

Public Relations & Marketing Tip Sheet
for New Coat Program Participants

We're More Than Auto Dealers and We're Spreading the Warmth!

Now let's spread
the word about it!



This year, our New Coat Program is on track to distribute 50,000 new coats!

With your support, we will help tens of thousands of underprivileged children in the Delaware Valley. Together, we're More Than Auto Dealers! Our new coats warm the bodies and souls of youngsters who receive them. Let's spread the word about how we're helping local children in need.

Rally your employees

Does your staff know what our signs represent? Let them know you support our program, and they'll feel great about where they work. Spread the word to employees through an email or a newsletter or insert something with their next payroll stub. Your proud employees can become ambassadors of the initiative, inherently increasing awareness amongst customers.

Keep your foot traffic in the loop

Our colorful window sign, floor mat, and table toppers are eye catching and promote your participation in the program. Remember, more eyes equals more awareness!

Make it public, be sociable

Do you publicize your support of the New Coat Program on your website, social pages, and advertising? Logos and other digital assets are available on the New Coat Program section of morethanautodealers.com/members. These resources are great for social media; the official hashtags are #MoreThanAutoDealers, #CaringForKids #DrivingAwayTheCold and #MoreCoatsMoreSmiles.

 facebook.com/autodealerscaringforkids

 instagram.com/autodealerscaringforkids

Be loud and proud

As a supporting dealership, we know you believe in this program. It's a great example of why we are More Than Auto Dealers. You are helping put new coats on the backs of children who need them most. THANK YOU! Now, let's keep up the good work...and tell more people about it!



Digital assets are available for download on the annual New Coat Program section of morethanautodealers.com/members for your websites, in-store TV screens and social media!

New Coat Program Fact Sheet/Talking Points



- The New Coat Program is a philanthropic effort of the Auto Dealers CARing for Kids Foundation that started in 2008.
- In its 16th year, the Foundation will jump start the 2023 program with a donation of thousands of new child-size coats to be distributed this fall through school districts and local branches of the YMCA.
- To compliment the Foundation's effort, ADAGP Dealer Members support the program by funding the purchase of even more new coats. We will give 50,000 new coats in 2023.
- In 16 years, the program has given the gift of a new winter coat to more than 625,000 impoverished children. That totals nearly \$9.6 million in giving. WOW!

Colorful cut-outs for customers to sign

Give your customers or employees the opportunity to participate in your New Coat Program by commemorating their purchase or donation with their signature on one of these eye-catching car cut-outs.

Get creative! Some ways to display:

- The sales team can display them on their desks.
- Pin them to a giant cork board.
- String them together and hang in the showroom.

- With our supporting dealerships, we give brand-NEW winter coats to local children in need. Every cent donated goes towards the purchase of these coats. For most recipients, this new coat will be the only new piece of clothing they will get this year.
- The coats are distributed two ways. Dealers directly deliver their new coat donations to their selected non-profit, or they opt for us to distribute them where the need is greatest. More than 300 social service agencies, school districts, homeless shelters and area YMCAs help us get these new coats to the children who need them most.
- We believe in this program because warmth and comfort should be a staple for a child, not a luxury.
- Why participate? The need is overwhelming. "Living in poverty" is defined as a family of four living on less than \$30,000 annually. There are about 175,000 children living in poverty in the five-county Philadelphia area.



Scan me to visit



- Your dealership can raise money to help purchase even more coats by creating a customizable online fundraising page that can be shared with friends, customers, vendors and employees. Contact Mary Lynn Alvarino to set up your page, mla@adagp.com.

Check our events page often

We invite all supporting dealerships to volunteer to help at our new coat events. Check back often - this page will be updated as event dates are confirmed.



HELP US PROVIDE MORE COATS & MORE SMILES!

In addition to your store's contribution to our New Coat Program, below are ways to help us raise more money, to buy more coats. Every penny raised will be used to buy new coats and directly impact a child in need.

SUPER EASY:

TD BANK - AFFINITY MEMBERSHIP PROGRAM CODE AH988

For personal and business accounts with TD Bank, the bank will make an annual contribution to our Foundation based on account activity in checking, savings, money market, CD, and retirement accounts. We receive \$50 for new and \$10 for existing checking accounts and 0.1% of the annual average balance of other accounts. Contributions are from TD Bank, NOT your account. We will NOT access your account information. To participate, call TD's Blue Bell branch, 610-275-5544, and ask that your account(s) be encoded with AH988 so your balances are included in this affinity program.

EMPLOYER MATCHING GIFTS

Many employers sponsor programs to match their employees' charitable contributions. Family members of your managers and staff may work for one of these companies. Encourage them to visit morethanautodealers.com/make-a-donation and watch how quickly they can double their contributions.

GRANTS AND DONATIONS - CONNECT US TO OTHER GIVERS

Who do you know that we don't know? We are seeking contributions from sources outside the retail auto industry. We apply for grants from local, state, and national organizations. If you volunteer for a grant making non-profit or have a connection with an organization that would support our program, please make an introduction. We will do all the work from there; we are ready to make the ask or complete the grant application. Please contact Mary Lynn Alvarino to share the details.

ENGAGE YOUR CUSTOMERS

- Offer to match your customer's donations.
 - Lower the car sale price by the customer's donation amount.
 - Put a bright sticker on every RO with a plea to donate.
- SAMPLE TEXT:** *We support Auto Dealers Caring for Kids Foundation, giving thousands of new winter coats to kids in need. You can help! Text COAT to 44321 to fund a coat.*

EASY:

ONLINE PEER TO PEER FUNDRAISING TOOL

- Create a customizable fundraising page to share with vendors, customers, employees, friends, and family.
- Add a personal photo/logo
 - Modify the text to stress why it is important to you to provide new coats to children in need.
 - Send the link to your page in emails, texts, social media posts, e-newsletters, etc.
 - Link a team page to individual fundraising pages for each of your dealerships, departments, or staff members.

You'll be surprised how others will back a cause when they learn that you support it too. Start your fundraiser page below or, contact Mary Lynn Alvarino for help with getting started.



bit.ly/2023Coats
(case sensitive)

A BIT MORE EFFORT:

COLLECT FUNDS IN-STORE

Let your customers know you support our New Coat Program, and they can help too. Simply create an accounting code for donations and cashiers can invite customers to round up to the nearest dollar amount, add a dollar or two, or 20. Try this for October, or through the end of the year. At the end of your campaign, send a check for the amount collected to:

Auto Dealers Caring for Kids Foundation
3311 Swede Rd, Ste A
East Norriton, PA 19401

HOST A FUNDRAISING EVENT AS A TEAM BUILDER

Ask your creative staff members to think about innovative ways to raise money and feel free to include their family and friends. Below are suggestions to get the ideas flowing:

- Car wash - invite your customers and other community members
- Bake sale for staff and customers
- BBQ lunch for employees - participants contribute a few dollars more than the cost of the food
- Facebook fundraising campaign
- "Wear jeans to work" day (employees donate \$5 to wear jeans)

CONTACT US:

Mary Lynn Alvarino, mla@adagp.com



Auto Dealers Caring
for Kids Foundation

— New Coat Program —
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