimal place.
4. **The measurements must be within 0.12" of each other** for a properly fitting insert. If they are, the smaller of the four measurements should be circled in the notebook and then entered in TIM. For measurements that differ by between 0.12" – 0.25", average the largest and smallest measurements and record that number. If the measurements differ by more than 0.25", the window is too warped or out-of-square for an insert to fit correctly. Advise skipping this window.
5. **Tall windows require special measuring care.** It can be awkward to operate the laser while craning your neck upwards to see the laser dot. Make sure you are not getting a false measurement reflecting off the glass. Consider getting a stepladder and measuring from top to bottom instead.
6. **Windows more than 48" tall require a strut** – a cross-piece that prevents hour-glassing and wracking of frame components. Place the base of the laser on the top of the mid-sash and measure the distance up to the upper landing. If there is no mid-sash, ask the customer where they'd like the strut, position the laser so the bottom of the laser lines up with the **top** of the preferred strut location, and measure the distance to the upper landing of the window. The strut can be located at any point -- provided no unsupported frame length exceeds 48".
7. **Windows more than 48" wide and tall will require a mated pair**, as well as the strut. Measure the FULL WIDTH. The computer will adjust that data to create a pair of inserts that butt up against one another at the middle. Relay the full width measurement to your teammate. The program will automatically assign it as a mated pair, and ask you for a horizontal strut measurement if the height is more than 48".



## **STEP 5: REVIEW THE ORDER WITH THE CLIENT**

- All orders should start with a Residential Rate
- Show the order summary on the computer to the client and confirm that all of the windows that they want are on there.
- If the client is not yet ready to commit to ordering, change the RATE to “Estimate-Res” and plan to follow up with the customer at an agreed-upon later date.
- If the client decides not to order inserts for ALL of the windows measured, make a note in your notebook about which inserts to save for a later date. You can split the order after you upload it.
- Once the cost of the order is displayed on the computer, the measuring team can use its judgment as to the client’s capacity to pay. **Regular-pay clients are asked to make full payment at the time of measuring to support the advance-purchase of materials for their Community Workshop.** Please also ask the client if they are willing to **Round Up** their payment as an additional donation to support WindowDressers’ mission. See next page.
- If it seems likely that paying for the inserts will be a challenge for the client due to lower income, let the client know that part of **WindowDressers’ nonprofit mission is to provide financially challenged clients with up to 10 natural pine finished inserts at no cost.** There is no means-test for special-pricing clients. The decision to offer this pricing category is left to the discretion of the measuring team. The client should **never** be made to feel guilty for taking part in our special rate program. Reassure them that this is part of our mission and we are happy to provide them with inserts. Change the rate on the order to “Special.”
- **Please invite special-pricing clients to make a donation towards WindowDressers’ work in whatever amount they can afford.** Some will only be able to contribute \$10 or \$20. Some will offer up to half of the cost of the inserts. Some will not be able to make any contribution at all and that is OK. Clients should be invited – not pressured - to make a contribution.
- Explain to all clients that the money paid is only one part of getting inserts. **Our inserts are so affordable because of our Community Workshop model.** Therefore, every client is asked to contribute to the effort. One 4-hour shift for every 3-5 inserts ordered is recommended. If possible, **sign the client up for participation shifts before leaving the home.** Make a note in “comments” detailing the days and times the client will participate. If that is not possible, explain that someone will be calling them to schedule their shifts. We strive to have tasks available for all ability and mobility levels. Exceptions are made for clients with significant life circumstances that preclude participation.

## **STEP 6: COLLECT PAYMENT AND/OR DONATION**

- **Record payment in the software program when received by the Measurer.**
- **Payment in full is requested at the time of measuring.** We are a small nonprofit and these are custom-built inserts. Payment upfront ensures that we have the funds we need to purchase all of the materials to build the inserts.
- **Invite residential-rate clients to Round Up their payment** as an additional donation to support WindowDressers work. This “round up” could be to the next \$5, \$10, \$50, or \$100 depending on the preferences of the client. See Appendix B for a sample script.
- **Invite special-rate clients to make a donation in an amount they can afford.** *This is invited, not required. No pressure or guilt, please!* See Appendix C for a sample script.
- **Payment by check is preferred.** Please collect the check at the home visit, with the order number written on the Memo line of the check. Please avoid having the client mail the check themselves. They often forget.
- **Debit or credit cards can be accepted at WindowDressers.org/Pay.** Please be sure the client has the correct total and their order number. This process requires that the order number be established before the visit to the customer since it must be entered with payment data. **We must pay significant fees to process credit cards so please encourage payment by check whenever possible.**
- Reinforce that **the client’s participation in the Community Workshop** is an essential part of their payment for their inserts. If possible, use SignUp.com to schedule their shifts.
- **Record payment amount, method, and any relevant payment notes in TIM.**
- **CLICK “SAVE TO OFFLINE STORAGE” AND “OK” BEFORE CLOSING YOUR COMPUTER!** If you don't, you will lose all of your measurements.

## **STEP 7: FILL OUT A CONFIRMATION CARD**

- The front of the confirmation card should have a sticker with the **dates and location of your Community Workshop**. Record the client’s **participation shifts** on the blank lines of the card and in your notebook OR in SignUp.com. If the Workshop has not been scheduled yet, let them know that you will call them later with the dates and to schedule their participation shifts.
- On the back of the card, record the number of inserts ordered, total amount of payment, and payment method. Write in the Lead Measurer’s name and contact information.
- Leave this card with the client. Suggest they post it on their fridge to help them remember the dates of their Community Workshop and their participation shifts.
- Thank the Client and say Goodbye!

## **STEP 8: WRAP UP AT HOME**

### **SUBMIT THE ORDER**

1. When the team finishes its measuring for the day and returns home, the Recorder should connect to the internet, open TIM and click "View Offline"
2. You will see a list of Offline orders with the names that you assigned to them. Select one of these orders by clicking "Review."
3. Once the order is open, use the drop-down menu "Select Order #" to choose the correct corresponding empty order by client name and order number.
4. Look over the order to ensure that all information is complete and accurate, including the names of both measurers who were at the home visit. Make any updates needed and then click "Add to Empty Order" and then "OK". This merges the offline measurements with the online empty order, creating one complete order.
5. If you want to split the order, do so after you uploaded it. Use the 'edit' button on the bottom of the form showing the order you just uploaded, On the resulting "Update order data" form move the "split order" slider to the right, check the box for each insert you want to assign to a new order, and press the "update order and split" button at the bottom. After doing so you will have a chance to edit the rate of new order (for example to "estimate-Res") and/or the season (year.)
6. Repeat for all clients measured that day.
7. If you measured a brand new client who did not have an empty order in the online database, follow the first 3 instructions here. Once the order is open, scroll down and click on the button "Add Customer to Database" (saying "OK" to warning). Complete all client contact information and click "Add Customer". You will find yourself back in "Review Offline Items." Scroll to top and click on "Order Number." Choose "Auto-fill new order number." Look over the order to ensure that all information is complete and accurate, make any updates needed, then click "Submit."

### **RECORD VOLUNTEER HOURS**

- If you did not use SignUp.com at the measuring visit to **enroll the client in their participation shifts**, enter them into SignUp.com now. OR copy the list of client names and their participation shifts into an email and send to your team's Volunteer Coordinator.
- **Please record YOUR hours!** Go to SignUp.com (<https://signup.com/go/eXXHVfF>) and record the hours **you** have volunteered today. At the end of each day, please "sign up" for the number of "spots" that correspond to the hours you spent on "Measuring" which includes scheduling communications, traveling, measuring, and data entry. The owner of the vehicle can also "sign up" for the number of "spots" that correspond to their miles driven that day. Thank you!!! It is very important that we accurately track our volunteer hours!

## STEP 8: WRAP UP AT HOME, CONT...

### MAIL CHECKS TO WINDOWDRESSERS

- Collect checks from clients and keep them in a safe place. Ensure that the order number is written on the memo line of each check. If the name on the check does not match the name on the order, please include a note that explains the discrepancy.
- Keep a list of checks sent: check number, order number, client name, and amount.
- If you collected cash from a client or clients, please deposit this money into your checking account, write one check for the entire amount, and mail to WindowDressers. Include a list of each cash payment amount, order number, and client name. Keep a copy for your records.
- Mail batches of client checks promptly – at least every week - to:

**WindowDressers  
PO Box 1135  
Rockland, ME 04841**

## STEP 9: FOLLOW UP

- About a week after the Community Workshop is over, **please call all of the clients** that you measured and ask them how they are enjoying their inserts. Ensure that all inserts fit properly in the windows. **Keep a detailed record of client responses.** See example below.
- You are encouraged to also record general feedback, both positive and negative.
- Some clients may not have installed their inserts yet. Let them know that you will be calling them back in a week or two to check in.
- Continue to follow up until all customers report that their inserts are installed and fit properly.
- **Email your record of client responses to your Measuring Coordinator and cc to: [info@windowdressers.org](mailto:info@windowdressers.org).** WindowDressers strives to keep its error rate as low as possible. Accurate record-keeping by the Measurers is essential to this goal. Thank you!

#### *Example:*

Name	Ord#	Client Town	Inserts	Fit	Didn't Fit – Explain	Redo Needed?
John Smith	5555	Rockland	7	6	1 slightly too large but was able to squeeze it in with the help of a spatula	NO

## **STEP 9: FOLLOW UP, CONT...**

### **INSERTS THAT DON'T FIT - THE REDO PROCESS**

If a client reports that one or more of their inserts do not fit, WindowDressers will rebuild the insert(s) at our expense. Report the error to your Measuring Coordinator **and** the Client Service Representative (CSR) at [info@windowdressers.org](mailto:info@windowdressers.org) or 207-596-3073. The CSR will inform you of the Workshop location where the Redo will be made. Oftentimes, the Measuring Coordinator will ask the original measuring team to promptly visit the client's home, assess the source of the problem, re-measure the window(s), and create a new order with rate "Redo" and in the Workshop location specified by the CSR. Enter the new data in TIM and notify the CSR and your Measuring Coordinator that the Redo is ready for processing.

Because remediation wastes materials and valuable time, identifying and eliminating the causes of errors is an important goal. Please keep complete and accurate records. The reason for the REDO should be entered into the Comment field in TIM **AND** on the record of client responses (see above.) These records ensure that WindowDressers can develop better ways to control error rates, which can result from:

- **Measuring error:** including laser and transcription errors. Compare new window measurements - width and height (and strut, if applicable) to original measurements. If identical, proceed down this list. If not, a measurement error has occurred.
- **Cut Shop error:** Possibly misdrilling corner holes on vertical stick rather than horizontal stick, mismatched verticals and horizontals, or misdrilling location of strut screw holes. Rarely a mis-cut. If vertical and horizontal frame members match, proceed down list.
- **Assembly error:** Mis-pairing of horizontals from one insert with verticals from another (confirm by checking stick labels) or incorrect strut placement

Sometimes, a mis-assembled insert can be repaired at the Community Workshop if the error is reported while the workshop is still ongoing. If not, special arrangements will be made for completion and delivery of the replacement insert. Thank you for helping ensure that every insert fits!

## APPENDIX A

### WindowDressers Insert Pricing

2019 Sample Price Chart

SIZE	PINE	WHITE
Small: 20" x 36"	\$29.35	\$36.53
Medium: 30" x 52"	\$39.98	\$50.80
Large: 44" x 68"	\$54.33	\$69.33

- WindowDressers inserts cost 1/2 to 1/3 of what similar, commercially-produced inserts cost. This is because we have an all-volunteer labor force. If we paid for labor, our prices would easily be double what they are now! Participating in the Community Workshop where the inserts are built is an essential part of getting WindowDressers' low prices.
- The quality of the pre-existing windows, quality of window installation, insulation in the home, the level of air-sealing vs the "stack effect" in other areas of the home, type of heating system used, and the cost of heating fuel are all major factors that effect how much savings an individual resident will see as a result of installing insulating window inserts.
- **A typical WindowDressers client is likely to save between 0.5-1 gallon of oil per square foot of insert per year (depending on type of window) and recoup the cost of pine-finish inserts through energy savings within 1-2 years.**
- White-painted inserts cost about 25% more than pine-finish inserts. A typical WindowDressers client is likely to recoup the cost of white-painted inserts through energy savings within 2-3 years.
- Replacement windows vary widely in cost and quality. Low-cost (and lower-quality) vinyl-clad replacement windows start at 3-4 times the cost of WindowDressers Insulating Inserts plus the cost of installation. Higher-quality replacement windows cost substantially more than that. WindowDressers Insulating Window Inserts can easily cost less than 1/10 the cost of moderately-priced *installed* replacement windows.
- When you purchase WindowDressers Insulating Inserts, you are supporting a Maine-based nonprofit that leverages donations and grants to provide insulating window inserts to low-income households that would not otherwise be able to afford them.

## APPENDIX B

### Residential Rate Donation Conversations

#### *Remember....*

- Individual Americans donate 70% of the money that funds nonprofit work (Only 30% comes from corporations, foundations, and government combined.)
- Of the \$287 BILLION donated annually by individual donors in the US, HALF is given by middle class, working class and poor people.
- 55-60% of households donate to at least one nonprofit organization.
- The average household donates \$1,000 per year across 5-10 organizations.
- Donating money feels good. You can help your customers to feel good!
- This is an ***invitation*** to donate. There is no pressure!

#### Sample Conversation

- Sit with the client and go over their order. Review their inserts and make sure they are all there. Point out the total amount due.
- ***“Your total is \$\_\_\_\_. Would you like to round that up to make an additional donation to WindowDressers' nonprofit work?”***
- If they ask for more details about our nonprofit work, you can tell them about how **WindowDressers leverages donations from individuals like them to provide insulating window inserts to low-income residents who could not otherwise afford them.**
- If they would like to donate, let them choose what “rounding up” means to them. On a \$317.25 order, it could mean \$318, \$320, \$350, or \$400 or more!
- If they look to you for guidance, share a range of options (like the example in the previous bullet.) You could point out that \$40 funds one average-sized pine insert for a needy family.

## APPENDIX C

### Special Rate Donation Conversations

#### *Remember....*

- Individual Americans donate 70% of the money that funds nonprofit work (Only 30% comes from corporations, foundations, and government combined.)
- Of the \$287 BILLION donated annually by individual donors in the US, HALF is given by middle class, working class and poor people.
- 55-60% of households donate to at least one nonprofit organization.
- The average household donates \$1,000 per year across 5-10 organizations.
- Donating money feels good. You can help your customers to feel good!
- This is an invitation to donate. There is no pressure!

#### Sample Conversation

- Sit with the client and go over their order. Review their inserts and make sure they are all there. Point out the subtotal.
- ***“The value of your inserts is \$\_\_\_\_. Because you are low-income, we can provide these inserts at no charge. However, I would like to invite you to make a donation to WindowDressers in whatever amount works for your budget. This will help us to extend this program to more low-income folks. Is that something that you can do?”***
- If they would like to donate, let them choose the amount. If they look to you for guidance, share a range of options such as ***“Some folks will chip in \$10 or \$20, some will donate \$50 or \$100. Some will donate half the cost of the inserts, they just can't afford the whole amount. And some people really can't afford to chip in anything at all and that's OK. We'll still make them inserts. What amount will work for you?”***



## **APPENDIX D**

### **Key Contacts at WindowDressers**

<b>Meaghan LaSala</b> <i>Client Service Support and Program Assistant</i>	<a href="mailto:info@windowdressers.org">info@windowdressers.org</a> <i>creating orders, assignment of customers to CW, repairs and redos, basic tech support</i>	<b>207-596-3073</b>
<b>Leon Bausch</b> <i>Data Manager</i>	<a href="mailto:datamanager@windowdressers.org">datamanager@windowdressers.org</a> <i>payments and order acknowledgments</i>	<b>972-523-3720</b>
<b>Laura Seaton</b> <i>Executive Director and Program Director</i>	<a href="mailto:director@windowdressers.org">director@windowdressers.org</a> <i>training and support on general management of Community Workshops</i>	<b>207-230-9902</b>
<b>KC Heyniger / Christine Hunt</b> <i>Production Manager / Asst PM</i>	<a href="mailto:production@windowdressers.org">production@windowdressers.org</a> <i>physical deliverables: kits, gear, and supplies adjustments to scheduled pick-ups and drop-offs</i>	<b>207-691-2030</b>
<b>Steve Shaw</b> <i>Chief Information Officer</i>	<a href="mailto:cio@windowdressers.org">cio@windowdressers.org</a> <i>advanced support for WDMeasurer and WDAS</i>	<b>207-619-4265</b>