

– 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*

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

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*

Questions?

Stop by our booth, call, or text us!

Twyla Olson
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Deb Blakeley
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