



# Marketing Welcome Kit

# Marketing Welcome Kit

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## INTRODUCTION

Thank you for choosing Cars 2nd Chance (“C2C”) as your fundraising partner. Introducing car donations to your organization’s charitable giving will enhance your revenue with little work on your part. As your charitable partner, we will handle all the paperwork provided by your donors, complete the sale of the donated vehicle and send you your shared proceeds within four to six weeks.

The success of your organization’s increased revenue from C2C will depend upon your marketing efforts. It is C2C’s objective to assist you in these marketing efforts with the following suggested practices. We want you set up for success in marketing our shared mission. The success of partnering will continue to flourish the more aligned and consistent we are in our messaging.

Here, you will find industry-standard best practices on how to market to the right donors, some impactful stories from some of our successful nonprofit organizations that are part of our network, and so much more!

## PROGRAM PRESENTATIONS

The more informed your leadership is about the C2C program, the greater your chances of success. Although the Marketing Welcome Kit is an excellent aid, there’s no substitute for discussion.

We highly recommend setting up a dedicated session with us and your leadership to review the program and address any specific questions you may have. These sessions typically take less than an hour and can be conducted in person or remotely.

Many nonprofits have found value in scheduling periodic sessions with us to refresh memories, bring new leaders up to speed, and address new questions. Feel free to reach out to us.

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## **MARKETING CHANNELS**

In promoting the C2C program, you should consider your base and their preferred method of communicating with you. The most frequently used channels are presented on the next page. Please familiarize yourself with them and make use of the Resource downloads on the following page.

Storytelling can be one of the most effective ways to market the program. Whether oral, written, or visual, all can be powerful. Photos and short videos can be quite compelling.

Include a Call To Action, and tell stories using a mix of the marketing channels listed on the next page.

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## MARKETING CHANNELS (cont'd)

**Digital Marketing:** Regularly include C2C donation stories in your email newsletters and blog posts. Often the first vehicle donated makes a good story.



**Print Marketing:** Display and distribute rack cards at your meeting place and events. Customize the cards with your logo and message. We will supply the cards at no cost. Create posters and other printed materials.

**Website:** Feature and link C2C's website on your website. Some organizations feature the C2C logo prominently, while others create a separate donation page explaining the value proposition.



### DONATE YOUR CAR

MEF has partnered with Lamorinda Sunrise Rotary and Cars2ndChance to maximize your tax deduction and the benefit to MEF when you donate a car.

[LEARN MORE ABOUT DONATING A CAR](#)



**Orinda Rotary Club**  
June 7 · 🌐  
Looking to make a positive impact in your community? Consider donating your car through our Rotary Club!  
Would you or someone you know be interested in donating a car?  
It's a great way to support a charitable cause and comes with a range of benefits, including a tax deduction, convenient pick-up of your vehicle, and the satisfaction of knowing you've helped those in need.  
Donating your car is a win-win situation for everyone involved. If you or someone you know is interested, please contact us today. You are welcome to message us. Thank you for your support!



**Social Media:** Create engaging content and share it on various platforms to increase your visibility and reach. Post frequently!

Incorporate photos and videos.

**Word of Mouth:** Encourage donors to spread the word about the C2C program and how it benefits your nonprofit's mission. When your members donate a vehicle, give them the opportunity to tell their car donation story.



### Cars2ndChance Raises Funds for Local Charities One Car at a Time

By ANDREA MADISON  
Staff Writer

When Jerilyn Blumstein decided it was time to get a new car for her son, she did not know how long "they" had been with the family for 12 years. The SUV had "them all" across the West, and traveled to Utah, Idaho and Wyoming, said Blumstein. Its odometer registered 215,000 miles.  
But this was not the end of Dory's story. "I know Dory didn't have his full-life value," said Blumstein. As an Orinda Association board member, she was familiar with the Cars2ndChance program, the ease of donating and its financial impact for the Lamorinda Sunrise Rotary (LSR) and its non-profit recipients. Blumstein thought, why not donate Dory, and impact The

Orinda Association and Sunrise Annual "Time to Benefactor?"  
The Blumsteins donated Dory to the local Cars2ndChance program, which accepts all types of vehicles in any condition, including RVs, motorcycles and boats. Partial company (2004) H. Automotive, owned by Mary and Don Korntanz for 24 years until their retirement last April, either receives an accepted vehicle or sends it to auction. The time span between donating and selling the car is usually six weeks. "We wanted to do more for our community and our Rotary," said Mary Korntanz on the initial invitation behind the program. "We learned many of the car donation companies had non-profit administrative fees and very little of the proceeds from a car donation went back to the cause." With the help of Rotary volunteers, Cyn-



The Blumsteins chose Dory, the Ford Escape as a car to be in the Sun Mountain Range. The 2008 SUV has always driven across the in Malibu after Carl's mother Janette donated the vehicle to Cars2ndChance.

**News Media:** Many local print and online news organizations will publish your stories. You create the story, supply the picture, and they will publish. This is an excellent way to reach large numbers of potential donors.

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## MARKETING RESOURCES

Resource Link / Download	Description	Use
<a href="https://cars2ndchance.org/">https://cars2ndchance.org/</a>	URL for the Cars 2nd Chance website.	Digital and print marketing.
<a href="#">C2C - Sample Text for Marketing (MS Word) (pdf)</a>	Sample text that can be customized to promote the C2C program	Website and Digital Marketing
<a href="#">C2C Logo - Website</a>	Logo in png format	Website – loads fast.
<a href="#">C2C Logo - Website - Black &amp; Gold</a>	Logo in png format (Black and Gold version)	Website – loads fast.
<a href="#">C2C Logo - Digital</a>	Logo in png format – transparent	Digital Marketing (social media, online newsletters, etc.)
<a href="#">C2C Logo - Print</a>	Logo in pdf format	Printed materials (e.g., newsletters, posters, etc.)
<a href="#">Rack Card – Generic</a>	Rack Card in pdf format <i>(Note: we will gladly provide additional cards to you – give us a call)</i>	Printed materials displayed and distributed to potential donors.
<a href="#">Rack Card – Custom</a>	Rack Card (suited for personalization) in pdf format. <i>(Note: we will gladly provide additional cards to you – give us a call)</i>	Printed materials. Use in combination with the Word template or labels. Alternatively, customize it using Adobe Acrobat and send it to your professional print shop.
<a href="#">Rack Card Word Template</a>	Word document formatted to 4” x 9”. You can replace the text and logo with your own.	Customize personalized rack cards with an inkjet printer. Print with an inkjet printer. Tip: change the Paper Type to Card Stock
<a href="#">Rack Card Label Template</a>	A link to the Avery website where you can design and print (Avery 6873 labels).	Customize rack cards by applying customized labels.
<a href="#">C2C Nonprofit Presentation</a>	A PowerPoint presentation providing an overview of the C2C program.	Serves as a framework for us to discuss the C2C program with the leadership of nonprofit organizations.

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## VALUE PROPOSITIONS FOR DONORS

When communicating with donors, emphasize the four primary value propositions.

1. Convenience – we make the unwanted vehicle disappear easily and quickly.
2. Hassle-free & safe – no repair, car dealers or classified ad issues.
3. Maximum amount goes to charity – volunteers operate the program; no advertising, intermediaries or unnecessary expenses drain the impact of your donation).
4. Tax write-offs.

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## MARKETING BEST PRACTICES

### Get to Know Who Your Donors Are

Effective marketing only happens when you truly know your donor. With the Cars 2nd Chance (“C2C”) program, we look for donors who have the same mission and, of course, a vehicle to donate! Understanding the deeper meaning of what will inspire donors to give is how we can develop meaningful relationships. This will help shape the content you develop while adding knowledge about this unique program.

#### **At C2C, we believe the following is true about our donors:**

- They have a vehicle running or not that they no longer need.
- They have the inspiration to help others and give back to their community
- They have other friends or families who believe the same core values (hint: this is where donor referrals come in)
- They have passion for your organization
- They attend community events

Of course, these are hypothetical representations of the ideal donor personas based on objective information that we have seen from our partners. Understanding and continuing to develop these personas will strengthen your communication and engagement with donors.

### Visual Storytelling Should be a Top Priority

More and more nonprofit organizations are harnessing the power of visual storytelling. As individuals who are immersed in a digital world every day, visuals will grasp your audience’s attention much faster than plain text. Weaving graphics into your marketing makes engaging with your donors much more compelling, engaging and competitive.

Here are some ideas you can add to your visual content:

- Short videos to share on your website, social media, or emails
- Photos and videos of individuals who are a part of your mission or the ones behind the scenes making it all happen.
- Infographics showing successful statistics for vehicles donated and which geographic areas.

Utilizing high-quality content can boost your engagement and visually show the alignment with C2C. Try using a free tool like [Canva](#) to help make your images and videos look more professional.



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## **Build Relationships - Everybody Knows Somebody**

As you're building relationships with your donors, it may come up in conversations that their "neighbor has an extra vehicle that they may want to donate." You never know! Extending your reach to your donor's inner circle makes it much easier for your organization to keep the vehicles rolling in.

We know that word of mouth is the most effective tool - but why? Hearing about an organization like C2C that is helping to give back to the community from your neighbor, family, friends, or co-workers goes a long way. We find trust and compatible core values in the people who we interact with the most, as well as commonalities like maybe having an old car or two lying around.

A handwritten thank you note can go a long way and show your appreciation for the donor supporting this meaningful cause. Consider making this a part of your process by asking donors to help spread the word about what your organization is doing to help the community. A little ask can go a long way!

## **Not All Social Media is Created Equal**

We're in a highly digital age, and social media will be your most powerful tool to reach new donors. Being able to engage and connect with potential donors in an instant should be a priority for reaching your audience. C2C is very active on Facebook, and we have a strong following that interacts with our weekly post(s). We've found that Facebook and Instagram are the most powerful platforms for our audiences that we've reached. While your organization may have a stronger following on one platform over the other, we would like for you to show the partnership and regularly tag us in your post(s). Showing our strong connection with you is all about alignment and the overall success of our goal.

We understand that not all platforms are the same, so we ask that you utilize the platform from which you believe you can receive the most engagement. Each platform will draw in different audiences. For example, LinkedIn is more for professional involvement and for showing organizational partnership. At the same time, Facebook is great for showcasing amazing video and photo content and perfect for finding like-minded donors.

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Here are some best practices that we believe will support your social media efforts:

- Focus on compelling content that will showcase the program and tell the story of our relationship
- Keep content writing to a minimum. The actual character count will determine the platform, but staying concise in your messaging will help your audience understand exactly what you're trying to achieve.
- Stories on Instagram prove to be more powerful than posts. Although these stories only last 24 hours, you can add them to your page's highlights to save all your important content.
- A purpose-driven campaign will always take center stage. People love a good story and are drawn to acts of kindness. Just remember to be creative when formulating your content.
- Try posting at least 1-2 times a week aside from your regular scheduled content.
- Inclusivity is more important than ever! We want to reach all ages and demographics of people.

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## SUCCESS STORIES

C2C is deeply involved with our Charitable partners, which is why sharing and celebrating our successes is a testament to our alignment. See below for some great stories from some of our incredible charity partners and how they were able to help turn donated vehicles into charitable dollars. We hope you can learn from their successes!

### **Project Healing Waters**

By partnering with Cars 2<sup>nd</sup> Chance, Project Healing Waters can seek car donations that will benefit their community. But what Project Healing Waters Fly Fishing does is much more than a one-day fishing trip. For many participants, the socialization and camaraderie of the classes are just as important as the fishing outings. What they're REALLY doing is casting a lifeline to the wounded veterans who need time to heal.

### **The Rotary Clubs of Clayton Valley/Concord and Moraga**

The Rotary Clubs of Clayton Valley/Concord and Moraga turned an unwanted motorhome into hope in Sierra Leone with the help of Cars 2<sup>nd</sup> Chance. The proceeds from the RV sale were matched by Rotary International and a project that the Moraga Rotary had undertaken in Sierra Leone to help children orphaned by the Ebola epidemic.



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## Paradise Fire victims

After the Paradise Camp Fire in October 2018, Cars 2<sup>nd</sup> Chance immediately jumped into action to provide needed vehicles to the Paradise fire victims. Collaborating with California Vocations, whose entire facility had been destroyed during the fire, Cars 2<sup>nd</sup> Chance reached out to the SF Bay Area Community for help. A total of 65 cars were donated, reconditioned, and sent to Paradise.



## Rossmoor Rotary

Parking was in short supply in the community of Rossmoor. Rossmoor Rotary decided to advertise in the *Rossmoor News*. They emphasized that donating a vehicle to C2C freed a parking space, supported their community service projects, and generated a tax deduction. The *Rossmoor News* reaches 7,000 homes and 9,000-plus residents! Countless donations resulted.

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## Monument Crisis Center

Lidia Livinia Esparta, a client of the Monument Crisis Center since 2004, was the recipient of the Dodge Caravan. A single mother of two who worked in a Concord restaurant, Lidia is the primary caretaker of her 70-year-old mother, Juana, who has had several surgeries. The Walnut Creek Rotary donated a refurbished 1998 Dodge Caravan with the combined effort of D&H Enterprise, donating the labor and parts needed. In addition to the parts and labor in refurbishing the vehicle, the donation included DMV registration, six months of insurance, and two years of vehicle service, each arranged through local contacts of Clayton Valley-Concord Sunrise Rotary.

This was a true example of the Rotary motto, "Service Above Self."



## CONTACT US

Your success is our success. We are here to help.

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