



Timing Is Everything

Marketing a Vehicle Donation Program
During the Holiday Season

The holiday giving season is crucial to the success of any organization's fundraising efforts.

This comes as no surprise, but did you know the same holds true for your vehicle donation program? The holiday season represents a tremendous opportunity, but you need guidance to act on it. That's where we come in. This report contains information that can help you plan and implement a successful marketing campaign for your vehicle donation program during the holiday season.

What makes us experts? As one of the world's leading automotive auction companies, Insurance Auto Auctions, Inc. (IAA) helps nonprofit organizations convert their donated vehicles into the funding they need to carry out their important missions, and we've been doing it since 1982. In addition, our One Car One Difference® national awareness campaign promotes the philanthropic benefits of vehicle donation to the general public and drives donations nationwide.

Most significantly, we have access to decades' worth of data that can help any nonprofit establish an effective vehicle donation program or optimize the one it already has.

Let's get started.

The Technical Stuff

Terminology and Dates

Aside from helping nonprofits across North America generate millions of fundraising dollars every year, we also create a tremendous amount of proprietary data, and we put it to good use. That data fueled this report.

Everyone's definition of the holiday season is different. But to pull comparable year-over-year data, we had to work with standardized dates. For the sake of this report, the holiday season is defined as the period of time from Thanksgiving through the last day of the year. For 2017, these dates are:

- **Holiday season:**
November 23–December 31
- **First week of the holiday season:**
November 23–November 30
- **Giving Tuesday:**
November 28
- **Last week of the holiday season:**
December 24–31

Benchmarks

All holiday season donation volume figures in this report appear in relation to the average of the dataset for all days of the year.

The Volume

Before we get going, let's take a look at a few numbers to put things in perspective.

39

The 2017 holiday season is only 39 days long.

The holiday season is over before you know it. Blink and you'll miss it.

				NOV 23	24	25
26	27	28	29	30	DEC 1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

13.1%

Nearly 13.1% of all annual vehicle donations are made over the holiday season.

The holiday season is key to the success of your vehicle donation program.

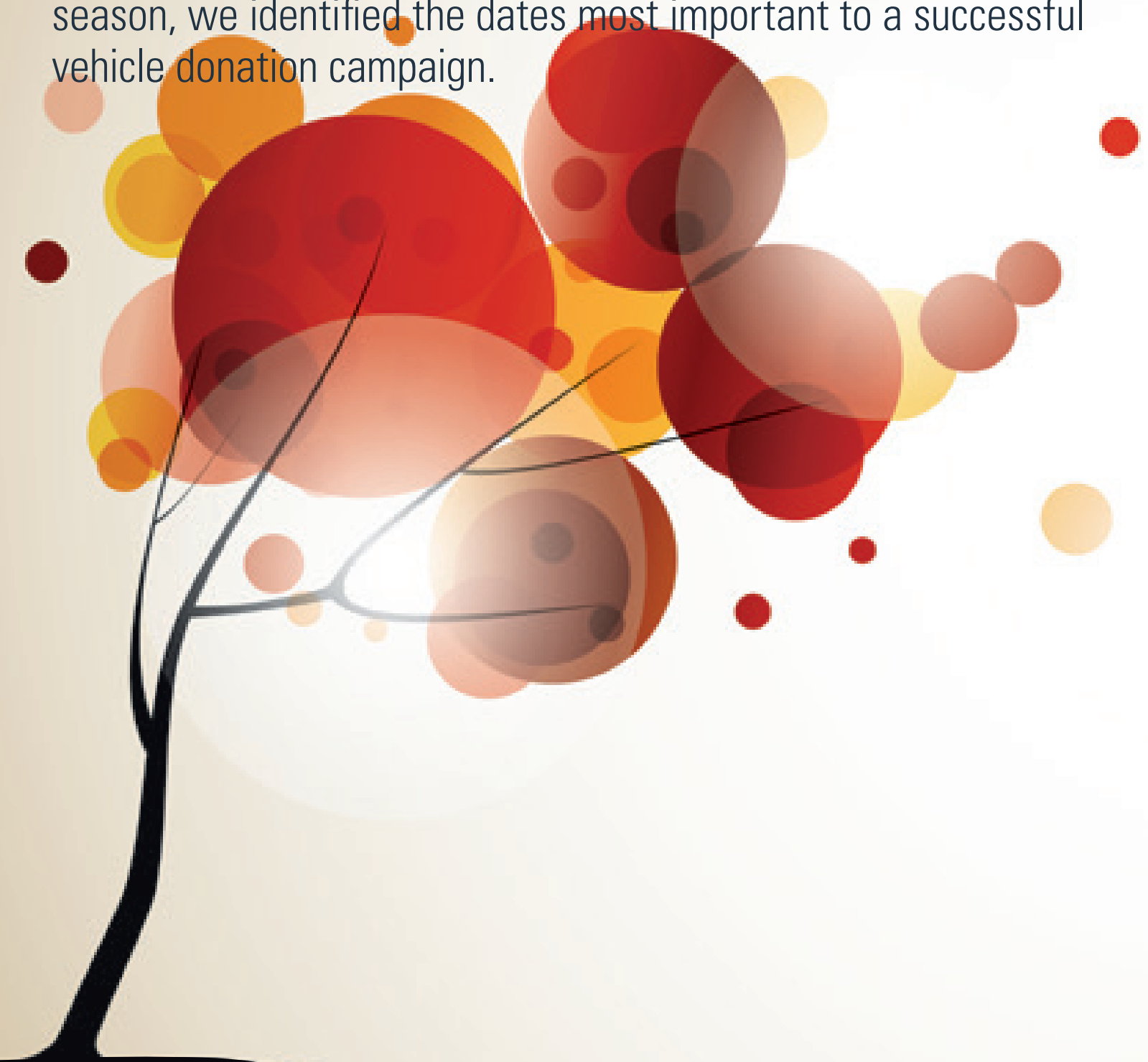
27.9%

Daily vehicle donation volume increases by 27.9% during the holiday season.

During the holiday season, every day is an opportunity. Don't let a single one pass you by.

The Timeline

They say timing is everything. But what good is that advice without a schedule? Don't worry, we have your back. To help make the most of what little time you have during the holiday season, we identified the dates most important to a successful vehicle donation campaign.



2%
66.4%

NOV
23
24
25
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27
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29
30
DEC

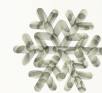
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On average, daily vehicle donation volume increases by 2% during the first week of the holiday season.

There's no time to test the waters.

If you don't show your vehicle donation program some love on Giving Tuesday, you leave money on the table. On average, daily vehicle donation volume increases by 66.4% on the Tuesday after Thanksgiving.

It doesn't have to be the star of the show, but make sure your vehicle donation program receives its fair share of attention on Giving Tuesday.



60.8%

58.2%

Thinking about easing up during the home stretch? Think again. Average daily vehicle donation volume increases by a staggering 60.8% over the last seven days of the holiday season.

Don't pull the plug too soon. One last push—even a simple email blast—could pay big dividends.

From the last week of the holiday season to the first week of the new year, average daily vehicle donation volume decreases by more than 58.2% before normalizing.

Don't get left out in the cold. Use this report to schedule your holiday campaign for maximum impact.



The Channels

Ready for an early present? We crunched some numbers to pinpoint which channels generate the most donations during the holiday season. As it turns out, the top three — online, traditional and word of mouth media — remain the same throughout the entire year. Isn't it great when things work out?

There's no need to reinvent the wheel during the holiday season. Your existing channels are already capable of generating vehicle donations. You just have to apply the right messaging at the right time



Online

If you haven't gone digital yet, it's time. The number of online vehicle donations continues to increase.

Percentage of donations generated via online channels during:

46.3% HOLIDAY
SEASON

53.4% GIVING
TUESDAY

48.1% LAST WEEK
HOLIDAY WEEKEND

Traditional Media

Go ahead, unleash your inner Mad Man. Traditional media like magazines, newspapers and radio may not be as influential as in years past, but rumors of their demise have been greatly exaggerated.

Percentage of donations generated via traditional channels during:

16.5% HOLIDAY
SEASON

13.8% GIVING
TUESDAY

20% LAST WEEK
HOLIDAY SEASON

Word of Mouth

The old saying "help me help you" was made for the holiday season. Make sure to ask your existing donors to spread the word about your vehicle donation program during this important time.

Percentage of donations generated via word of mouth during:

12.7% HOLIDAY
SEASON

7.8% GIVING
TUESDAY

12% LAST WEEK
HOLIDAY SEASON

The Markets

Pop quiz: How many metropolitan statistical areas (MSAs) are there in the United States? Exactly 382. How do we know? Because we track the number of donated vehicles coming from each and every one of them to monitor the health of the overall vehicle donation landscape.



We ranked the 10 highest-performing MSAs for the overall holiday season, as well as a few important individual dates.

There are some geographical fluctuations throughout the holiday season that present big opportunities, so don't be afraid to take your message on the road.



HOLIDAY SEASON

- 1 San Francisco—Oakland—Hayward, CA
- 2 New York—Newark—Jersey City, NY-NJ-PA
- 3 Washington—Arlington—Alexandria, DC-VA-MD-WV
- 4 Sacramento—Roseville—Arden—Arcade, CA
- 5 Chicago—Naperville—Elgin, IL-IN-WI
- 6 Riverside—San Bernardino—Ontario, CA
- 7 Los Angeles—Long Beach—Anaheim, CA
- 8 Phoenix—Mesa—Scottsdale, AZ
- 9 Richmond, VA
- 10 Hartford—West Hartford—East Hartford, CT

GIVING TUESDAY

- 1 San Francisco—Oakland—Hayward, CA
- 2 Washington—Arlington—Alexandria, DC-VA-MD-WV
- 3 Hartford—West Hartford—East Hartford, CT
- 4 New York—Newark—Jersey City, NY-NJ-PA
- 5 Sacramento—Roseville—Arden—Arcade, CA
- 6 Los Angeles—Long Beach—Anaheim, CA
- 7 Philadelphia—Camden—Wilmington, PA-NJ-DE-MD
- 8 Minneapolis—St. Paul—Bloomington, MN-WI
- 9 Chicago—Naperville—Elgin, IL-IN-WI
- 10 Atlanta—Sandy Springs—Roswell, GA

LAST WEEK HOLIDAY SEASON

- 1 San Francisco—Oakland—Hayward, CA
- 2 New York—Newark—Jersey City, NY-NJ-PA
- 3 Washington—Arlington—Alexandria, DC-VA-MD-WV
- 4 Riverside—San Bernardino—Ontario, CA
- 5 Richmond, VA
- 6 Sacramento—Roseville—Arden—Arcade, CA
- 7 Los Angeles—Long Beach—Anaheim, CA
- 8 Chicago—Naperville—Elgin, IL-IN-WI
- 9 Denver—Aurora—Lakewood, CO
- 10 Kansas City, MO-KS

Tying It All Together

We took an in-depth look at timing, channels and markets, and examined how to get the most out of each. What should you take away? Three things:



Time your holiday vehicle donation marketing efforts to take advantage of the key dates we identified.



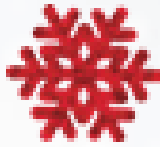
Leverage the marketing channels most likely to generate vehicle donations.



Take your message to the most receptive markets using our list of the top 10 MSAs.

As with most marketing efforts, the organizations that use data to establish an early lead will likely come out on top. The information we just gave you could provide that edge. So save this report, print it, tape it to your office wall if you need to. Just make sure you use it to get more from your vehicle donation program this holiday season, or you could get left out in the cold.

Cheat Sheet



The Important Dates

- ☐ November 23–November 30: Daily vehicle donation volume increases by 2% during the first week of the holiday season.
- ☐ November 28: Daily vehicle donation volume increases by 66.4% on Giving Tuesday.
- ☐ December 24–31: Daily vehicle donation volume increases by 60.8% during the last week of the holiday season.

The Most Effective Channels

- ☐ #1 – Online: 46.3% of all holiday season vehicle donations.
- ☐ #2 – Traditional media: 16.5% of all holiday season vehicle donations.
- ☐ #3 – Word of mouth: 12.7% of all holiday season vehicle donations.



The Highest-Performing MSAs

Holiday Season	Giving Tuesday	Last Week Holiday Season
1 San Francisco–Oakland–Hayward, CA	San Francisco–Oakland–Hayward, CA	San Francisco–Oakland–Hayward, CA
2 New York–Newark–Jersey City, NY-NJ-PA	Washington–Arlington–Alexandria, DC-VA-MD-WV	New York–Newark–Jersey City, NY-NJ-PA
3 Washington–Arlington–Alexandria, DC-VA-MD-WV	Hartford–West Hartford–East Hartford, CT	Washington–Arlington–Alexandria, DC-VA-MD-WV
4 Sacramento–Roseville–Arden–Arcade, CA	New York–Newark–Jersey City, NY-NJ-PA	Riverside–San Bernardino–Ontario, CA
5 Chicago–Naperville–Elgin, IL-IN-WI	Sacramento–Roseville–Arden–Arcade, CA	Richmond, VA
6 Riverside–San Bernardino–Ontario, CA	Los Angeles–Long Beach–Anaheim, CA	Sacramento–Roseville–Arden–Arcade, CA
7 Los Angeles–Long Beach–Anaheim, CA	Philadelphia–Camden–Wilmington, PA-NJ-DE-MD	Los Angeles–Long Beach–Anaheim, CA
8 Phoenix–Mesa–Scottsdale, AZ	Minneapolis–St. Paul–Bloomington, MN-WI	Chicago–Naperville–Elgin, IL-IN-WI
9 Richmond, VA	Chicago–Naperville–Elgin, IL-IN-WI	Denver–Aurora–Lakewood, CO
10 Hartford–West Hartford–East Hartford, CT	Atlanta–Sandy Springs–Roswell, GA	Kansas City, MO-KS



Get More This Holiday Season

Whether you want to establish a new vehicle donation program, optimize the vehicle donation program you already administer, or seek some advice from people who do this every day, we're here to help. Our experts will be your secret weapon this holiday season.

Interested in learning more?

Visit IAA-Auctions.com/Charity to get started.