



charity views

PAGE 2 SEASON'S GREETINGS

PAGE 3 YOUR VEHICLE
DONATION CAMPAIGN

PAGE 4 BEYOND THE LOGO

PAGE 6 USE THE HOLIDAYS

PAGE 7 CONTACT IAA

Hello!

► Welcome to the season of opportunity. It seems like we say this every year, but can you believe the holiday season is already upon us? Never mind the fact that you start seeing holiday decorations on the store shelves as early as August, but now that the temperature is dropping along with the leaves, I think we can officially say the season of giving is here.

"the season of giving is here."

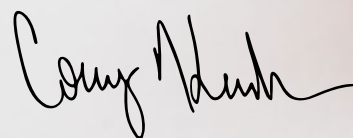
This is the time of year when people take a little more time to reflect on what they're thankful for. The impulse to give is a little stronger.

That's why it's important to start putting a plan in motion for your holiday programs.

In this issue, you'll learn more about the holiday giving season, and we have statistics that show an increase in donations during this time of year. We're also covering the role of branding in charity work, and how the right branding and the right partnerships can significantly boost your efforts.

While this time of the year is when some businesses start to slow down their efforts, this is the time when we should be increasing our donation options. We have a fantastic opportunity this year to help more folks than we ever have before. Let's run with that opportunity and make a real difference in people's lives.

COREY KUSABA
NATIONAL SALES DIRECTOR





- **If you've been waiting for a sign** to add some momentum to your holiday vehicle donation marketing campaign, this is it.

The holiday giving season is an important period for any charitable organization's fundraising efforts, vehicle donation programs included. As we explain in our [*Timing Is Everything: Marketing a Vehicle Donation Program During the Holiday Season*](#) report, average daily vehicle donation volume increases by 42% during the holidays. And even within the holiday season, there's a clear pattern as to when vehicle donations start accelerating and then reach their peak for the year.

This is not an opportunity we want to miss out on. Now is the time to get your holiday vehicle donation campaign moving, and here are some benchmark dates to keep in mind to make the most of the giving season.

Don't wait for Thanksgiving.

In the week between Thanksgiving and the first day of December, average daily vehicle donation volume goes up by 14%. Get ahead, and prep the materials for your campaign before you sit down and give thanks.

Trust in Giving Tuesday.

The first Tuesday after Thanksgiving was pinpointed as an international day for charitable giving. Even though it was created in 2012 and is a fairly new celebration, the movement has quickly gained speed and now marks the day that average daily vehicle donations ramp up by a whopping 72%. Targeting your marketing for this day can pay off, in a big way.

Keep Moving Forward.

It may be tempting to take a break in the time between Christmas Eve and New Year's Eve, but surprisingly, it's not just merriment and parties on everyone's mind. One last push for vehicle donations can result in surprising dividends – over the last seven days of the year, average daily vehicle donations rocket up 114%. After all, this is the giving season.

Once the ball has dropped and it's time to clean up the confetti, vehicle donation levels begin to decelerate from the highs of the holiday, decreasing 56% between the last week of the holiday season and the first week of the new year before stabilizing to normal levels.

The numbers tell the story much better than we can. The 38 days of the holiday season packs a punch in comparison to the rest of the year. These are just a few benchmark dates to keep in mind, but you can find even more – including an examination of marketing channels and the most receptive Metropolitan

Statistical Areas – in our report [*Timing Is Everything: Marketing a Vehicle Donation Program During the Holiday Season*](#).

We're sure you're looking forward to indulging in big dinners and opening presents, but if you plan your vehicle donation holiday marketing plan accordingly, you can look forward to so much more.



Take your
Charity's
Brand to the
Next Level.

What comes to mind when you think of brands? Is it your favorite brand of toothpaste, favorite blue jeans or maybe your favorite automobile manufacturer? Have you ever stopped to think about why you have these favorites? With the examples above, your feelings probably come down to a positive experience. Your mouth feels a bit cleaner with that toothpaste. You prefer how you look in those jeans. You've found that particular make of car to perform better and to be more reliable.

As you can tell, a brand is far more than what you see on the surface. A 2012 publication in the [*Stanford Social Innovation Review*](#) summed it up nicely:

A brand is more than a visual identity: the name, logo, and graphic design used by an organization. A brand is a psychological construct held in the minds of all those aware of the branded product, person, organization, or movement.

Branding is a critical aspect of any organization, and it's not just something that for-profit companies have to consider. The nonprofit sector is increasingly enhancing its brand to go beyond simple awareness. For a nonprofit organization, branding will help it build greater credibility, steer a movement, bring about social change.

And it makes sense. Charitable organizations are competing for donations. Just like big brands, charities need the help of consumers to be successful. Customers are loyal to brands because of the experience and because brands convey value in some manner.

Many families don't have extra cash lying around these days. The charities they give to need to have some meaning to them; the meaning is the value. Whether that's cystic fibrosis research because someone close to them had the disorder, or a winter coat drive because they remember growing up in a family that didn't have the means to buy proper warm clothing, your cause has to hit home.

A strong brand is a major catalyst in the success of a charitable organization. It allows these charities to build up financial resources and workforce (full-time or volunteer) and do more with what they've acquired.

And it doesn't hurt to cast a wide net with the brand through partnerships. For example, the IAA vehicle donation initiative, One Car One Difference®, partners with charitable organizations to turn donated vehicles into money for those charities. Thanks to a full marketing suite of materials provided by IAA that matches their own branding, charities can link their identity to the One Car One Difference program to gain visibility in places they otherwise might not reach.

Creating a brand that elevates a charity into wider recognition of not only its existence, but also its true initiatives, can have a lasting

impact that drives greater donations, greater participation and greater experiences for everyone involved.

Define your brand, expand your reach through partnerships such as the One Car One Difference program and create an experience that creates loyalty. It's the feelings that stick around long after a person makes a donation that reinforce a brand. The charities that are early adopters of this concept of proper branding stand to be leaders in the nonprofit space for years to come. ◀◀

USE THE Holidays



► We all know that people donate more during the holidays. Tap into that giving spirit and use it to your advantage for your cause. Here are a few extra tips:

WARM THEMES

If you're hosting a vehicle donation event, use the upcoming holidays as your theme. From upbeat music to fun decorations, the holidays are always a time for cheer.



GIVE BACK TO DONORS

Have a small reward for those who donate vehicles to your cause. Whether they're small ornaments or bigger giveaways, your donors will appreciate the gesture.

GIFT OPPORTUNITIES

Turn giving opportunities into gifting opportunities. Let people donate a vehicle in the name of someone they care about, and have the resources on hand to turn it into a gift.



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