

THE LAUNCH PROCESS



Setting Up Your New Vehicle Donation Program.

HOW IT WORKS

DONOR LETTERS

We create the donor letter templates - on your letterhead. We submit these to you for review and approval.

INFO FORM

You fill out a 1 page questionnaire (simple questions - like "What is the address to where we should mail your checks?") and email us a few documents, such as your logo (to be used on your custom page) and a copy of your 501c3 letter.

PHONES

Depending on the type of phone system you have - automated or live receptionist - we give you a phone number for your donors to call to donate to your organization.

CUSTOM PAGE

We create a branded vehicle donation program webpage for your organization utilizing your logo, mission statement, etc.

We ask that you link from your website to your new car donation page. We offer custom web buttons for the linking.

AND YOU'RE LIVE!

Once the testing phase is complete, your vehicle donation program is officially launched!

TESTING & MARKET

We test all aspects of your program internally to make sure everything goes smoothly the moment you go live.

We also give you complimentary marketing tips, tricks, and awareness-promoting materials to help you get the word out.