



– Kathy Cain, New Orleans  
Zehno Cross Media Communications  
Donation: Festive 1995 Mazda Miata Convertible

“We support WWNO and wanted to contribute in a way that had real value. This felt like the right move for us. We’re thrilled to be able to do it!”

– Kathy Cain, New Orleans  
Zehno Cross Media Communications

# REV UP YOUR RPM\* WITH US

\*RPM – Revenue Per Month



*"Since Minnesota Public Radio signed on with the Car Talk VDP, we've seen a 60% increase in vehicle donation revenue annually."*

*"The customer service is second-to-none. They've helped us brand and structure the program – from online to on-air – to fit MPR's very specific (and – okay – sometimes demanding) needs."*

*"They work closely with us to ensure that our members are happy in every step of the process. Deb, Twyla, and Beth feel like part of the MPR family."*

– Jacquie Fuller, On-Air Fundraising Manager  
Minnesota Public Radio Member Program

## **VEHICLE DONATION REVENUE IN THE BREAKDOWN LANE?**

Or just looking for a reason  
to celebrate?

Either way, these events are just  
for you!

*"Free money shoved into our mail slot  
for bum cars? We don't know what  
kind of ruse Tom and Ray are running,  
but keep it up!"*

–Frank Christel  
Director of Broadcast Services  
Public Radio Tulsa

### **CZARINA BIRTHDAY BASH**

6:30pm, Wednesday, 7/11  
Exhibitor Welcome Reception  
Car Talk Vehicle Donation Services Booth

### **MARKETING MAKEOVER WITH MIMOSAS**

9:45am, Saturday, 7/14  
Breakout Session

We'll give your VDP a complete marketing makeover to increase revenue. Not enough for you? How about we toss in mimosas and chocolate croissants?

You'll learn how stations double, triple and quadruple annual vehicle donation income; the ways to put our donor-focused promotional tools to work; and get insights into how to leverage promotion on the air, online, and in the community.

You'll leave with a road map for integrated marketing that can be applied to any marketing challenge.

### **PRESENTERS**

Twyla Olson, Director of Business Development, and  
Deborah Blakeley, Marketing Czarina



### **Questions?**

Stop by our booth, call, or text us!

Twyla Olson      Deb Blakeley  
651-587-6332      612-414-4911