

FORD DRIVE 4 UR COMMUNITY



CAMPAIGN ORGANIZER TOOL KIT



dav.org

SUPPORTING VICTORIES
FOR **VETERANS**



Go Further





About Ford's Drive 4 UR Community Program

DAV (Disabled American Veterans) departments can partner with local Ford dealerships to raise up to \$6,000 through Ford Motor Company's program called Drive 4 UR Community (D4URC), which is designed to help raise much-needed funding for local community groups and nonprofit organizations. The next enrollment session will start January 15, 2020. [Click here](#) to find more information about the enrollment.

How It Works

Local dealerships can partner with a DAV department to host an event. Together, they will select a date, time and will coordinate volunteer and promotional activities. On the event date, for every person who takes the wheel and test-drives a new Ford vehicle, Ford Motor Company will donate \$20 to the participating DAV department, up to \$6,000*.

The funds will go toward the programs and services provided by the participating DAV department to ensure veterans receive their benefits and are able to lead high quality lives with respect and dignity.

Events must be held within one day and at one location only. Events feature many vehicles from Ford's impressive lineup. Participants can test-drive a variety of Ford vehicles, including the Expedition, Mustang, Fusion, EcoSport and Edge.

Dealership staff on site will be able to assist with all Ford vehicles and provide additional information about each vehicle available for test-drive. Participants must be 18 or older and have a valid driver's license. There is a limit of one test-drive per household. Test-drives typically last approximately 7–10 minutes.

Ford dealerships may have limited availability on the number of Drive events they can participate in per year. It is important to contact the dealership you are interested in working with to discuss possible event dates. For information regarding event availability, please contact Drive 4 UR Community Program HQ at 888-893-3673 or drive4urcommunity@gtb.com.

If you have any questions about this opportunity, please contact DAV at D4URC@dav.org or call 859-442-1340.

*NO PURCHASE NECESSARY. MUST BE 18 YEARS OF AGE OR OLDER WITH A VALID DRIVER'S LICENSE AND VALID AUTOMOBILE INSURANCE. Donation of \$20 per test-drive, up to 300 total test-drives, for a maximum total donation of \$6,000 per event. Limit one (1) donation per person and one (1) donation per household.



Get Started

DAV relies heavily on the generosity of others to fulfill its mission and implement programs for veterans throughout the country.

All money raised through the D4URC event supports DAV's mission of fulfilling our promises to the men and women who served.

Planning Your D4URC Event

1. Visit a local Ford Dealer and ask about their availability to host a D4URC event with you.

Helpful Tips

- ▶ Identify an "Event Coordinator" from your department to be the main point of contact and coordinator of this fundraiser prior to speaking with the dealership.
- ▶ Find a dealership that is in close proximity to the "Event Coordinator" from your department.
- ▶ [Click here](#) to find a list of dealerships on Ford's website.

When Should I Host?

The nature of this event allows for your department and the dealership to schedule it around holidays and other meaningful celebrations, such as hosting your event during a Veterans Day celebration. You are encouraged to plan other activities to bring more traffic, buzz and additional support to your D4URC event.

Once you have confirmation of your event date with the dealership, you must complete the DAV Headquarters event form found online. [Click here](#) to access and complete.



Planning Your D4URC Event (cont.)

2. Plan your event. The most successful events are planned well in advance. Here are some basic event guidelines, and a list of things to think about when developing your event:

Basic Event Guidelines

Logistics

- ▶ Talk to your Ford dealer partner about the best venue to host, and discuss logistical needs together.
 - Please note, for events not held at a Ford dealership, you will be responsible for logistics including table, chairs, access to power, parking, traffic, security, etc.

On-site Activities

- ▶ **Serving Refreshments:** Could you serve free coffee for all attendees, or maybe include doughnuts? What about hosting lunch for the event participants or even host a cookout or pig roast on property? Would a local vendor donate food to support the program?
- ▶ **Flag Raising or Flag Retirement Ceremony:** Is there a local military branch or local Boy Scout troop that could come out to the dealership and help facilitate the ceremony?

Event Promotion

- ▶ **Signage:** Use the materials (banners, posters, flyers) included in this tool kit to promote DAV at the event.
- ▶ **Media:** Use the Media Advisory template in this tool kit, to customize and distribute to local media.
 - Do you have a preferred media partner you can work with to promote the event?
 - Could you invite a local radio station to broadcast live from your dealership?
- ▶ **Invitations:** Who should you invite to attend? Current members and prospects? Remember to invite local TV stations to come by.



Planning Your D4URC Event (cont.)

Marketing Tools: Utilize the materials listed below to help promote your event!

1. **Download the DAV D4URC Media Advisory.**

Click here to download the media advisory template and edit the copy according to the details of your event. Be sure to discuss the release with your dealership partner, so they may also promote it with their media contacts. You can also download DAV's PSA script as well, for local media efforts.

2. **Purchase promotional materials to display and distribute at the event.**

Banner:

8ft. x 4ft., all-weather vinyl with grommets, \$158.00 each

DAV Silicone Wristbands:

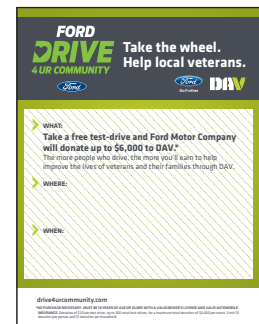
50 wristbands for \$25

Purchase banners and wristbands:

DAV Sales

sales@dav.org

877-426-2838, Ext. 3252



3. **Download, print and customize your DAV D4URC event poster.**

Click here to download the customizable event poster. Consider placing a copy of the poster in your newsletter or on your website.

4. **Print off flyer about DAV to pass out at the event.**

Click here to download the flyer.



5. **Consult the D4URC Event Planning Guide for day-of event tips.**

The D4URC team has compiled many best practices and tips to help make your event as successful as possible. Click here to download the Event Planning Guide, PR Toolkit, and PR Templates to reference as you plan your event.



Planning Your D4URC Event (cont.)

3. Complete event follow-ups. Here are some post-event follow-ups to complete:
 - ▶ Send thank-you notes to the participating dealer and any key personnel who attended the event.
 - ▶ **Email Photos and Media Clips to DAV.**
 - Email photos of the event and/or anything newsworthy for featuring on DAV.org or in *DAV Magazine*. Include links to media clippings or YouTube videos from your event. Send to the DAV Communications Department at feedback@dav.org.

Need more information?

DAV:

D4URC@dav.org or call 859-442-1340

or

Drive 4 UR Community Program HQ:
drive4urcommunity@gtb.com or call 888-893-3673