

# Vehicle donation— what really matters?

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

All photos are of actual CarTalk Vehicle Donation donors



## Happy Donors

A vehicle donation is 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 donors through that process. We leave the car sales to our expert partners. And it pays off, sale after sale.

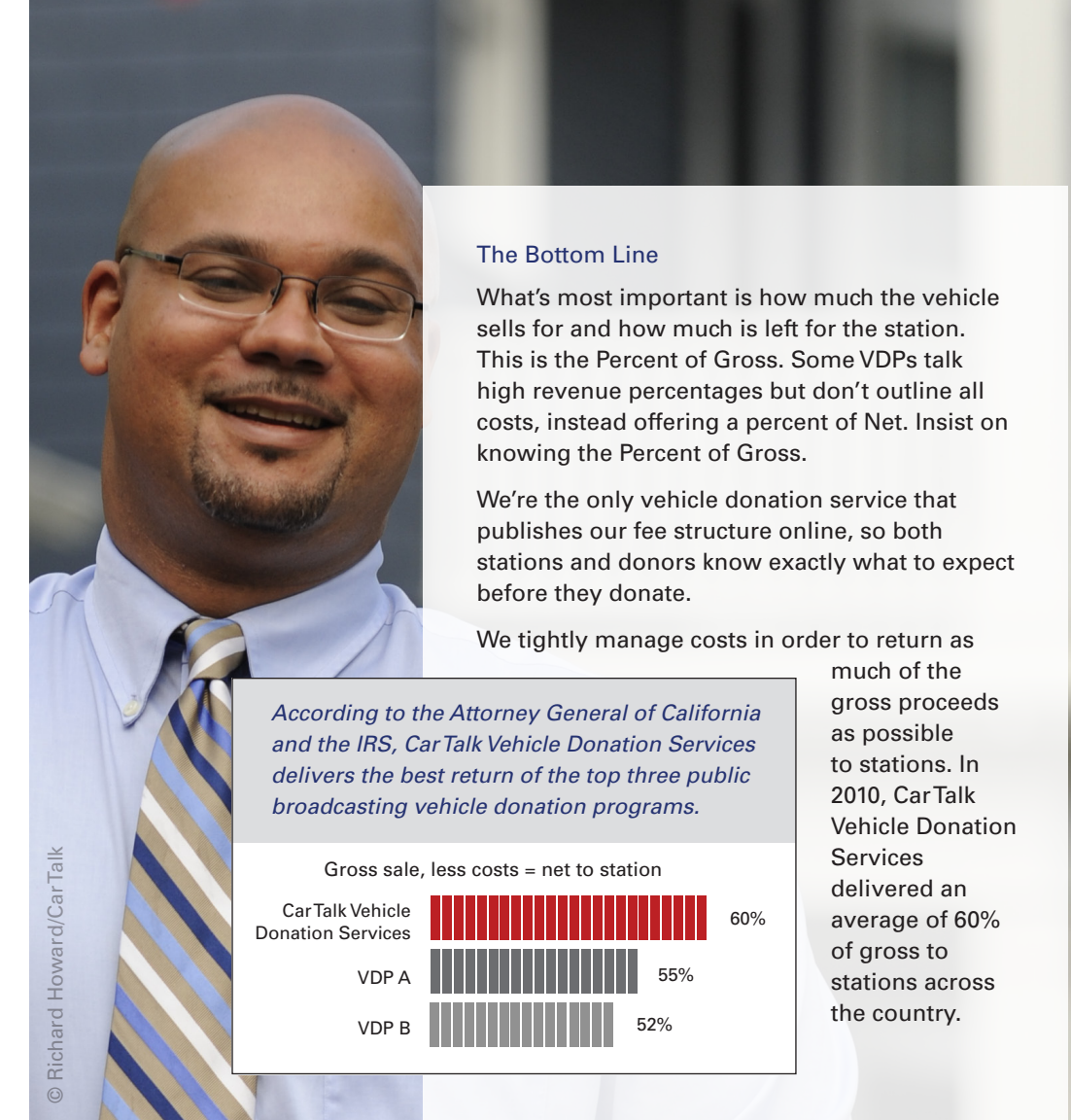
### How It Works

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 network 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



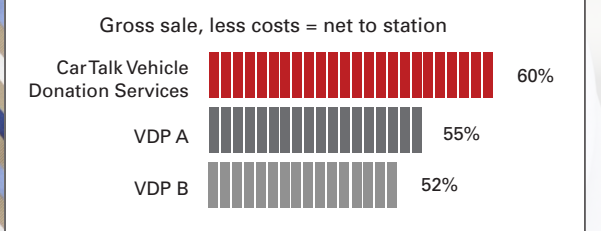
### The Bottom Line

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 60% of gross to stations across the country.

*According to the Attorney General of California and the IRS, CarTalk Vehicle Donation Services delivers the best return of the top three public broadcasting vehicle donation programs.*



## The Branded Program That's Right for You

You want a vehicle donation program that reflects your station, because you can't afford to undermine 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—an exclusive 800-number and donor site, on-air promos and web graphics, and all donor communications.



**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 Vehicle Donation Program.

You get 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 donors to open their pocketbooks.

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

Call Deb Blakeley at **855-600-2278** or email at **blakeley@cartalkvds.com**

Visit us online at **www.cartalkvds.com**



**TV service just for PBS stations.**

You're a joint licensee or a public television station? Our TV service gives you a package branded according to your preferences—with TV and radio branded separately if needed.

And, every year, we supply top quality TV promos featuring actual car donors, ready for your station tag.



**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.

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## Complete Confidence—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 CarTalk and other award-winning public radio and television producers
- Counsel on promotion strategy
- ROI analysis of on-air promotion against revenue

### Online and In Print

- Exclusive station donor page and 800 number
- Customized graphics
- Car donor profiles

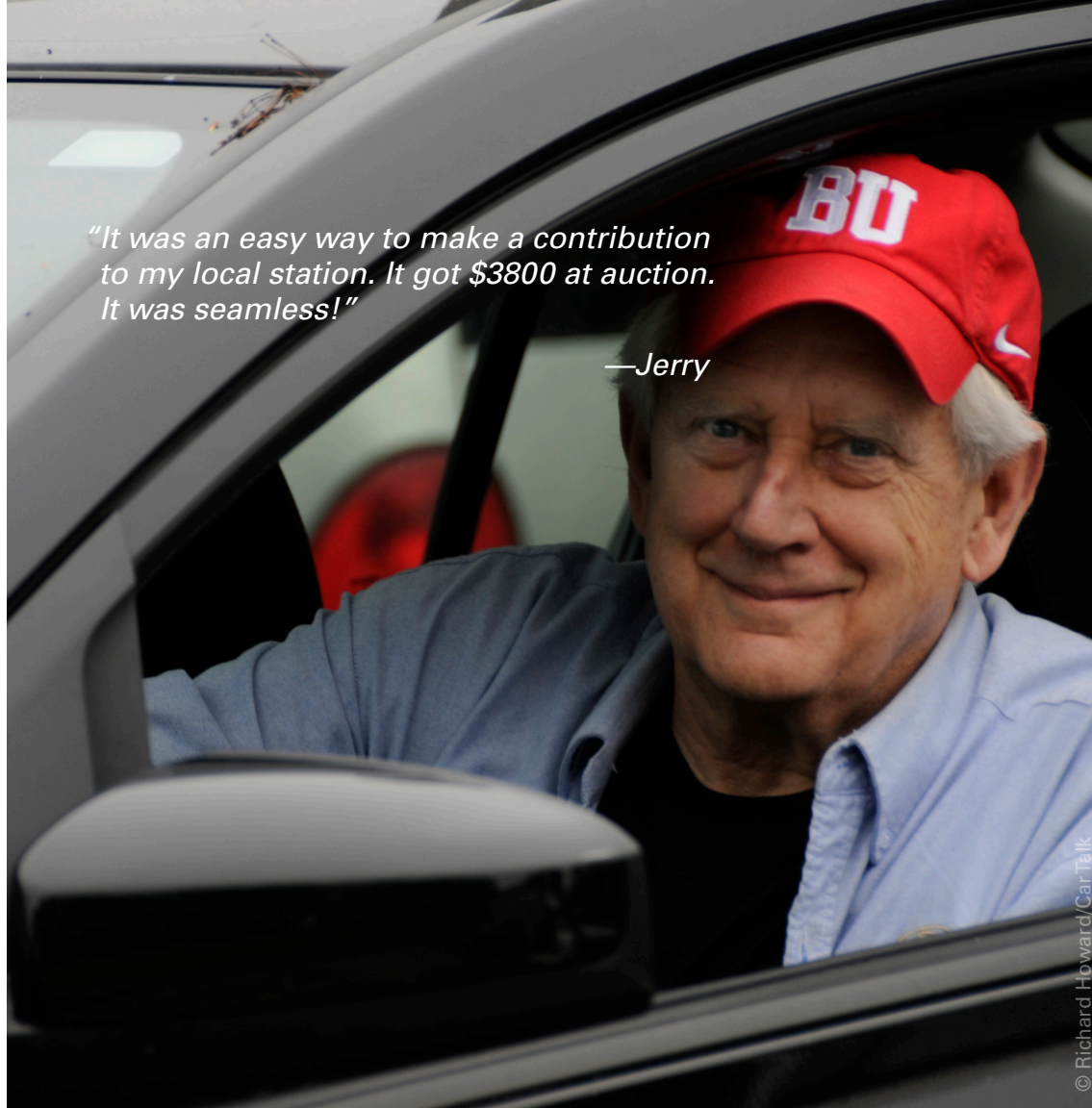
### Behind the Scenes

- Nightly updates of vehicle donations
- Monthly reports
- Complete and transparent accounting

### Strategic Support

Success means having the best strategies to maximize revenue, and support you can trust. That's where our station and fundraising experience comes in. Your station will receive ongoing marketing consultations from our professional team, whose resumes include VisABILITY, CarTalk, MPR, NPR and APM.

CarTalk Vehicle Donation Services is recognized as the most trusted and effective service in the vehicle donation business, and endorsed by Tom and Ray.



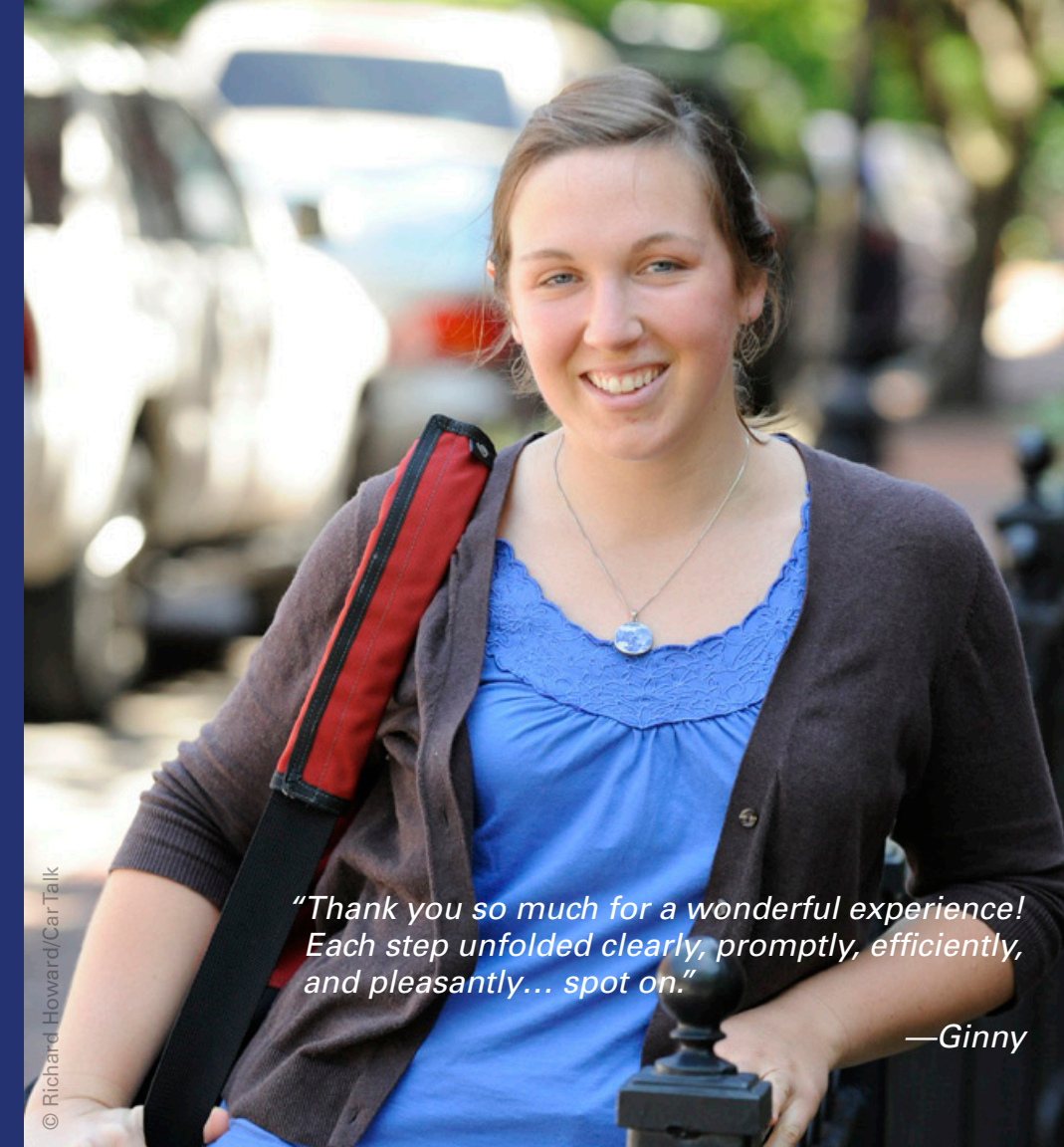
*"It was an easy way to make a contribution to my local station. It got \$3800 at auction. It was seamless!"*

—Jerry

© Richard Howard/CarTalk

**"We've netted higher revenue and reached more donors with CarTalk Vehicle Donation Services. We really appreciate their personal touch, and it works great for all of our formats."**

—Valerie Arganbright, Minnesota Public Radio/APM



*"Thank you so much for a wonderful experience! Each step unfolded clearly, promptly, efficiently, and pleasantly... spot on."*

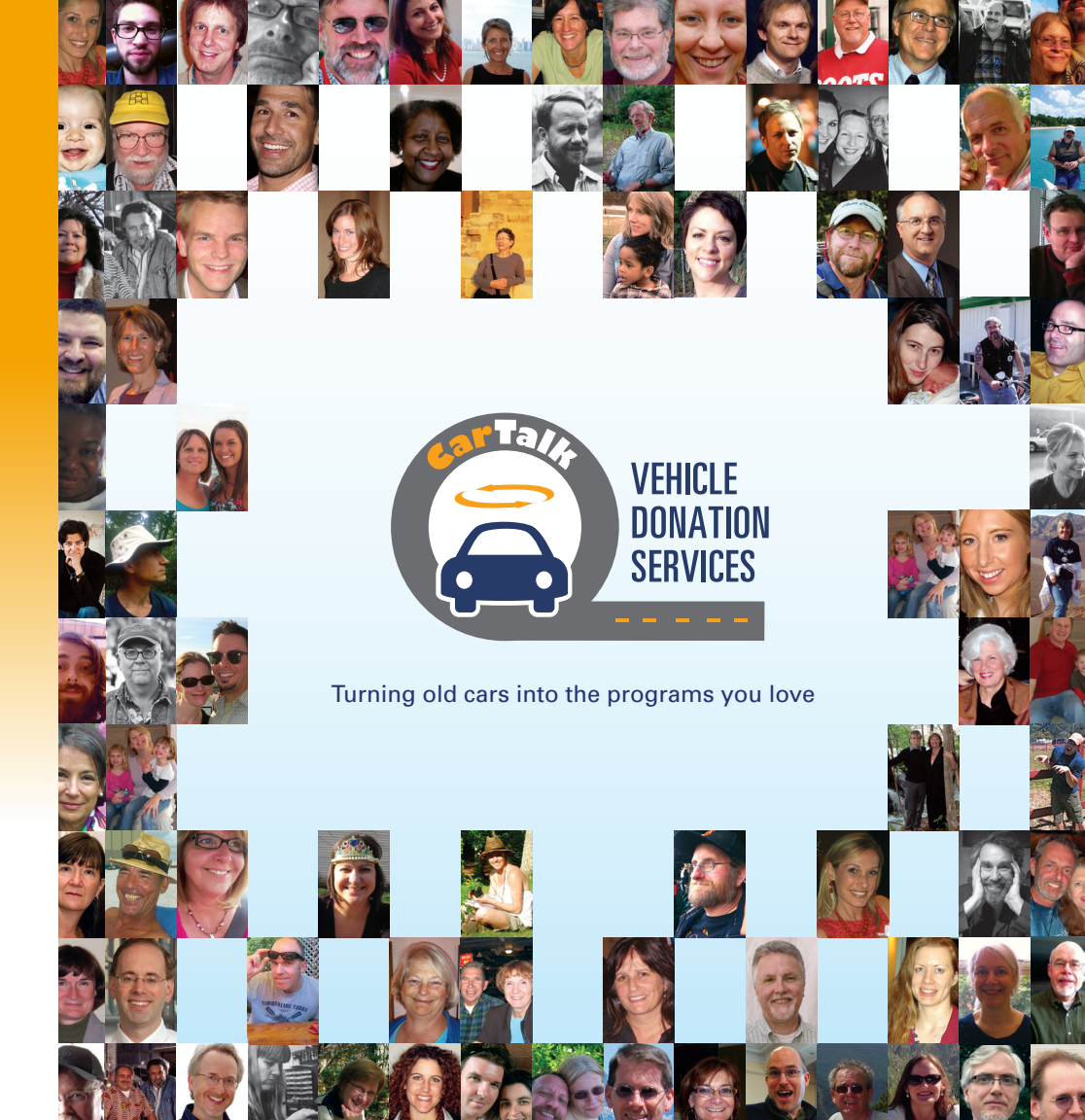
—Ginny



Is your station getting all it should from your vehicle donation provider?

Call Deb Blakeley at **855-600-2278** or email at **blakeley@cartalkvds.com**.

Visit us online at **www.cartalkvds.com**.



Turning old cars into the programs you love