



Turning old cars into the programs you love

*"It makes me really happy to know that my car  
will be turned into the programs that I love."*

*—Elise, Arlington, VA*



# Vehicle donation— what really matters?

## Four Keys to Vehicle Donation

- Happy donors
- Highest possible revenue
- A branded program that's right for you
- Complete confidence in the program—  
for both you and donors



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## Happy Donors

A vehicle donation is usually one of the most important interactions a donor has with his or her station. That's why it's critical that the vehicle donation experience matches the quality of the donor's broadcast experience. You must be able to rely on that.

We handle both donors and their beloved cars with care. From the moment they decide to donate, to their IRS tax filings, donors get top-notch attention, personalized correspondence at each step of the donation process, and on-call support with an experienced customer service team.



## Highest Possible Revenue

### Vehicle Sales

Other vehicle donation programs actually sell donors' cars themselves. We think that's a disadvantage. We've made a deliberate decision to sell differently. Why? Because we're in the business of generating vehicle donations, and walking your listeners through that process. We leave the car sales to our expert partners. And it pays off, sale after sale.

### Here's how it works

We have long-standing partnerships with the best car handlers in the industry—including the go-to re-seller for insurance companies and the industry's largest networks of auction yards and direct buyers. That translates to greater efficiency, more leverage and a higher sale price for every donated car.

### Fees and Costs

Every vehicle donation program involves the same cost factors:

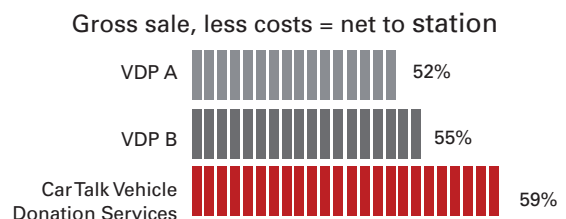
- Vehicle handling, including towing and auction costs, title transfer, tax receipt and DMV fees
- Management and administration, including funds processing, reports, website, staff, donor call center

What's most important is how much the vehicle sells for and how much is left for the station. This is the Percent of Gross. Some VDPs talk high revenue percentages but don't outline all costs, instead offering a percent of Net. Insist on knowing the Percent of Gross.

We're the only vehicle donation service that publishes our fee structure online, so both stations and donors know exactly what to expect before they donate.

We tightly manage costs in order to return as much of the gross proceeds as possible to stations. In 2010, Car Talk Vehicle Donation Services delivered an average of 59% of gross to stations across the country.

According to the Attorney General of California and the IRS, most VDPs serving public broadcasting deliver less than Car Talk Vehicle Donation Services.



*"We've netted higher revenue and more donors through our CarTalk Vehicle Donation Services. We're confident that this program works great for all of our formats."*

## The Branded Program That's Right for You

You want a vehicle donation program that sounds like you. You can't afford to cheapen your on-air sound. CarTalk Vehicle Donation Services provides a range of "made by and for public radio and television" presentation options. Which one is best for your needs?



### Locally branded with your station call letters.

Give your vehicle donation program your name—the "WXYZ" Vehicle Donation Program. You get a complete vehicle donation package branded to the station—from an exclusive 800-number and donor site, to on-air promos and web graphics, and all donor communications.



### TV service just for PBS stations.

You're a joint licensee or a public television station? Our TV service gives you the full package branded according to your preferences for radio and TV—with TV branded separately if needed. And every year, we supply a suite of top quality TV promos featuring actual car donors made by award-winning PBS producers.



### A CarTalk-branded program to engage your audience.

Let the country's most beloved mechanics, Tom and Ray, drive car donors your way with the CarTalk-branded Vehicle Donation Program. You get a full suite of CarTalk-branded materials, an exclusive station-branded donor site, the 1 (866) 789-TCMP (Take My Car Please) phone number, and lots of promos voiced by Tom and Ray—who have a knack for getting your donors to listen, and to open their pocketbooks for public broadcasting.



### Any combination of the above.

Let us co-brand with your own WXYZ vehicle donation program, and supplement it with promos by Tom and Ray, and CarTalk visuals for your website and TV affiliate. We'll customize the package that works best for you, and back it all up with the highest possible revenue, the trust and drawing power of Tom and Ray, and our five-star public radio customer service.



nd reached more donors with CarTalk  
really appreciate their personal touch, and it  
s."

—Valerie Arganbright, Minnesota Public Radio/APM



## Complete Confidence in the Program—for Both You and Donors

Having complete confidence means more than just knowing the best staff in the industry backs you, it means having the right set of resources, available on a moment's notice. Our full suite of vehicle donation tools include:

### On-Air

- On-air promo spots created by award-winning public radio and television producers and CarTalk
- Fresh promo scripts and spots every quarter
- Counsel on promotion strategy
- ROI analysis of on-air promotion against revenue

### Online and In Print

- Exclusive station donor page
- Customized web and newsletter graphics
- Customized statement stuffers
- Car donor profiles

### Behind the Scenes

- Nightly updates of vehicle donations
- Monthly reports containing all vehicle donation data
- Complete and transparent financial accounting

### Strategic Support

There's one more important piece: You can't have complete confidence in your vehicle donation program without knowing what best practices are working elsewhere, and what you can do to maximize your vehicle intake.

That's where our collective station experience comes in handy. We're constantly monitoring our stations to see what tactics give them an edge. They receive ongoing one-on-one consultations, regular evaluations to assure maximum success, and as-needed support from the CarTalk Vehicle Donation team - whose resumes include some of the biggest names in public radio, including VisABILITY, CarTalk, NPR and APM.

All of our services are backed by the most trusted and effective service in the vehicle donation business, and endorsed by Tom and Ray.

Are you getting all your station should get from your vehicle donation provider? Take us for a test drive and see what happy donors and maximum return really look like.

**Give us a call for a free analysis, and we'll get you rolling!**

Call Deb Blakeley at **612-377-1207** or email at [blakeley@cartalkvdp.com](mailto:blakeley@cartalkvdp.com)



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Contact Deb Blakeley to get started

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