



Vehicles For Charity

VEHICLE DONATION PROGRAM (VDP) PROMOTIONAL CHECKLIST

✓ Do you have a designated person in charge of your VDP promotions?	
✓ Do you have a VDP promotional strategy in place?	
✓ Are you willing to take the action needed to promote a VDP?	
Planning Ideas	
✓ Does everyone in your organization know that you have a VDP?	
✓ Has your organization been informed of the benefits of a VDP?	
✓ Do all forms of your communications include that you accept vehicle donations?	
○ Newsletters	
○ Informational publications	
○ Email tag	
○ Voicemail tag	
○ Counter displays	
○ Bill stuffers	
○ Website – main page direct link	
○ Business Card – on back let them know you accept vehicle donations	
○ Thank you letters for other donations with a tag at the bottom for your VDP program	
○ Every form of communications you send out	
○ Flyers at all your events	
○ Face Book and Other Social Media	
Board of Directors	
✓ Do your board members know that you have a VDP and how it can benefit your organization?	
○ Challenge your board members to promote the program in their companies by; drives, paycheck stuffers, counter displays	
Advertising Ideas (low cost investment)	
✓ Community Newspapers - insert flyer or ask for free space	
✓ Press releases	
✓ Corporate sponsors newsletters	
✓ Local utility companies bill stuffers	
✓ Flyers at car dealers, on pizza boxes, milk delivery, any retail outlet	
✓ Advertise in church and school bulletins	
✓ Banners at all your events – banner at a predominate location	
✓ Back of your ASK envelope	
✓ Magnetic signs on your cars	
✓ Piggy back on someone else's list or advertising.	
Add your own ideas	

✓	
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