



METRO DETROIT CHEVY DEALERS

CHEVY DRIVES THE MOTOR CITY

Truckloads of Hope

**1st Quarter
IN-DEALERSHIP
Campaign**

March 1 – 31, 2022

TRUCKLOADS OF HOPE

LMA In-Dealership Campaign

March 1 – 31, 2022



Your Metro Detroit Chevy Dealers LMA is happy to once again bring you
TRUCKLOADS OF HOPE
your 1st Quarter “In-Dealership” campaign.

HOW THIS WILL WORK:

- The LMA will promote this campaign via television, digital, and social encouraging people to visit your dealership to donate “bathroom & household supplies” to benefit the Capuchin Shower Program and Service Center.
- Your dealership will receive a large “Silverado Truckbed replica” donation box. **If you do not want this box, please let us know - email erin@chevydetroit.com**
- Your dealership will be given a “monetary allowance” to help support your efforts. The dollar amount will be emailed to you individually in early February.
- This campaign is for “participating dealers”. If your dealership will not be participating in this campaign, please let the LMA know by February 11th – Email Erin@chevydetroit.com.
- Please make ALL of your employees aware of this campaign.

DEALERSHIPS RECEIVE:

- One (1) Silverado Truckbed replica Donation Box
- One (1) poster for your poster frame
- One (1) Tabletop display
- Digital artwork to promote the campaign online
- Monetary reimbursement to support your efforts

TRUCKLOADS OF HOPE
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IDEAS FOR YOUR ALLOWANCE:

- Purchase advertising to promote the Donation Drive.
 - Television spots
 - Digital ads
 - Radio spots
 - Print ads
 - Promoted social posts
- Purchase any type of gift card and use it as a "Thank You for Donating" gift.
- Purchase additional shower and household supplies to fill up your truck.
- Purchase decorations for your dealership.
- Host an event of some sort that ties into the theme of Truckloads of Hope.

TIMELINE:

Dates	Action
On or Before February 11th	If you are NOT participating, let the LMA know.
On or before Friday, February 28th	Receive campaign materials
Tuesday, March 1st	Campaign begins - Display your materials
Thursday, March 31st	Take down your materials - campaign ends
Week of April 4th	TBD - "Donation Drop" at Capuchin Warehouse
Before May 16th	Email all receipts / invoices / photos to events@chevydetroit.com

If you have any questions, please contact Erin Robinson – Erin@chevydetroit.com

THE CAPUCHIN MISSION:

Founded in 1929, the Capuchin Soup Kitchen serves Metro Detroit by providing food, clothing, and human development programs to the people of our community. In addition to preparing and serving up to 2,000 meals a day, it operates a shower program, emergency food pantry, and a tutoring and art therapy program for children. It also distributes household items and clothing. Its Earthworks Urban Farm harvests six tons of produce from a two and a half acre organic farm, and educates the community in regards to sustainable relationships between human beings and the earth. The Soup Kitchen's On the Rise Bakery assists individuals "re-entering" society after bouts of incarceration or substance abuse. In addition, the Capuchin Soup Kitchen's Jefferson House--a twelve bed residential treatment facility--assists indigent males seeking to reclaim their lives from addiction.



Capuchin Soup Kitchen

WHY ARE WE COLLECTING CLEANING SUPPLIES:

In meeting with the Capuchin Organization, they expressed a large need for shower and household supplies. The Capuchin Shower Program offers free showers to the homeless. The Shower Program, not only cleans the physical bodies of homeless, but also launders their clothing. This calls out for a great need of shower supplies, towels, and anything that would make someone "feel human again." Household supplies are also in high demand and short supply. ***Over the past five years of supporting the Capuchins with this program, the Metro Detroit Chevy Dealers LMA has helped [over 400,000 people.](#)***

DONATION LIST:

- Sheets (full size and twin size)
- Blankets (full size and twin size)
- Hand and Bath Towels
- Laundry Detergent
- Hand Sanitizer
- Toilet Tissue
- Shampoo
- Soap
- Deodorant
- Toothbrushes & Toothpaste
- Disposable razors & Travel shaving cream
- Socks & Underwear

