



MARKETING REPORTS



LET CAR TALK VEHICLE DONATION SERVICES HELP YOU MEET YOUR GOAL

For more information go to www.cartalkvds.com/vds-program-managers Need a login? Contact Beth Carter at beth@ctvds.com

FOR DONORS

- Prompt personal response to donor calls and emails
- Donation acknowledgement email
- Thank you letter (Thank you postcard from Tom & Ray for stations using the Car Talk branded service)
- Donation estimates, "White Glove" car handling, and other special services upon request

FOR STATIONS

- Customized marketing plans
- Customized donor communications
- Car Talk membership renewal letter to car donors (who are lapsed or non-members)
- Exclusive station reports
- Annual reports and analyses
- Station memos on important trends, practices relating to vehicle donation
- Monthly "how to" newsletter
- Consultations upon request
- Online reports, promotion tools, tips and more at cartalkvds.com
- Special promotion opportunities



MARKETING REPORTS



LOCALLY BRANDED VEHICLE DONATION PROGRAM

Give your VDP your station name—the “WXYZ” Vehicle Donation Program. You get a complete vehicle donation package branded to your station’s ID, from an exclusive toll-free number and donor site, to on-air promos, web graphics, and donor communications.

ANNUAL PROMOTION PLAN

ANNUAL PROMOTION PLAN											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV
ON AIR PROMOS				60 spots a week for at least 2 weeks, OES							60 spots for at least 2 weeks
ON AIR SPOTS, ONGOING	2 spots per day, NOS (rest of schedule). Spots before and after Car Talk, if you air CT.										
STATION WEBSITE				Custom tile, top of Homepage							Custom Home
MEMBER NEWSLETTER				Large hot link graphic							Large graphic
PROGRAM GUIDE / MAGAZINE				Larger ad							Larger ad
MEMBER RENEWALS											
CAR DONOR RENEWAL											

BEST PRACTICES

- Make VDP information easy to find on your website
- Air as many promo spots in peak day spots
- Include our free graphics in newsletters & program guides
- Add a link to e-newsletters
- Put a buckslip in with your renewal mail

PROMOTION CHECKLIST

LET CAR TALK VEHICLE DONATION SERVICES HELP YOU MEET YOUR GOAL

For more information go to www.cartalkvds.com/vds-program-managers Need a login? Contact Beth Carter at beth@ctvds.com

FOR DONORS

- Prompt personal response to donor calls and emails
- Donation acknowledgement email
- Thank you letter (Thank you postcard from Tom & Ray for stations using the branded service)
- Donation estimates, “White Glove” car handling, and other special services

FOR STATIONS

- Customized marketing plans

MARKET FORECAST

