



# 18 WAYS TO PROMOTE YOUR VEHICLE DONATION PROGRAM

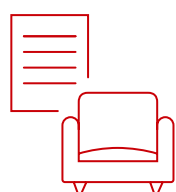
## OVERVIEW

Ideas that persuade consumers to donate their vehicles to your organization.

## OBJECTIVE

Increase vehicle donations for a more successful vehicle donation program at a community level.

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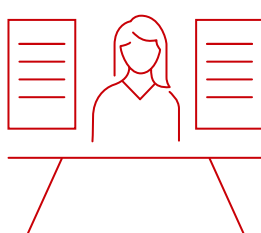


### Promote the program at doctors' offices

Have a poster up in doctors' offices about your vehicle donation program.

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### Community Expos



Join the local Chamber of Commerce and have a table/booth at community expos. Have materials available.

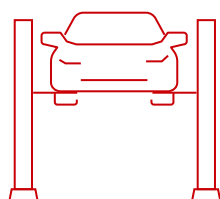
Conduct raffles to encourage people to sign up for your newsletters.

Request that people at expos follow your social sites on Facebook/Twitter/IG, and incentivize this with a raffle.

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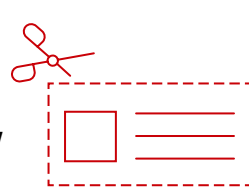
### Auto Body Shops/Oil Change Businesses

Ask auto body shops/oil change businesses if you can put promotional material in their waiting rooms for people to review.



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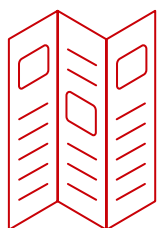
### Put buckslips into ValPaks coupon envelopes you get in the mail promoting the program. This is a great way to reach large audiences.



5

### Tax Preparation Seminars or Locations (i.e. H&R Block, especially during tax season)

Provide information/brochures on the tax benefits of donating a vehicle to tax prep seminars/businesses.



6

### Transportation Companies (Uber, Lyft)



Donors receive free ride credits from transportation companies in major metro areas/where available when they donate their vehicle to your organization.

Have drivers put message about vehicle donation on their business cards.

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### Grocery Stores



Place posters advertising car donations to your organization on store windows.

Place pamphlets at checkout stations.

Have grocery baggers put flyers into shoppers' grocery bags.

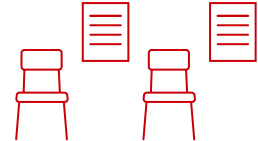
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### Bumper Sticker Campaign

Create bumper stickers that promote vehicle donations and give to employees and donors to put on their vehicles.

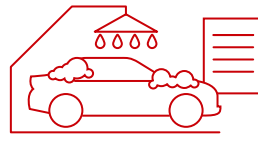


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### Promote at your local DMV with flyers or posters.

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### Put information in local car wash waiting rooms.

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### Each month feature a "designated donor" on social media. This gives people an incentive to donate their car for their "fifteen seconds of fame."



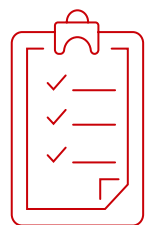
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### Do a video shoot with each donor of the month and post to social media. Storytelling is KEY. Share those testimonials!



13

### Survey former donors and share their testimonials/input.



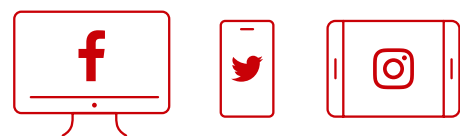
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### Promote vehicle donation in all newsletters/mailers you send out.



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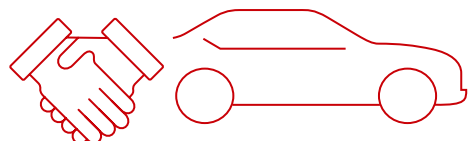
### Promote on all of your social media. So important!



16

### Dealership collaboration

Reach out to local car dealerships and coordinate vehicle donation promotions. Create relationships to receive fleet of vehicles for your organization.



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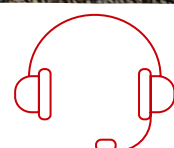
### Place ads in local newspapers,

or on Patch.com.



18

### Consider advertising on local radio and music streaming sites such as Pandora and Spotify.



## Good luck! Keep promoting! And thanks for partnering with IAA!

Corey Kusaba  
Senior Director, Charity & VPS, IAA

