



# PARTNER WITH CARS

THE LEADING VEHICLE DONATION PROGRAM

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# ABOUT CARS



CARS is a community based nonprofit founded in 2003.

CARS (Charitable Adult Rides & Services) is a nationally recognized social enterprise nonprofit that helps thousands of nonprofits in the U.S. and Canada increase their fundraising and acquire new contributors through turn-key vehicle donation programs. Since 2003, CARS has returned more than \$300 million to our partners.

CARS also reinvests in our community by providing meals and transportation solutions to seniors in the San Diego area through a program called On the Go. This includes rides to and from medical appointments, social destinations, religious and cultural events, personal errands, and so much more. On the Go also offers coordination software for clients in need of delivery and/or transportation services. To learn more about our Transportation Coordination Platform, please visit [otgrides.org](http://otgrides.org).

# MOVING FORWARD TOGETHER

## Our Vision

For almost 20 years, CARS has successfully raised funds for nonprofit organizations with turn-key vehicle donation programs to support their mission.

As a nonprofit that only serves nonprofits, we understand the culture and recognize that every dollar actually does count. CARS, owned by a 103-year old nonprofit, provides industry leading services and engages every donor with gratitude and respect. It is our promise to service any IRS recognized nonprofit through a partnership in fundraising and to provide wise counsel, leadership and add expertise while maintaining the highest degree of integrity and transparency.

# HOW IT WORKS

## How will my vehicle donation program work?

Vehicle donations are a cost-effective and viable source of revenue for nonprofits of any size. The CARS program allows your supporters to donate almost any vehicle to your organization - cars, trucks, RVs, boats, and even airplanes. We work with hundreds of auction yards and tow companies in North America to pick up donated vehicles just about anywhere across the country. We maximize revenue by selling the vehicles through the many auto auction yards we partner with nationwide.

### The Donation Process:



### Rethink the impact of vehicle donations.

With just one vehicle, a contributor can give a substantial amount of funding to support your programs and services; **and with over half of vehicle donors saying they are giving to the organization for the first time**, there's opportunity for you to develop lifelong donor relationships. We treat every vehicle donation as a heartfelt and generous contribution to help you cultivate that lasting relationship with your supporters.



# UNDER THE HOOD

## The CARS Way



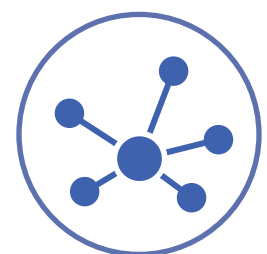
### In-house Donor Care Department

Our Donor Care Department is available seven days a week and operates out of two U.S. based call centers with remote staff across multiple states and time zones. Each Donor Support Representative is trained to support your donors through the entire donation process with respect, gratitude and great service. Our donor-centric process encourages engagement for life between new vehicle donors and the nonprofit. Our call center technology allows for omnichannel communication, including phone, email, chat and SMS.



### Full-service Account Management

Your success is our success! When you first join CARS, you will be assigned an account manager from our Partner Development Department. Account management and program support includes everything from setting up your donation page and toll-free phone number to sending you weekly donation reports, developing partnership opportunities, donor support, and frequent communication with access to fresh marketing materials.



### Largest Network of Vendors

Over nearly 20 years, the CARS Operations Team has created a dynamic network of hundreds of national and local vendors nationwide to pick up and sell almost any vehicle anywhere in the country. Every donated vehicle is individually evaluated by the CARS Operations staff before being assigned to a vendor. Vehicles may be sold at auction where CARS places floor bids and counter bids to ensure each vehicle is sold for the highest price. Lower-end vehicles may be sold directly to auto recyclers, which avoids costly tow fees and returns a higher net revenue to our nonprofit partners. CARS also uses our in-house database and two-way connectivity with our vendors to monitor inventory and status updates real-time.



### Full-time Issue Resolution Department

CARS Operations works through any and all processing challenges. Our full-time Title Specialists handle any title, ticket and post-sale issues. Instances are recorded in our Compliance Report as mandated by our ISO 9001 certification. Your donors are also provided with release of liability, DMV or IRS requirements. Our Donor Support Representatives are equipped to provide your donors with the steps necessary for each state.



### Electronic Payments, Thank-you Letters and Tax Documents

After a donated vehicle sells, CARS distributes payments to the nonprofit partner within 5 business days of receipt of the funds from the vendor with full transparency and detailed financial accounting. We offer ACH electronic (direct deposit) payment options for you to quickly and easily receive your funds. As a courtesy, we also provide you and your donors with the necessary tax documents, including filing all 1098-C Forms electronically with the IRS and sending thank-you letters to your donors on your behalf. You may provide your logo, letterhead and a statement to customize the thank-you letter. We follow all fundraising and government compliance and can process donations in every state.



### Secure, Transparent Reporting of Donation Data

With online, real-time donation tracking, you can follow your donations from start to finish with full transparency with complete financial and donor information. As soon as you become a partner, your vehicle donation program is set up as its own account within the CARS donation database (NAV). You and your team will receive NAV login credentials to securely access all of your donation data and easy-to-use reporting tools with popular and customized reporting options, interactive graphs, print-formatted exports, time-frame sorting and more - all to empower your program with well-informed decisions.

# DRIVING DONATIONS

Consider the CARS Marketing Team an extension of your team!

Drive more revenue with CARS! With an in-house team of nonprofit-marketing professionals, we understand the needs and opportunities nonprofits face. Our sophisticated approach is grounded in data and understanding the motivations and behaviors of today's donors. We also provide you with data-driven strategy to connect you with potential donors, funding your mission for years to come.



Complimentary marketing materials designed to fit your brand.

# MARKETING

## Included with CARS:

### Coaching Calls

Our Partner Development Team and marketing specialists are readily available to review results and new opportunities with you. We make it easy for you to promote your program with support for all marketing channels by offering coaching calls that include tools and best practices for a successful program, help with building partnerships with local businesses, and guidance with utilizing resources like the Nonprofit Google Grant, and more.

### Unlimited Downloads in the Content Portal

Our in-house Creative Team develops content and graphics that fit your brand and resonate with your supporters. As a partner, you have access to complimentary content for all digital channels (web, email, and social) and print items - all specifically designed and tested to speak to the needs of potential vehicle donors. CARS Marketing creates and uploads fresh materials throughout the year - all at no additional cost.

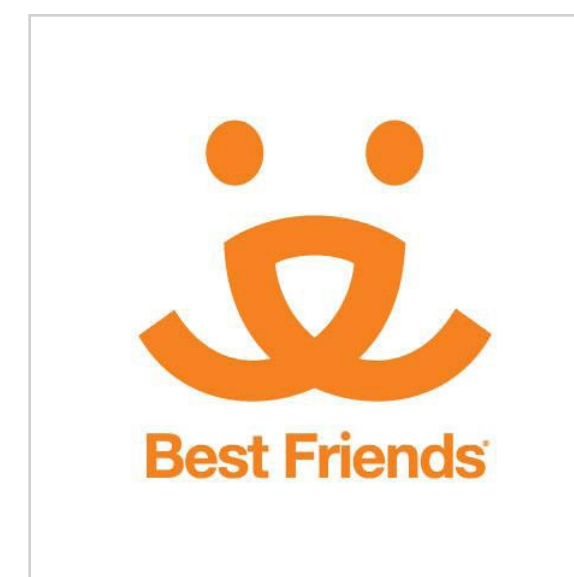
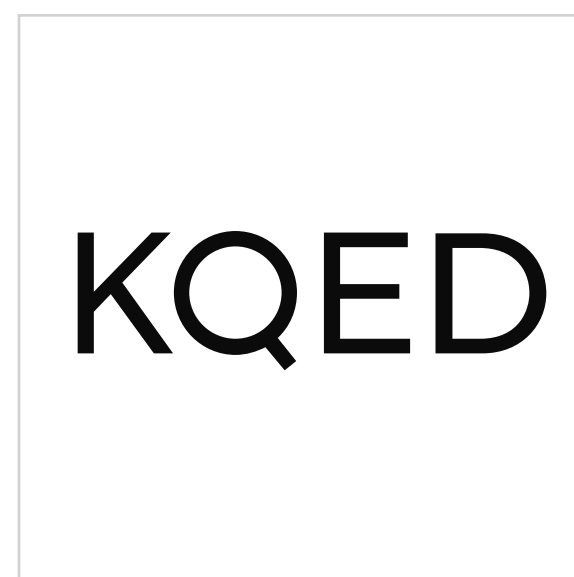
### Data, Analytics, & Surveys

Partners can take their program to the next level by learning more about vehicle donors' giving habits and industry trends from the survey insights and industry research that CARS shares throughout the year. We can also work with you or your agency to implement your own tracking solutions.

# OUR PARTNERS

You're in Good Company

As a trusted partner to more than 530 public media stations and thousands of top nonprofit organizations across the U.S., you can count on us to successfully run your vehicle donation program. CARS supports nonprofits of every size, and our partnerships can be developed from a national level, a chapter level approach, or as separate autonomous chapters. We make the investment to develop each program around our partners' brand, outreach, and philosophy.



### Are vehicle donations a sustainable form of fundraising?

Yes. There's no shortage of potential vehicle donors! Every day, life creates circumstances where a supporter no longer needs a vehicle. CARS processes 100,000 vehicles a year, and we have returned more than \$300 million to our nonprofit partners since 2003. Most of our long-term partners have experienced year-over-year growth in their programs since they became a CARS partner. Every donor matters and every dollar counts.

### What can donors expect from the vehicle donation experience?

We understand that we represent your organization in every donor interaction. The heart of CARS' success is donor satisfaction and engagement for life. From the moment a donor contacts us, they will be met with gratitude and treated with the highest level of service. We make it easy and handle everything from the pick-up to sending out the tax receipts.

### Will I have access to my donor and donation information?

Absolutely! CARS offers secure access to donor and donation information through our protected online donation database (NAV). Custom and automated reporting is available, and access may be provided to multiple designated staff members in your organization.

### How easy is this program to implement and manage?

Our turn-key program should be the easiest fundraising program you have! Many organizations can be live and taking donations within a few days. Our full-service model allows us to handle all the moving parts, so you can stay focused on your mission.

### Do you provide complimentary marketing support?

Yes! The CARS in-house Marketing Team offers complimentary marketing materials for digital, print and on-air advertising, as well as data and analytics support to help you with audience targeting. Partners also receive branded marketing materials to help get the word out about their vehicle donation program. Get started with unlimited downloads of hundreds of marketing materials available for you on day one. Consider the CARS Marketing Team an extension of your team!

### How do you maximize the revenue for every vehicle?

Every donation is individually evaluated by the CARS Operations staff prior to assigning the vehicle to a vendor. We strive to get the vehicle in the best sale-ready condition as possible to maximize the value, including washing the cars and making major or minor mechanical repairs. Vehicles may be sold at auction where CARS places floor bids and counter bids to ensure each vehicle is sold for the highest price. Lower-end vehicles may be sold directly to auto recyclers, which avoids costly tow fees and returns a higher net revenue to our nonprofit partner.

### How long does it take to receive the funds from a donated vehicle?

Most vendors pay CARS within 10 business days of the sale of the vehicle, and CARS always distributes payments to nonprofit partners within 5 business days of receipt. You can track updates of donations and payments within your NAV account.



# PARTNER WITH CARS

## Becoming a partner is as easy as 1, 2, 3:

- 1) Call [858.300.2945](tel:858.300.2945) or go to [careasy.org/partners](https://careasy.org/partners) and fill out the form.
- 2) Within three (3) business days, we will verify your nonprofit status and activate your program.
- 3) Access the CARS Welcome Kit and start promoting your program!

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### Benefits of Partnering with CARS:

-  Highest Returns Through the Largest Network
-  Complimentary Marketing Materials
-  Improve Your Donor Acquisition
-  Two U.S. based Call Centers Open Seven Days a Week
-  Access to Nearly 20 years of Industry Experience

## Vehicle Donations Done Right

### Industry Experts. Quality Service. More Dollars.

The CARS program is unique in the industry for many reasons. We are a nonprofit social enterprise that only supports other nonprofits. We are free to work with any vendor nationwide. We have decades of experience and are experts in handling the entire donation process, from picking up the vehicle and providing tax receipts to sending thank-you letters on your behalf and assisting with any donor issue.

# WHAT EVERYONE'S SAYING!

# TESTIMONIALS

"CARS enables us to better deliver on our mission."

– Mike Stern, Marketing Director, Jewish Family Services of San Diego

"...most importantly, our donors are pleased with the strong support they are receiving from a well-respected organization, known for their customer service."

–Nathan D. Martin, National Director of Fundraising Programs, The Society of St. Vincent de Paul

"Your handling and professionalism relative to the donation process has been nothing short of exemplary. I thank you and especially applaud your efforts to help those who have served this country."

– Purple Heart Donor

"Thank you so much for your help in providing a way for folks to make an extra donation to the Baltimore Humane Society. It's such a worthwhile cause."

– Baltimore Humane Society Donor

"We have spent many amazing years and miles together. Today, I donated her to the Sierra Club Foundation in hopes that the car which enabled my adventures will fund some for future generations."

– Sierra Club Foundation Donor



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