

 METRO DETROIT CHEVY DEALERS

HAULIN' FOR HEROES



They took care of us. Now it's our turn.



JOIN US IN COLLECTING ITEMS FOR HOSPITALIZED VETERANS

BODY WASH SHAMPOO DEODORANT NAIL CLIPPERS RAZORS SHAVING CREAM COMBS HAIRBRUSHES TOOTHPASTE TOOTHBRUSHES (IN ORIGINAL PACKAGING) NON-ALCOHOL MOUTHWASH
MEN'S T-SHIRTS SIZE MED - 6X MEN'S SWEATPANTS MED - 6X MEN'S SWEATSHIRTS MED - 6X MEN'S BRIEFS/BOXERS MED - 3X HOODIES MED - 3X WOMEN'S T-SHIRTS MED - 3X
WOMEN'S UNDERGARMENTS ALL SIZES WOMEN'S HYGIENE ITEMS COATS FOR WINTER AND THE CURRENT SEASON MED - 6X FLIP FLOPS (USED IN SHOWER) GYM SHORTS AND SWEATPANTS MED - 6X
TENNIS SHOES AND WINTER BOOTS, 8-15 (FOR WOMEN SIZE IS 10 AND 11.5) READING GLASSES 1.50 STRENGTH AND UP WORD SEARCHES/CROSSWORDS/SUPOOKU (LARGER PRINT)

 **METRO DETROIT CHEVY DEALERS**

HAULIN' FOR HEROES

Your Metro Detroit Chevy Dealers LMA is happy to announce:
HAULIN' FOR HEROES
your 3rd Quarter “In-Dealership” campaign.

Haulin' for Heroes is a donation drive campaign that will support local hospitalized veterans through both the VA of Detroit and the VA on Ann Arbor. The VA has provided us with a specific list of items to collect that will go directly to and help the 118,000 in-patient and homeless veterans that they treat annually.

IMPORTANT – MUST READ: In promoting this campaign... you are not allowed to use the VA's name or promote that your dealership is collecting donations for them. They have asked that we keep our promotional wording generic using “local hospitalized veterans”.

HOW THIS WILL WORK:

- The LMA will promote this campaign via television, digital, and social encouraging people to visit your dealership to donate items to benefit local hospitalized veterans.
- Your dealership will receive a Silverado replica donation box – just like the previous donation boxes.
- Your dealership will be given a “monetary allowance” to help support your efforts. The dollar amount will be emailed to you individually.
- This campaign is for “participating dealers”. If your dealership will not be participating in this campaign, please let the LMA know by August 5th – Email Erin@chevydetroit.com.
- Please make ALL of your employees aware of this campaign.



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YOUR DEALERSHIP WILL RECEIVE:

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

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 wish list items to fill up your box.

TIMELINES:

DATES	ACTION
By August 5	Let LMA know if you need a donation display box and dealership materials - email erin@chevydetroit.com
On or before August 31	Receive donation box and dealership materials
Thursday, September 1	Campaign begins
Friday, September 30	End of campaign - take down materials
Week of October 3 - TBD	Donation Drop-Off - Details to come
On or before Nov. 15	Email all documentation to events@chevydetroit.com



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WISH LIST ITEMS:

- Body Wash
- Shampoo
- Deodorant
- Nail Clippers
- Razors
- Shaving Cream
- Combs
- Hairbrushes
- Toothpaste
- Toothbrushes (IN ORIGINAL PACKAGING)
- Non-Alcohol Mouth Wash
- Men's T-Shirts Size Med – 6X
- Men's Sweatpants Size Med – 6X
- Men's Sweatshirts Size Med – 6X
- Men's Briefs/Boxers Size Med – 3X
- Hoodies Size Med - 3X
- Women's T-Shirts Size Med – 3X
- Women's Undergarments – All Sizes
- Women's Hygiene Items
- Coats for winter and the current season Size Med – 6X
- Flip Flops
- Gym Shorts and Sweatpants Size Med – 6X
- Tennis Shoes and Winter Boots, size 8-15 (Common size is 10 and 10 1/2)
- Reading Glasses – 1.50 strength and up
- Word Searches/Crosswords/Sudoku (Larger Print)

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