

VEHICLE DONATION PROGRAM TOOLKIT



Disabled American Veterans





“ I could not think of any place better to **donate my vehicles than DAV**, knowing that the money raised would benefit our veterans.”

– Anthony M.

Program Overview

The DAV Vehicle Donation Program raises funds to support DAV’s mission of service at the national and state levels.

DAV leaders can learn more about the program by familiarizing themselves with the information provided in this toolkit.

The DAV national organization will administer and market the initiative with the support of DAV’s vendor partner CARS (Charitable Adult Rides & Services). Through the program, **DAV departments will receive 25% of all net proceeds generated from the sale or salvage of vehicles donated in their state.**

Departments are encouraged to become active participants in the program, promoting it in communities and through state and chapter-level communications channels. By simply referring interested donors to the webpage dav.org/vehicle-donation, more funds can be made available to support veterans in your local communities.

Many of our local leaders have received calls from time to time from people interested in supporting our cause through this type of program. We hope this will be successful at multiple levels in helping us achieve our goal of keeping our promises to our nation’s veterans. We are grateful for all you are doing and hope this will enable DAV to do even more.

This toolkit will walk you through DAV’s Vehicle Donation Program, as well as provide tools to help you promote and market the program to help raise funds for your department.

Quick Facts

Donations can be made anytime online. Donations can be made in any state in the U.S. and in some areas in Canada.

Hours of Operation:

8 a.m.–10 p.m. (Eastern Time), Monday–Friday

9 a.m.–8 p.m. (Eastern Time), Saturday

11 a.m.–7:30 p.m. (Eastern Time), Sunday

Donors can donate online at dav.org/vehicle-donation or by calling the toll-free number 833-CAR-4DAV (833-227-4328).

**If you need further assistance, please email cars4vets@dav.org
To see FAQs, visit dav.org/vehicle-donation**



“I didn't have any more money to put into car repairs. May be old and weathered, but it will do a world of good for the veterans I love and respect.”

– Greg O.

Marketing the Program

While we will be marketing the program at the national level, you can definitely help ensure your success locally by marketing the program directly to your constituents.

Listed below are some ads that can be used for your programs. Images used in web ads or social media should be linked to dav.org/cars. To download all marketing materials click the green button below.

Buckslips (8.5" x 3.5") – PDF

Download
Marketing
Materials



Mailer Card (7.75" x 5") – PDF

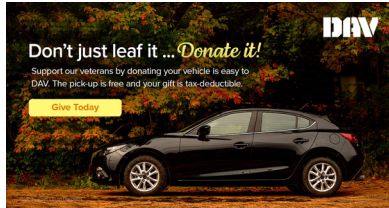
Postcard (3" x 5") – PDF



Marketing the Program (Continued)

Social Media Posts

Pushing the program on social media is an easy, affordable and effective way to promote the program. Post as frequently as possible. Most programs should post on a weekly or monthly basis. Keep in mind that not all your fans will see each post, so try posting more often and at a variety of times to find the optimal mix. To download and see all assets click the green button to the left.



Suggestion: If you do not feel confident in posting, sharing the social media posts that DAV Headquarters posts is also just as good. Visit and follow each of our pages by clicking the links below.

- Facebook
- Instagram
- Twitter
- LinkedIn

YouTube - please see the vehicle donation YouTube videos below

- “Donating a Car to DAV Feels Like...”
- “5 Reasons to Donate a Car to DAV”
- “The Simple Car Donation Equation”



Content

To see the full list of content to go along with the assets click the green button to the left.



HELP AMERICA'S VETERANS BY DONATING A VEHICLE



Marketing the Program (Continued)

Sample Email

Here is a sample email message for you to send out to your contacts:

Dear Friends and Family,

DAV (Disabled American Veterans) is an organization near and dear to me. I support their tireless work serving the brave men and women who served our country and who were injured while protecting the freedoms we enjoy as Americans.

That's why I'm reaching out to you today about their Vehicle Donation Program.

Please consider any extra car, truck, RV, motorcycle or other ride in your garage or driveway as more than just a vehicle taking up space or racking up costs. Instead, let it go and let it help our nation's heroes by donating it to DAV. **Learn more and set up your car donation now: dav.org/vehicle-donation.**

Here's How It Works:

- **Simply call 833-227-4328 or complete our online donation form at dav.org/vehicle-donation.**
- **Schedule your free and convenient pickup.** We can accept most vehicles, running or not. However, it must be in one piece and towable, have an engine and be tow truck accessible.
- **Receive a donation receipt for your generous gift.** Most vehicle donations qualify for a tax deduction. When your vehicle is picked up, the driver will provide you with a donation receipt.

Thank you in advance for any help you can provide in sharing this important opportunity with your own friends, family and community members.

Our vehicle donor support representatives are available seven days a week and will be happy to answer any questions you may have about the donation process.

Thank you,