

Operation: Big Wheels

A complete “how-to” guide for producing a touch-a-truck style fundraising event.



A Touch-a-Truck Fundraiser Kit provided by



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Introduction

Who is Bestpass?

Founded in 2001 by the New York State Motor Truck Association (NYSMTA), Bestpass was designed for truckers, by truckers, to save commercial motor carriers time and money. We provide toll management services and savings to trucking companies of all kinds, from mega-fleets all the way down to single-truck owner operators.

Why Touch-a-Truck?

Since we were “born” of (and are still wholly owned by) the NYSMTA, we take our “for truckers, by truckers” roots seriously. We firmly believe in supporting the trucking industry and fostering a positive awareness about large trucks and other vehicles - and their drivers - with the general public. We can’t think of a better event to do that than a touch-a-truck event. These events are an excellent way to give the general public unparalleled access to the large vehicles that keep our country moving, by letting kids and adults alike touch, climb into, and see them up close. Touch-a-truck events allow the public to get hands on and learn about working trucks and drivers, help to dispel negative stereotypes, and foster the positive public image that the trucking industry deserves.

This kit.

We went into our first touch-a-truck event to honor truck drivers, raise public awareness of the industry, and to raise money for our chosen cause, Wreaths Across America. We came out of it achieving all three of those goals, while learning a lot about what it takes to successfully put on this unique type of event. We were so happy with the public response to our event that we decided to package it up into a comprehensive guide to help other industry groups put on touch-a-truck events without having to endure the learning curve we experienced. This kit includes everything you’ll need to hold a touch-a-truck event, from the planning stages through the promotion stages and beyond - we hope you’ll find the information presented here an invaluable resource! We are excited to provide this kit and hope that it enables more organizations across the country to hold touch-a-truck events - no matter what cause they support - as the positive impact these events have on the public awareness of our industry is immeasurable!



Planning Your Event

Step 1: Contact Bestpass, Inc

An experienced resource

The sooner you get in touch with us, the better we will be able to assist you as you begin planning your touch-a-truck event! We can answer questions, provide materials, connect you with someone who has organized the same event before, and help publicize your event. Also, it helps for us to know if you are collaborating or cohosting this event with another organization, as they may require additional documentation from Bestpass, Inc.

Please complete our *Fundraising Information Form* (located in the appendix) and return it to us at social@bestpass.com to request assistance with planning your event. We are able to provide editable digital files for your use as well as personalized advice and guidance.

Once you fill out this form, we will promptly reach out to you to offer our assistance!

Step 2: Event Planning Preparation

The event committee

We strongly encourage you to organize an event committee. Planning an event takes time and effort and there are a lot of moving parts. By forming a committee, or team, you can share the workload of planning, coordinating, and executing your event.

Who should you ask to join the event committee? We suggest gathering a group of your most passionate and dedicated individuals who you can trust and depend upon. Ideal committee members are persistent go-getters! Committee positions should include:

- Event organizer to head-up the fundraiser. This person will function as a leader and will need to have the time and dedication to commit to the touch-a-truck fundraiser
- Bookkeeper to document all income and expenses
- Volunteer chairperson to recruit and organize volunteers for the day of your event
- Publicity chairperson who will coordinate media contacts and head-up promotion of your event
- Printing chairperson to have flyers, media releases, t-shirts, signage, etc, printed
- Sponsorship chairperson to recruit corporate sponsors, to get items donated, to follow-up with confirmation letters, etc. You'll need someone in this position who can network and isn't afraid to ASK

As you think about who you will invite to participate in your event committee, think about the kind of skills you'll need on your team, such as:

- Leadership ability
- Salesmanship
- Creativity
- Graphic design



- Involvement chairperson to recruit trucks and guides for your event. You'll need someone in this position who can network, who isn't afraid to ask, and who isn't afraid to hear NO

Getting started

Now that you've established your committee, it's time to really get the ball rolling for your event. Following these steps will ensure you're off to a successful start!

NOTE: Much more in-depth and detailed information for many of these steps can be found in the appendix section of this document.

- **Set a kick-off meeting.** Once you have determined who will be on your event committee, bring your committee together *and review the Event Timeline* located in the appendix. Set a date for your event and established the event goals and objectives. *Note:* When choosing a date for your event, be sure to confirm that there aren't any similar or major events taking place the same day - specifically other large children/family focused events.
- **Create a budget.** Refer to the *Budget Template* located in the appendix. Typical expenses include: venue rental, licensing fees, decorations, signage, and printing of materials. The bookkeeper is required to keep track of receipts and document all income and expenses.
- **Reserve a venue.** Refer to the *Venue Checklist* located in the appendix. Touch-a-Truck events are usually held in an outdoor location with plenty of parking space for both the trucks involved and the general public attending. Consider the space that you will need, activities that will be held, the weather, and anything else that may restrict the venue of your event.
- **Obtain necessary licenses, permits, and insurance.** For your protection and peace of mind, we encourage you to obtain event insurance appropriate for the size and nature of the event. Depending on where you host your event, more than likely, your venue will require a Certificate of Insurance (COI). If you do not already have an existing insurance policy, here are some resources to assist with obtaining event insurance:

- www.nasep.org/insurance-apply-now.jsp
- www.privateeventinsurance.com
- www.insureaparty.com



- www.csicoverage.com

NOTE: Please keep in mind that tents often require special tent permits. Reach out to your local Town Building Department to find out more information and get approval of tent dimensions.

- **Choose and book a caterer/food truck(s).** Food trucks are a cool and tasty addition to your event! Refer to the *Caterer Checklist* located in the appendix. Keep in mind the caterer may have to sign their own agreement with the venue, submit certificates of insurance, health and town permits, and licensing fees.
- **Choose and book entertainment.** A touch-a-truck event is a day made for family entertainment! Face painters and balloon twisters/clowns make for a great addition to your event. Keep in mind the entertainer may have to sign their own agreement with the venue, submit certificates of insurance, health and town permits, and licensing fees.

Remember to check out the wealth of information, examples, and sample forms, letters, and other materials located in the appendix for more details!

- **Determine what types of trucks and vehicles are needed for your event.** Refer to the **Truck Guide** located in the appendix. Collaborate with the committee to brainstorm a list of companies that fall into your desired truck categories. Remember that most businesses and organizations will be more than willing to donate a vehicle and guide for an afternoon since participating in the event is good PR for them!

• **Create a map of your venue.** Creating a site map of your venue designating where participating trucks will be parked and where food sales/entertainment/other events will take place will ensure an efficient use of space and smooth load-in of vehicles on event day. Refer to our *Sample Truck Formation Layout* for an example and tips on how to determine the best truck layout at your event.

- **Reserve rental equipment.** Refer to the *Rental List* located in the appendix to see popular rental items needed for the day of your event.
- **Obtain Sponsorships.** Reach out to potential sponsors: corporations, restaurants, local vendors, individuals - anyone you can think of! Refer to the *Sponsorship Letter* and the



Sponsor Wish List, both located in the appendix.

NOTE: Be sure to gather logos from committed sponsors for t-shirts and other marketing materials.

- **Reach out to potential truck companies/truck guides.** The involvement chairperson should be in charge of this task. Refer to the *Trucks and Guide Recruitment* section of this document.

NOTE: Be sure to obtain a logo from the committed truck guide companies.

- **Enlist volunteers** for the day of the event. While a touch-a-truck style event can be run with very minimal volunteers, it's helpful to have folks around the day of the event to help manage lines for trucks, encourage participation in extra fundraising drawings, and to manage admissions and concession stands. Luckily, volunteers require no special skills and are easy to come by! See our Volunteer Guide in the appendix for ideas on where to find volunteers and what functions they'll perform. We have also included a *Volunteer Sign-up Sheet* in the appendix to assist in soliciting and organizing your volunteers.



Step 3: Prepare Materials

Materials: Bestpass, Inc. is happy to provide you with editable electronic versions of some of the materials found in the appendix of this document. Here is a list of some of the materials that can be made available to you.



- Budget Template
- Sponsorship Letter Template
- Touch-a-Truck Truck Guide
- Touch-a-Truck Involvement Letter
- Volunteer Schedule
- Touch-a-Truck Event Flyers
- Touch-a-Truck Sample Pitch Letter
- Touch-a-Truck Sample Press Release
- Post-Event Survey
- Thank-You Note
- Post-Event Report

Event

Name and Beneficiary. In order to effectively communicate about your event to the public, you should consider giving your event a unique name. As a user of this guide, feel free to use the Big Wheels event name!

Make sure you clearly communicate to the public who the beneficiary of your event will be and why they are a worthy cause to support! We suggest that you choose a popular cause that you can support while simultaneously driving awareness of your organization and the trucking industry through your event!

We came up with the name **Operation: Big Wheels for Heroes** because we felt that the name helped to inform the public about what kind of event we were hosting (an event centered on trucks and aimed at kids) and who we were benefitting (Veterans). We selected **TCA's Truckload of Respect** program benefitting **Wreaths Across America** as our beneficiary because it supported America's Veteran's, a cause close to our hearts while raising awareness of the good the trucking industry can do.



Step 4: Publicize Your Event

You cannot have a successful event without attendees! Printed flyers, social media, the Internet, television, and radio are all great tools to help spread the word about your touch-a-truck event. Follow these steps to make sure you have an audience for your big day:

Spread the word digitally!

- **Build a Facebook Event Page.** Get step-by-step how-to instructions on *How to Make a Facebook Event Page*, located in the appendix.
- **Post about your event on your social media accounts.** Let your followers know a special event is happening! Post fun teasers such as trucks being added, or entertainment being provided. As the event nears, be sure to post a daily countdown.

You will need a **boilerplate description** of your event to include with your digital listings. Here's one to get you started:

Kids love all of the vehicles they get to see every day. The problem is, they simply aren't allowed to get close and check 'em out! Our "touch-a-truck" family fundraiser to support [cause] is a great opportunity to interact with parents, children, volunteers, other drivers, and the [name of community/location] community-at-large to help raise funds for a great cause.

Operation: Big Wheels for Heroes will be open to the public and will take place on [date] from [time] at [venue]. We encourage you to join us for an exciting day of food, fun, giveaways, and larger-than-life trucks! Food will be available for purchase and [names of entertainers] will provide [type of entertainment].

Don't have a social media account? It is easy to set up! Visit www.facebook.com and www.twitter.com to set up your free account. You can choose to keep the account after the event or simply delete it.

NOTE: Encourage members of your event committee to post about your touch-a-truck event on their own social media channels - you will reach more people!

- **Register your touch-a-truck event on various event websites.**
 - Websites parents use to find events that their kids will enjoy
 - Local newspapers/magazines, radio stations, and television news broadcasters all usually have event calendars on their websites that you can add your event to



- Free event websites - NOTE: Only applies to events that are FREE to the public.
- **Create Facebook Ads and boost posts.** Refer to *How To Make a Facebook Ad*, located in the appendix. Boosted posts are a great way to increase the likelihood that the people who see the post will engage with it. You can target the friends of people who have registered for the event or people that link similar types of events/children's activities/pages.

Spread the word through print!

- **Print and distribute flyers.** We have provided example flyers in the appendix section, and can provide editable electronic copies for your use. Be sure to make edits to include specific details about your event!
 - Refer to the *Flyer Location Chart* located in the appendix to get ideas and keep track of where you place your flyers around the community
 - Reach out to local schools. Most school districts will be happy to send their students home with your flyers to give to their parents. Call the desired school districts' offices to find out what approval needs to happen to get the flyers handed out.
 - The printing chairperson should coordinate this project - depending on where you are located, there may be a lot of schools to contact and coordinate with!
 - NOTE: Don't forget about school holidays! Give yourself ample time for the approval process to be sure the flyers are delivered on time!
- **Get event signage ordered and printed.** Know a local sign company? (Hint: many local sign companies have interesting trucks and may also be good candidates for touch-a-truck participants!) Consider getting a quote on lawn signs (political campaign signs), A-frames, table banners - any type of signage that you can use for advertising your event. Place lawn signs at intersections (check your state/local laws) nearby your event location a few weeks ahead of the event, and use large A-frame signs on the day of your event to designate the entrance to the event.
- **Get T-shirts made for your event.** Volunteer t-shirts for the day of your event for your volunteers and truck guides are a great way to be sure that they can easily be spotted by the public! Make sure to collect logos from Sponsors and Truck Guides ahead of time to put on the t-shirts. A *T-Shirt Design Sample* is located in the appendix.



Making t-shirts available with a donation at the event is another way to raise more money for the cause. Keep in mind the shirts should have a different design and color than the volunteer t-shirts! Consider driving community involvement by conducting a t-shirt design contest on your social media channels ahead of the event!

Spread the word through radio advertising!

- **Research radio station advertising.** If your budget allows, local radio station advertising can be a great way to reach potential touch-a-truck attendees. Visit the websites for the radio station(s) that you would like to advertise your event on - there's usually a link about advertising on their station. Looking to advertise on more than one station? Usually, radio advertising companies represent multiple stations and can work out a package deal. Don't worry about providing content: most stations will write and produce your ad based on the information you provide to them.

Radio stations can also be a great resource for the day of your event! Reach out to your target station early on to discuss arranging on-site live remote broadcasting the day of your event. A huge advantage of this is not only getting live coverage to hopefully drive up attendance the day of your event, but also getting music broadcast at your event as well as a built-in master of ceremonies for any live prize drawings you may do that day.

Let the media spread the word!

When you organize a fundraising event, you have a unique opportunity to garner media attention. The effective use of free media opportunities gives you the chance to raise awareness about your cause within your community, as well as shed a positive light on the trucking industry.

Public relations efforts with the media shouldn't be left for the last minute - a little bit of prep work early on will help towards creating a bigger buzz for your event! Press releases distributed a month or two in advance to announce your upcoming touch-a-truck fundraiser will help prime the pump for media coverage closer to the event. Follow that up with a release distributed the week of your event with further details, and one following to announce if you've met your goals and to thank those who participated and attended.



For information on how to contact various media outlets and tips for talking about your cause and a touch-a-truck fundraiser, please refer to the **Media Relations** section of this document.



Step 5: Event Day! Have Fun & Collect Donations

It's finally event day! Today is the day that you will see your plan come together in a day of family friendly fun for a good cause. Be sure to check out the *Volunteer Guide* in the appendix for guidance on how to most effectively deploy volunteers during your event and the *Entertainment and Add-on Ideas* sheet for fun activities to include addition to the big trucks.

Collecting Donations

The whole point of your fundraiser is, well, to raise funds! Donation collection can be done many different ways - here are a few options:

- Event attendees (the general public) make payment directly to the event organizer, at the time of admission or through pre-event ticket sales.
 - It used to be the case that payment is most easily made via cash or check donations, but there are now credit card readers that work with most smartphones or tablets, so that credit card donations can be accepted at the event. Keep in mind, though, that there may be processing fees associated with using this type of device/service. A few to check out are:
 - Square Up Card Reader: <https://squareup.com>
 - Paypal Here Card Reader: <https://www.paypal.com/webapps/mpp/credit-card-reader>
 - QuickBooks GoPayment: <http://payments.intuit.com/mobile-credit-card-processing/>
- The event can be be a FREE event with a suggested donation (ex. \$5/person with a maximum of \$15/family and free for kids under 2 years old) instead of requiring a

Sample Event Timeline

Event Hours: 11am to 2pm

8:30am: Volunteer arrival and orientation

9:00 - 10:30am: Truck arrival and parking (truck arrival time is staggered to allow for an orderly load into assigned spots)

11am: event begins!

Noon: provide lunch to volunteers and truck guides

2pm: closing time!

2 - 3pm: clean up



mandatory entry fee. While it may seem counterintuitive to a fundraising goal, there are several advantages to making your event a “free” event:

- A free-to-the-public event will capture the attention of more people, driving up your attendance numbers and drawing more attention to your organization and your cause
 - The majority of people will pay at least the suggested donation for a free event - and many will be inspired to give more than the minimum suggested donation
- Consider “add-ons” such as prize raffles to your touch-a-truck event to help raise money for your cause above and beyond door admission or donations. For more add-on ideas see the *Entertainment and Add-on Ideas* sheet in the appendix.

Tips for Event Day Success

- Consider providing coffee and donuts to your early morning volunteer shift and truck operators and guides as they arrive for set-up
- Make sure to order and bring along a few extra volunteer shirts in case truck operators/guides bring additional help
- Enlist a shutterbug volunteer to take pictures of the entire event as it happens, making sure to get pictures of trucks, operators, guides, volunteers, and attendees enjoying themselves
- The Publicity Chairperson (or another social media savvy volunteer) should be sure to post updates, pictures, and videos to social media channels as the event is taking place
- Consider providing pizza for lunch to volunteers, truck operators, and guides (or arranging for a free lunch for them with one of the participating food vendors), as well as chilled bottles of water throughout the event



Step 6: Measure your Success

Measuring the success of your touch-a-truck event is extremely important, and doing so is simple! We suggest day-of informal surveying of attendees and a more formal post-event survey sent to volunteers and participants.

Informal day-of survey

It is important to survey your touch-a-truck event attendees the day of your event regarding how they heard about your event. The attendees' answers will help you to determine where to spend your advertising dollars for your next event.

Have one of your volunteers use the “*How did you hear?*” document, located in the appendix, to record attendees' responses.

Post-Event Survey

After your big day has concluded, it's important to follow up with the volunteers, truck guides, and other touch-a-truck participants to solicit feedback on the event. The *Post-Event Survey*, located in the appendix, asks basic feedback questions, as well as gives the opportunity for the attendee to make suggestions on how you can make better your touch-a-truck event in the future. We suggest sending this survey out (along with your thank- you notes) one to two weeks after your event has concluded.



Step 7: Share Your Success

Congratulations! You've successfully put on your first touch-a-truck fundraising event! Take a moment to bask in the glow of those excellent feelings of a job well done for a good cause.

Now is the time to tally up the total dollars raised and pass your donations on to your intended cause. Did you meet the financial goals that you set for your event? How many guests attended your event? What kind of public response did you receive? Use the *Event Wrap-Up Report* located in the appendix section of this document to help you summarize the results of your event. Then use it to create your final press release to share your good news with the world!

We encourage you to share your event's success via social media! Be sure to post live coverage of the event, as well as post-event success and media coverage on your various social platforms. Don't forget about pictures and video – post the links to the albums/montages.

Your Event Wrap-Up Report will also help you to reveal any “lessons learned” from your event. Take some time to think about not only what went well, but also any areas for improvement for next time. Did you have enough volunteers? Could you have fit more trucks, or did you have too many? Are there refinements you'd make in your advertising and PR efforts next time around? It's important to take the time to reflect on those things!

We here at Bestpass would love to know how your event went! Please share with us your completed Event Wrap-Up Report as well as any feedback you have on this kit! Email us at social@bestpass.com - your experiences and opinions are invaluable to us!



Step 8: Send Thank You Notes

It is extremely important to acknowledge the generosity of all donors in a timely manner. We suggest sending a personal “thank you” to the truck guides, sponsors, vendors, and volunteers that assisted you with your touch-a-truck fundraiser.

Consider sending an email thank-you, with links to coverage articles, photo montage and video taken of your event so participants can see your event’s success for themselves, as well as pass it along to others. For some, it might make more sense to craft a handwritten thank-you. For both, take a look at our *Thank You Notes/Email Sample* located in the appendix.

Be sure to include how successful your touch-a-truck event was and how much money was raised for your cause. If you are putting on another touch-a-truck event, be sure to give them a “save the date” for your next event!



Truck And Guide Recruitment

Recruiting the trucks and guides for your touch-a-truck event can be one of the hardest steps, but our tools will help you through it!

After compiling a list of desired trucks and brainstorming possible truck companies (using the *Truck Guide*), it is time to start reaching out to those companies. Most of the time, the best way to reach someone is by phone, but if you are able to stop by in person, it often yields an even better result.

For some desired trucking companies, an old-fashioned, mailed letter might do the trick. Check out our *Involvement Letter*, located in the appendix.

It is important to remember that the businesses providing the trucks and the guides are taking the time out of their busy schedules to volunteer their resources to your event. For this reason, we suggest that the businesses providing trucks and guides are not required to pay a registration fee. In many cases, we have noticed the businesses make monetary donations, in addition to volunteering the trucks, people and time to the touch-a-truck event.

Tips for the Involvement Chairperson:

- Be polite, enthusiastic and genuine.
- Do your research! Look at the website in advance for the following:
 - Find out who is who! Try to figure out the owner's name prior to the conversation.
 - See if business is big on giving back to the community – a lot are! Use this in the conversation to convince the owner on why they should participate!
 - Check out the trucks they have. Anything cool or unique? Love the colors? Tell them why you are interested in their trucks over others!

Things you want to touch on during your conversation:

- Introduce yourself – your name and company you are affiliated with
- Explain the event is for charity to benefit WAA - a charity that honors America's veterans



- Explain what a touch-a-truck event is (Refer to Touch-a-Truck FAQ located in appendix)
- Let them know why it is important for them to participate! (“Other local businesses are teaming up with us to help raise money for a great cause and we would love for you to join us! We really love your [describe unique trucks or active involvement within the community])
- Remember that this is a great way for businesses to get exposure to the community at large and encourage them to make their truck setup as elaborate as they please! The most popular trucks at an event tend to be those with fun giveaways and things to do. Encourage businesses to look at this as a fun, free way to advertise to the community while supporting a good cause.

When you reach out, be sure to ask for the owner. Refer to our Truck Recruitment Script located in the appendix.

Once you receive a commitment, make sure to request a company logo. Create a folder dedicated to participants’ logos. The logos can be used on event t-shirts and other marketing materials.

Note: Keep in mind t-shirt companies often prefer certain image files. You may have to convert a JPEG or PNG into an Adobe Illustrator file. Be sure to ask the t-shirt company what image format they want and make arrangements to get them the files they need.

Truck Layout

Now that you have the trucks, how do you arrange them so that they fit in your space? A popular venue to hold a touch-a-truck event is a mall parking lot. Typically mall parking lot dimensions are similar to 179’W x 361’L. We have included a *Truck Formation Layout* located in the appendix, based on those dimensions.

On the day of your event, it is a good idea to have a “Truck Parking Team.” The volunteer chairperson should be in charge of forming the parking crew and help with organizing the parking of the vehicles. Be sure to have the printing chairperson print enough copies of your desired layout for the Truck Parking Team to reference.



Media Relations

The media can play an important role in sharing your touch-a-truck goals and objectives with the public. You don't have to have a lot of experience pitching or talking to the media to capture the attention of editors and reporters. However, you do have a better chance of getting your event "covered" by using proven methods of generating media interest.

It often takes a lot of friendly follow-up and persistence to break through to editors who see and hear hundreds of stories each day. Your biggest asset is your passion and enthusiasm for the trucking industry, as well as your knowledge of your chosen cause.

Research: Know your local reporters and their beats

As with any form of communication, you have to know your audience. Before you send anything or contact anyone, compile an accurate and up-to-date media list. Find out the names of editors and reporters who report on community events and happenings, community topics, as well as the transportation industry. This is also known as finding out their beat.

Here are some reporters most likely to cover your story:

Daily newspapers – News or Features Editor, Calendar Editor

Weekly newspapers – News or Features Editor, Calendar Editor

Television stations – Assignment Desk, News Desk or

Radio news station – News Desk

Tip: Read the newspapers you want your story to appear in for a week or two and track the coverage. After a few days or weeks, it will be easy to recognize who covers what. Beyond a single pitch or story, it is a good idea to know the reporters who tend to cover similar issues so that you can build a solid relationship with them.

Sell the News: Pitch your Story to a Reporter

A "pitch" is used to make an editor or a reporter take an interest in your story. You can type up a one-page letter with the details and email it, or make a phone call. Keep in mind that



the pitch serves as a teaser - keep it brief, but make sure to give them a compelling reason why they should cover your story. We have included a *Sample Pitch Letter*, located in the *appendix*, to help get you started.

Tips for Talking to the Media

Be prepared.

- Know the five “Ws” of your event: who, what, when, where, why (and how!)
- Do your research on the publication and its audience
- Have the *Touch-a-Truck FAQ* on hand to talk with confidence about what a touch-a-truck event is

Be truthful and direct.

- Make your key points as simply and as often as possible
- Have engaging examples to back up your key points. Tell your personal story.
- If you don’t have the answer to a reporter’s question, admit it and offer to get the information for the reporter as soon as possible. Be sure to follow up with them!

Be confident and relaxed.

- Nobody knows your story and what you are doing better than yourself.
- A successful interview often is like a conversation, not an inquisition.

Be sure you understand the question fully, before you answer.

- If you’re not sure what the reporter is asking, say so.
- It’s okay to ask a reporter to go back and/or rephrase a question.

Avoid saying things “off the record.”

- No matter what you say, you can still be quoted.

Never say “no comment.”



- Give a reason for why you can't discuss certain topics or issues
- Give a "non-answer" – redirect the conversation by saying, "I can't discuss that, but what I can tell you is that _____"(something positive about the fundraiser).

Show your passion and enthusiasm!

- Your passion and enthusiasm is contagious. It will get the reporters excited about your story – making them more likely to cover it!

Silence or long pauses are okay!

- When you've made your point, stop speaking. You don't have to keep talking or feel the need to fill the silence – it could dilute the original, well-articulated point.

Remember, you have control over what you say in an interview.

- The editor has ultimate control over what appears in print or on the air.

Press Release

Bestpass, Inc. has written a *Sample Press Release, located in the appendix*. It contains key points and messages about a touch-a-truck fundraising event, but leaves room for you to fill in your own event information. The release is suitable for all touch-a-truck events and is meant to be distributed to the media.

After you have personalized your press release, you are ready to send it via fax or email to the contacts on your media list. Be mindful of publications' deadlines. In some instances, they need to be notified six weeks before the event in order to be included in the calendar listing.

Follow Up: Be Friendly and Persistent!

After you distribute your press release to your media list, be sure to follow up. Editors and reporters are usually under deadlines and have a lot going on, so give them a few days to process the release. After a few days, pursue your first-round of follow up with a phone call



or email. We suggest that you ask if they received the release, gauge their interest in covering your story and stress that you are available to help.

Don't be discouraged if it takes you several attempts to reach an editor or reporter. They see and hear hundreds of stories each day, so don't take it personally. Follow up, whether it is the first time or third time, is a great opportunity to stay fresh in a reporter's mind and build a relationship. A friendly, informative 30-second conversation can go a long way!

Press Placement

Bestpass, Inc. would love to see your event in the press! Send us a copy of any articles written about your touch-a-truck fundraising event and include it with your *Event Wrap-Up Report*. Don't forget to share your articles with your Event Planning Team and your attendees and volunteers! Include links in thank-you emails and post the links on your website and social media platforms.

Final Outcome

Don't be discouraged if your press release and story ideas do not get placed or don't receive the media attention you thought it would. Just because the media didn't give your event the attention it deserved, doesn't mean it wasn't a successful event! Your efforts are still worth it and we appreciate all the time you have spent!



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Touch-A-Truck FAQ

What is a Touch-a-Truck fundraising event?

A Touch-a-Truck fundraising event brings the community, commercial and emergency vehicles together for a great cause. Touch-a-Truck provides a unique opportunity for kids to explore and interact with vehicles of all types – public service, crime fighting, emergency, utility, construction, transportation, delivery and just plain cool – all in one safe and supervised place!

For a small donation that benefits a worthy cause, children will be able to touch, climb on and ask questions about their favorite trucks with the help of the knowledgeable drivers who can demonstrate and educate about the vehicles and their use. Children will meet the people who build, protect and serve the community they live in!

Enjoy good food, family-friendly entertainment and more, making a Touch-a-Truck event a fun-filled day for the entire family!

Why plan a Touch-a-Truck fundraiser?

There are so many fundraisers out there, but why not do something radically different? A Touch-a-Truck event is an extremely unique fundraiser that probably very few members of your community have ever seen or heard of before.

Touch-a-Truck events bring communities together to raise money for great causes, provide an opportunity for the motoring public to see how trucks are a vital part of a state's economy, offer the opportunity to educate about working trucks and drivers, and help foster the positive public image the trucking industry deserves – what's not to love?

Who benefits from a Touch-a-Truck fundraiser?

Do you have a charity in mind that could use some support? What about a charity that members of the trucking industry take part in? Whatever your cause may be, a Touch-a-Truck fundraiser is a great way to raise money, shed a positive light on the trucking industry and have some fun along the way!



How do I plan a Touch-a-Truck fundraiser?

The Touch-a-Truck Fundraising Kit, provided by Bestpass Inc. will walk you step-by-step through the planning process of a successful Touch-a-Truck event. The kit includes a comprehensive guide that covers event planning steps, checklists, budgeting tools, sample letters and templates, and media and public relations activities.



Fundraising Information Form

Thank you for your interest in assistance with your a Touch-a-Truck fundraising event! Please fill out the information below and email it to us at social@bestpass.com, so we can best assist you in planning a fun and successful fundraising event. Once we receive this form, we will promptly reach out to the Event Organizer listed.

Event Organizer's Contact Information

Name	
Address	
City, State Zip	
Work Phone	
Other Phone	
E-mail Address	

Hosting Company Contact Information

Company Name	
Address	
City, State Zip	
Phone	
Fax	
Website	

Are you associated with a trucking association? If YES, which one?

Who will receive the proceeds generated from the fundraiser? (Name of cause)

Do you request electronic and editable files of the documents we have available? _____



Event Timeline & Checklist

6 Months or More Prior to Event

- Notify Bestpass, Inc. about your event by filling out the *Fundraising Information Form*
- Start brainstorming your vision for your touch-a-truck event – including objectives and goals!
- Choose a cause for the fundraiser to benefit
- Refer to the *Touch-a-Truck FAQ* to familiarize yourself with how a touch-a-truck event works

4-6 Months Prior to Event

- Establish planning committee/event team
- Set a kick-off meeting to establish event goals and objectives
- Select a target date for your event (be sure to confirm there aren't any similar or major events taking place the same day of your event)
- Create an estimated budget and get approval, if necessary. See *Budget Template*.
- Select and reserve a venue. See *Venue Checklist*.
- Obtain certificate of insurance and any necessary permits (tent permits – speak with Town Building Dept.)
- Choose and book a caterer/food truck (Note: Keep in mind they may have to sign their own agreement with venue, submit certificates of insurance, health and Town permits, and licensing fees. See *Caterer Checklist*.)
- Book entertainment for your event. Be sure to contact your venue to make sure the entertainment you wish to have is suitable and approved to be used in your space.
- Use the *Truck Guide* to determine what kind of trucks and vehicles are needed for the event. Put together a list that breaks them down by category and brainstorm companies and businesses that have the type of desired truck (ex. Military, construction, emergency, towing, cement mixer, luxury, etc.)

3-4 Months Prior to Event

- Reserve rental equipment (generators, tables, chairs, tents, etc.). See *Rental List*.



- Obtain sponsorships. Reach out to local companies who would consider donating (food, prizes, giveaways) or sponsoring the event. See *Sponsorship Letter/Email Template and Sponsor Wish List*.
- Reach out to potential event participants from the Truck Guide and get a commitment. See *Truck Recruitment Script and Truck Recruitment Letter/Email*.

2-3 Months Prior to Event

- Continue reaching out to potential event participants
 - Request logo from those who commit (for t-shirts and marketing materials)
- Recruit volunteers for the event – visit local schools to get members from clubs, Girl Scout/Boy Scout Troops, etc.). See *Volunteer Sign-Up Sheet*.
- Gather electronic files from Bestpass, Inc.
- Create a Facebook Event Page. See *How-to Build a Facebook Event Page*
- Create Facebook Boosted Posts & Ads. See *Facebook Ad How-to Instructions*
- Register your event on various websites and calendars
- Post about your touch-a-truck event on social media accounts
- Order favors, volunteer t-shirts , event t-shirts and other giveaway items

1-2 Months Prior to Event

- Order desired signage for the event (banners, A-frame, lawn signs, etc.)
- Order volunteer t-shirt and/or event t-shirts. Note: need all logos! See *T-shirt Design Sample*.
- Reach out to local media to get live coverage of your event. See *Media Relations section and Sample Pitch Letter/Sample Press Release*.
- If you have an advertising budget in place, reach out to a media company to create radio spots to attract attendees to your event
- Continue recruiting/solidifying trucks and guides



1-3 Weeks Month Prior to Event

- Reach out to local schools. Contact the schools' superintendent office/office administrators to send over flyers to be distributed to the children. (Keep in mind there is a review process and don't forget school holidays)
- Print and distribute flyers. See Flyer Design and Flyer Location Chart.

The Day of the Event

- Arrive 2-3 hours prior to the event
- Assemble volunteers and delegate tasks
- Direct and coordinate parking of trucks. See *Truck Formation Layout*.
- Assemble tents, tables, stations, etc.
- Decorate with signs, balloons, etc.
- Pass out water/food to drivers
- Take lots of pictures! Video, too!
- Ask attendees where they heard about the event from. See *Attendee Contact Chart*.
- Post live-coverage on social media sites

Post-Event

- Send out personalized thank you cards to the truck companies/drivers. See *Thank You Note Sample*.
- Include date (targeted) for next year's event – keep event fresh in their minds
- Post press coverage on social media
- Send out a survey to the attendees that provided email addresses to get feedback on the event – different survey for truck drivers. See *Attendee Survey*.
- Post photo/video montage on YouTube – include link in thank you emails/emails to attendees
- Post fundraiser success! Include in thank you's, emails, website, social media, etc.
- Send Bestpass Inc. your *Post-Event Report*



Budget Template

Summary

Totals

	Estimated	Actual
Total Income		
Total Expenses		
Total Raised for Charity		

Income Breakdown

Event Proceeds

Income	Estimated	Actual
Entry Fees		
Pre-Event Ticket Sales		
Other Income		
Totals:		

Sponsorships

Income	Estimated	Actual
Major Sponsorships		
Minor Sponsorships		
Other Sponsorships		
Totals:		



Extras/Add-on Sales

Income	Estimated	Actual
Auction		
Raffle		
Merchandise Sales		
Totals:		

Donations

Income	Estimated	Actual
Totals:		

Expense Breakdown

Site Costs

Expense	Estimated	Actual
Venue Rental/Site Fee		
Equipment Rental		
PA/Audio/Visual		
Permits/Licenses		
Insurance		
Trash Removal		
Totals:		



Decoration

Income	Estimated	Actual
Balloons		
Banners & Signs		
Other		
Totals:		

Refreshments

Income	Estimated	Actual
Food		
Drink		
Plates, cups, etc		
Totals:		

Prizes

Income	Estimated	Actual
Auction/Raffle Items		
Giveaways		
Thank you gifts		
Gift Certificates		
Totals:		



Promotion

Income	Estimated	Actual
Radio Advertising		
Facebook Advertising		
Distribution		
Paper		
Printing		
Postage		
T-shirts		
Totals:		



Venue Checklist

Prior to Touring a Venue

- How many people do you think will attend the event? _____
- How many trucks are you planning to fill the lot with? _____
- Are you going to try to have a caterer/food truck? _____
- What kind of entertainment do you want to have? _____

While Touring a Venue

- What are the dimensions of the lot? _____
- Do you think your trucks will fit in the space? _____
- Are there any power sources? _____
- Is your venue convenient for large trucks to enter and exit? _____
- What are the requirements for a caterer or food truck and/or entertainment?

- What are ALL of the venue fees?

- What is NOT included in the venue fees?

- How much does the rental of the venue cost? _____

- Is trash removal included/does the venue offer it? _____

- Has the venue ever had an event like yours? _____

- Parking. Where are people to park for the day of the event? _____

- Is there any overflow parking? _____

- How early are you allowed to set-up at the venue? _____

- What forms of payment are available? Are there installments?



What is the refund and cancellation policy?

How long can you cancel without incurring any costs? _____

What are the insurance requirements?

How many employees will be available the day of your event? _____

Are there restrooms? _____

Are there any on-site amenities?

Is there any coverage if it were to rain? _____



Caterer Checklist

What's better than a touch-a-truck event? Food at a touch-a-truck event! Looking at trucks all day can make your attendees build up an appetite! A cool and tasty addition to your truck lineup is a food truck. Be sure to keep in mind the caterer may have to sign their own agreement with the venue, submit certificates of insurance, health and town permits and licensing fees. If a caterer does not want to pay to be present at your event, consider offering to pay the fee for them.

Depending on the food truck/caterer, a portion of the profits or tips may be donated to your cause. When you speak with the caterer, make sure to tell them all about your touch-a-truck event and who the proceeds benefit. Caterers are usually flexible; see what deal you can work out that best suits your event.

Below you will find some questions to help narrow down your caterer/food truck.

Prior to calling the caterer

- How many people do you think will attend the event? (Note: typically touch-a-truck events can draw a crowd of 500-1,000 people – keep in mind not everyone will purchase food, about 10% will) _____
- Are you planning on having multiple caterers/food trucks? (Note: Most trucks don't want competition) _____
- What kind of food do you want served? _____

Things to ask the caterer/food truck owner

- Have you ever done a fundraiser before? If so, how did you charge/did you donate any profits or tips to the cause?

- Are you licensed, with health permits and liability insurance?

- What are your water and electrical needs? _____

- Can you accommodate vendor and volunteer meals? If so, how and what is the cost?

Note: Food vouchers are easy if the caterer is comfortable with it)



If there is a fee to attend the event on behalf of the venue, are they comfortable paying it? _____

Is the caterer available for the date of your event? _____

If the caterer commits, is it okay to use their logo on marketing materials? _____



Rental List

Need something to make your event extra special, but don't own it? Rent it! You can rent the items found below through a variety of companies, including: True Value, Hertz and event rental companies. Below you will find a list of items you might consider renting for your Touch-a-Truck event fundraiser.

Possible Rental Items

- Tables
- Linens
- Chairs
- Tents (make sure you have a permit if needed)
- Fencing
- Generator(s)
- Popcorn machine
- Cotton Candy machine
- Sno-Cone machine
- Pretzel machine
- Hot dog machine
- Charcoal grill
- Propane tank
- Helium tank (balloons)
- Sound equipment
- Port-a-Potties (if your venue doesn't have restrooms)
- Trash bins (if trash removal is not available)
- Extension cords



Entertainment and Add-On Ideas

While no kid can resist the big wheels, lights, and horns of the larger than life trucks that will be at your touch-a-truck event, you can help increase attendance and funds raised by incorporating some of the following ideas into your event:

- A simple concession stand selling donated pizza by the slice
- A “food competition” such as a bake-off or chili contest where the public can donate to sample and participate in the judging
- Face painting
- Balloon twisting
- Event t-shirt sales
- Raffles for prizes; ideas include
 - A “Power Wheels” style battery powered car or truck for children
 - A year’s membership to a local children’s museum, play center, or zoo
 - A 50/50 raffle where the winner takes home half of the total donations raised through the drawing
- Magician
- A dunk booth featuring a local celebrity as the “dunkee”
- Bounce house style rides
- Simple carnival games
- Children’s ID/fingerprinting
- Demonstrations - can be scheduled every half hour to encourage attendees to stay longer
 - Fire safety
 - Bike safety
 - Truck skill competitions
 - No-Zone Tractor Trailer



Sponsorship Letter and Pledge Form

The below images are of the sample Sponsorship Letter and Pledge Form that we have available to users of this guide. Please contact us at social@bestpass.com to request editable versions of these documents.



Operation: Big Wheels for Heroes
Brought to you by: [Date of Event]
[Location of Event]

[Current Date]

Dear [Redacted]

The [trucking association name if applicable] and [hosting company name] will be hosting our first Operation: Big Wheels for Heroes event on [date of event] and we need your help!

Operation: Big Wheels for Heroes is a 'touch-a-truck' style fundraiser to benefit [name of charity] – [brief description of charity]. Our touch-a-truck family fundraiser is a great opportunity for parents, children, volunteers, other drivers, and the [name of your community] community -at-large, to help raise funds for a great cause while getting up close to trucks and emergency vehicles.

Success does not come without a cost and we are looking for generous business partners and community members to help support Operation: Big Wheels for Heroes and our cause, [name of cause]. No matter what your budget size, there are opportunities for you to help!

[This section is dedicated to persuading the reader why it is important to donate to your cause – here's an example about Wreaths Across America] At many homes, there is an empty seat for one who is serving, or one who made the ultimate sacrifice for our Country. We hope that you will consider sponsoring our fundraiser to support a charity that honors veterans every day – and not just on two federally designated holidays a year.

If you have any questions or need more information, please contact me at [event organizer work/best number], or [event organizer email].

Thank you for your time and consideration.

Sincerely,

EVENT ORGANIZER SIGNATURE/ELECTRONIC SIGNATURE

[Name of event organizer]
[Title of event organizer]
[Name of hosting company]

[Hosting Company's and Co-Hosting Company's Logos]





Operation: Big Wheels for Heroes

Brought to you by: _____

Date of Event

Location of Event

Sponsorship Pledge Form

Please check the box of desired Sponsorship:

- | | |
|--|---|
| <input type="checkbox"/> Monetary donation of \$400 to sponsor [form of entertainment] | <input type="checkbox"/> Cash Donation: _____ |
| <input type="checkbox"/> Monetary donation of \$400 to sponsor [form of entertainment] | <input type="checkbox"/> Product Donation: _____ |
| <input type="checkbox"/> Monetary donation of \$350 to sponsor [raffle/door prize] | (ie: bottles of water/refreshments for volunteers, t-shirts, traffic cones, etc.) |

All sponsor logos will be displayed on event signage and volunteer t-shirts. Cash donations of \$1,000 and above will be considered major sponsors and will be designated so on signage. Major sponsors' logos will be displayed larger and receive more prominent position on materials. Sponsors of individual services, products, or giveaways will be recognized with separate signage on-site as well.

I _____, of _____ (company name) would like to sponsor and donate the above. I can be reached at the following email address: _____ and phone number: _____.

Please complete, return and make checks payable to [name of hosting company], [address of hosting company] by [sponsorship deadline date], ATTN: Operation: Big Wheels for Heroes, or scan and email along with your high-resolution company logo to [name of sponsorship chairperson] [email address of sponsorship chairperson]. For additional details, call [name of sponsorship chairperson], [title of sponsorship chairperson], at [hosting company name] at [sponsorship chairperson's work phone number]. We thank you for your contribution and support to help make Operation: Big Wheels for Heroes possible.

[Hosting Company's and Co-Hosting Company's Logos]



Sponsor Wish List

A little help goes a long way. Asking for sponsorship items is a great way to cut down on event expenses. When asking for sponsorships, consider the following items:

Sponsorship Product Items

- Traffic cones (many construction companies have a lot of traffic cones handy. Use the cones as fencing for your event, to block off your venue)
- Bottles of water/refreshments for volunteers
- Breakfast for volunteers (coffee and/or bagels during AM truck parking)
- Tables (if needed)
- Chairs (if needed)
- Tents (if needed – remember, you might need a Tent Permit)
- Raffle prizes (if you are doing a raffle)

Sponsorship Monetary Donations

- Monetary donation to sponsor a form/forms of entertainment (be sure to put a specific amount on this, it has proven to be more effective)
- Monetary donation to sponsor the door prize (be sure to assign a specific amount)
- Monetary donation to sponsor volunteer t-shirts (be sure to assign a specific amount)

Cash Donations

Cash donations can be used on anything you need when you are planning your touch-a-truck fundraiser. Be sure to let your sponsor know that you greatly appreciate their donation – no matter how big or small!

Level of Sponsorship

All sponsor logos will be displayed on event signage and volunteer t-shirts. Cash donations of \$1,000 and above will be considered major sponsors and will be designated so on signage. Major sponsors' logos will be displayed larger and receive more prominent position on



materials. Sponsors of individual services, products, or giveaways will be recognized with separate signage on-site as well.



Truck Guide

The table below may be used to assist you in planning for what kinds of trucks you'll have at your touch-a-truck event, as well as planning out the layout of your event once you have trucks committed.

Truck Type	Company Name	Contact Name	Contact Phone	Operator/ Guides Attending	Size of truck	Arrival Time
Tractor Trailer						
Tanker						
Box Truck						
Fire Engine						
Fire Truck - Ladder						
Police Vehicles						
Ambulance						
Excavator						
Dump Truck						
Front End Loader						
Cement Mixer						
Other Construction Vehicles						
Mail Truck						
Cherry Picker						
Tow Truck						
TV Truck						
Snow Plow						
Tractor						



Truck Recruitment Script

Recruiting trucks for your touch-a-truck fundraiser is one of the most important steps in planning your event. Make sure to do your research on the company that you are reaching out to and learn the name of the owner, prior to your conversation. Be enthusiastic about your cause and let the business owner know why it is important for them to participate! Below you will find a sample script for you to work with.

You – “Hello, my name is _____, is [name of owner or ‘the owner’] available?”

Receptionist – “May I ask what this is in regard to?”

You – “I am calling on behalf of [name of company] regarding a charity event.”

****Owner answers phone****

You – Hi [owner’s name], my name is _____. I am calling on behalf of [organization name], regarding a charity event. On [date of event], we will be hosting a touch-a-truck event at [location], to raise money for a charity that [brief explanation of what charity is about]. We are looking for unique trucks [or type of truck owner has] to be featured at the event.

Owner: What’s a touch-a-truck event?

You – A touch-a-truck event is a fundraiser that brings the community, commercial and emergency vehicles together for a great cause. Touch-a-Truck provides a unique opportunity for kids to explore and interact with vehicles of all types in a safe and supervised place. It is also a great opportunity for you to get your name of your business out to the community and meet potential customers!

Owner: That sounds great, what do you need me to do to participate?

You: Awesome! I will send you an email with all of the event details, as well as request the dimensions of the trucks you would like to bring to the event, name of truck guide(s) and logo to put on t-shirts and other marketing materials! Can I have your email address?

Owner: Great, will do. My email address is _____.



You – Thank you so much for your willingness to participate in our touch-a-truck event, I will get that email right out to you! Have a great day!



Truck Recruitment Letter/Email

The below image is of the sample Truck Recruitment/Involvement letter that we have available to users of this guide. Please contact us at social@bestpass.com to request an editable version of this document.



Operation: Big Wheels for Heroes
 Brought to you by: _____
 Date of Event: _____
 Open hours: _____
 Set-up: _____
 Break-down: _____

The _____ and _____ are hosting Operation: Big Wheels for Heroes, a 'touch-a-truck' fundraiser, to benefit _____ – _____ and we want and need your help!

Do you have a vehicle that you think would be a great addition to our lineup? Kids love all of the vehicles they get to see every day. The problem is they simply aren't allowed to get close and check 'em out. Our touch-a-truck family fundraiser is a great opportunity to interact with parents, children, volunteers, other drivers and the _____ community -at-large to help raise funds for a great cause.

When: _____
Where: _____

To ensure the safety of our attendees, we must have all participating trucks parked and ready before the public arrives. Trucks can arrive to set up as soon as **8:00am and no later than 9:00am**. We also must have **two** representatives of your organization available to stand with the truck and answer questions.

Please know slots are limited! All applications will be reviewed by the planning committee before making a final decision. In order to save a place for your vehicle, we must have this agreement returned by: **truck recruitment deadline date**. Please fill out and send this form back to _____, _____, _____, _____ or call _____.

We thank you in advance for your contribution and support of _____, _____ and _____! We will be in contact about a decision no later than _____.

✂ _____

Agreement to Show a Truck and Be a Guide

Name of Company: _____

Contact Name: _____

Address: _____

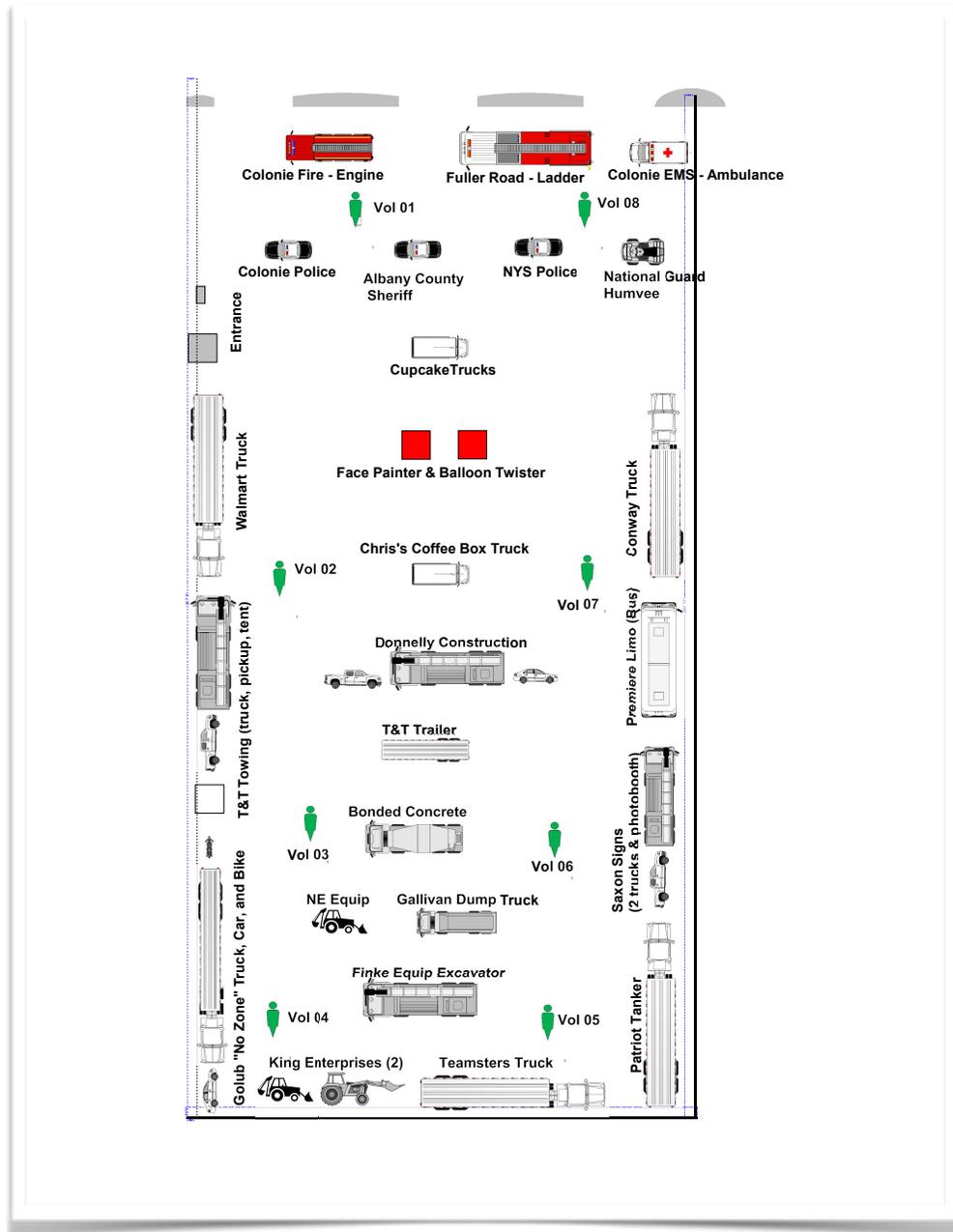
Phone: _____ Email: _____

Type & Size of Vehicle(s): _____

Guides: _____

Truck Formation Layout

The image below is an example of a site map for a touch-a-truck event. Notice how emergency vehicles are all placed together and in a manner in which they can easily exit the event if needed. Food and entertainment is placed at the center of the event space, and volunteers are assigned to sections of the space to maximize coverage.



Volunteer Guide

While a touch-a-truck style event can be run with very minimal volunteers, it's helpful to have folks around the day of the event to help manage lines for trucks, encourage participation in extra fundraising drawings, and to manage admissions and concession stands. Luckily, volunteers require no special skills and are easy to come by! Many youth organizations often require their members to earn community service hours. Here are some ideas for organizations to contact for volunteers:

- High Schools, especially student governments and Key Clubs
- Boy Scout/Girl Scout troops
- Church/Synagogue/Religious Youth Groups
- 4H Clubs
- Kiwanis Clubs
- Knights of Columbus
- Veteran's Associations

Volunteer Duties:

- Set-up
 - Marking entrance with signage
 - Directing trucks to their assigned parking spot
 - Setting up any optional add-ons, such as concession stands, raffles, entertainment, etc.
- Greeting attendees
- Counting attendees if tickets are not required
- Collecting donations
- Running extra fundraising prize raffles
- Running concession stand
- Managing lines for trucks
- Providing truck guides with food and refreshments
- Corralling the venue to answer any questions and direct guests
- Clean-up

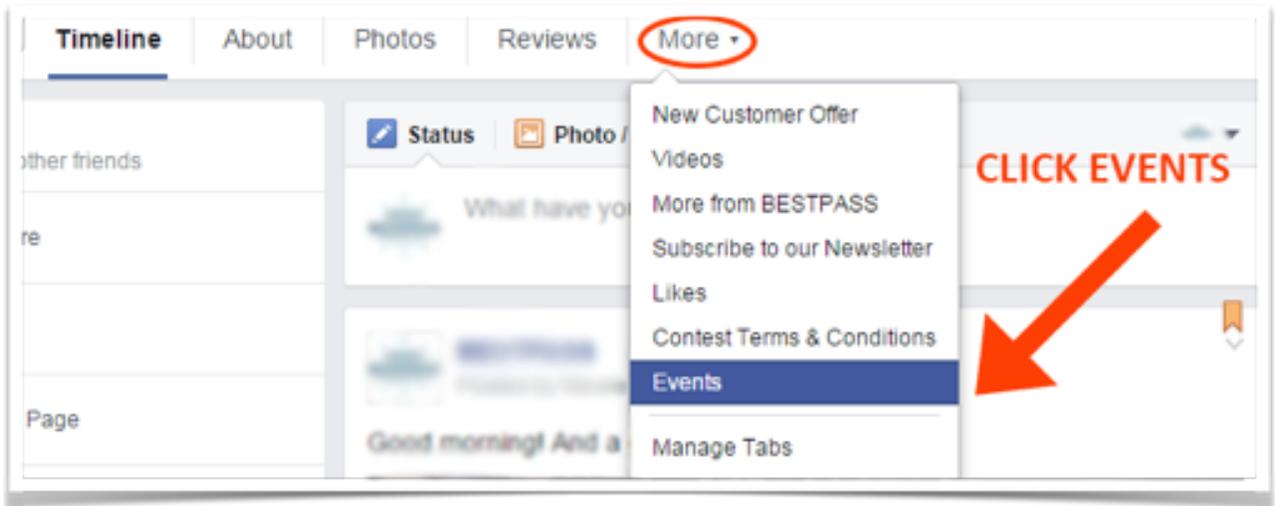


How to: Facebook Event Page

A Facebook Event Page is a great way to spread the word about your Touch-a-Truck fundraiser, digitally! Your Facebook Event Page will allow you to share posts, upload photos, invite guests and edit event details – prior, during, and post- touch-a-truck event! Below you will find step-by-step instructions on how to create your own event page on Facebook.

Step 1

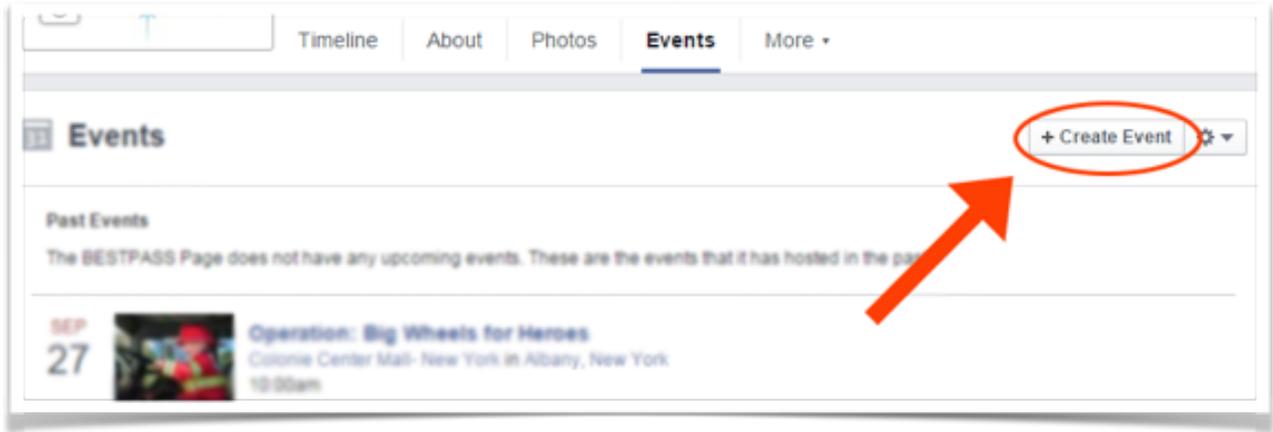
If the hosting company has a Facebook business page, please log-in to Facebook and pull up your business page. Underneath the cover photo, select “More” with the drop-down menu and select “Events.”



Step 2

Click on “Create Event,” as seen below.





Step 3

After you click “Create Event,” the screen below will pop up. Enter your Touch-a-Truck event information. Be sure to select “Family” as the category. Continue to Step 4 when you get to “Select Targeting.”

A screenshot of the 'Create New Event by BESTPASS' form. The form has a title bar with 'Create New Event by BESTPASS' and a close button. Below the title bar, the text 'ENTER YOUR EVENT INFO.' is displayed in red. The form contains several fields: 'Name' with a placeholder 'ex: Birthday Party'; 'Details' with a placeholder 'Add more info'; 'Where' with a location pin icon and 'BESTPASS'; 'Tickets' with a placeholder 'Add a link for guests to get tickets?'; 'When' with a date picker set to '2/25/2015' and a button 'Add a time?'; 'Weather' with a cloud icon and 'Scattered Clouds 30°F'; 'Category' with a dropdown menu set to 'None'; and a checkbox for 'Only admins can post to the event wall'. At the bottom, there is a 'Select Targeting' dropdown and 'Targeted to: 600'. The form ends with 'Cancel' and 'Create' buttons.

Category **Family** ▾

Only admins can post to the event wall

Select Targeting ▾ Targeted to: 600

Cancel Create

Step 4

First, Click on “Select Targeting.” Next, choose “Location” and select “City” and enter your event’s country, city and state. Then choose “Target by Age” and select 13 – 65. Lastly, hit “Create.” Steps are shown below.

Events More ▾

Create New Event by BESTPASS

Name ex: Birthday Party

Details Add more info

Where **BESTPASS** ▾

Tickets Add a link for guests to get tickets?

When 2/25/2015 Add a time?

Weather Scattered Clouds 30°F

Category None ▾

Only admins can post to the event wall

Select Targeting ▾ Targeted to: 600

CLICK

Cancel Create

Create New Event by BESTPASS

Name ex: Birthday Party

Details Add more info

Where **BESTPASS** ▾

Tickets Add a link for guests to get tickets?

When 2/25/2015 Add a time?

Weather Scattered Clouds 29°F

Category None ▾

Only admins can post to the event wall

Target by Location **Albany, NY**

Target by Age 13 - 65

Select Targeting ▾ Targeted to: 0 - 20

Change to your event's city & state

Cancel Create

Target by Location

Target by: Country Region or State City

United States 1. SELECT CITY

Albany, NY 2. ENTER COUNTRY

3. ENTER CITY/STATE

4. CLICK CHOOSE LOCATIONS

Targeted: 0 - 20

Choose Locations Cancel

Target by Age · Remove

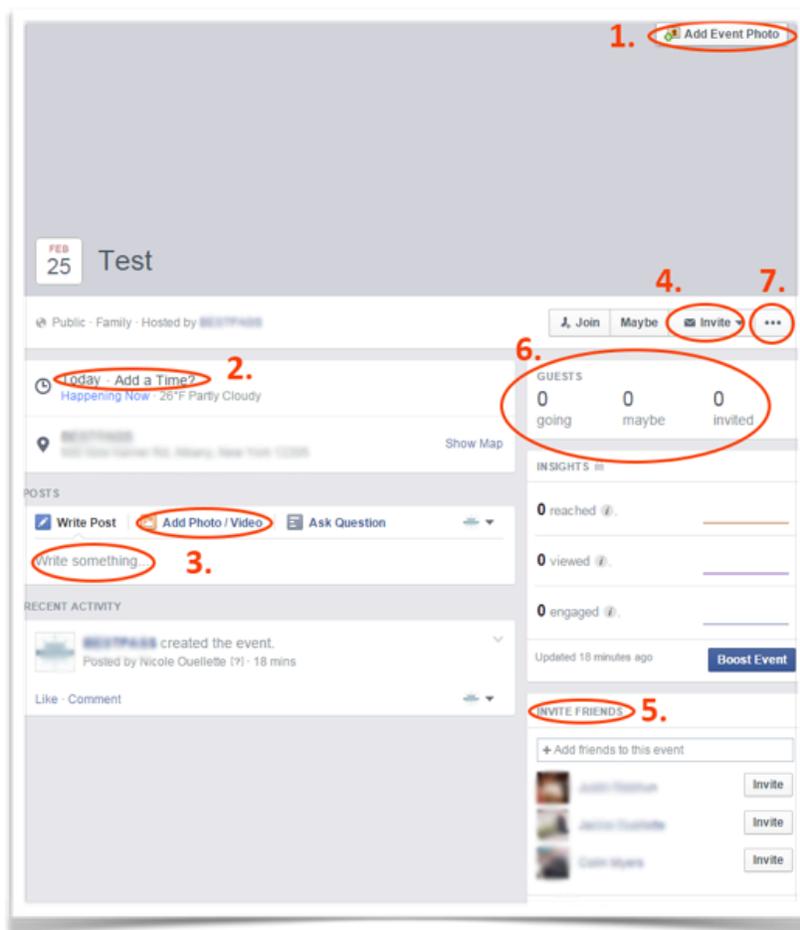
13 - 65



Step 5

After you click “Create,” your event page has been created!

1. Add an Event Photo – something that describes your touch-a-truck event. Contact Bestpass, Inc. for images.
2. Add your event’s time and date.
3. Post in your event and add photos and/or video for everyone to see! Post a countdown prior to the event, give a sneak peek of your truck lineup and post your success post-event.
4. Invite friends and other people to join your event page. Also share your event page on your own Facebook or company page.
5. Invite your Facebook friends to join your event – just click “Invite.”
6. Those who reply to your invite will be shown here in the category of their response.
7. Click here to edit your event.

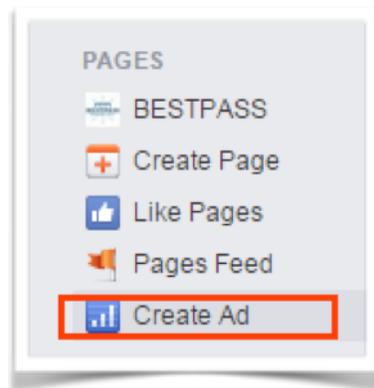


How to: Facebook Advertising

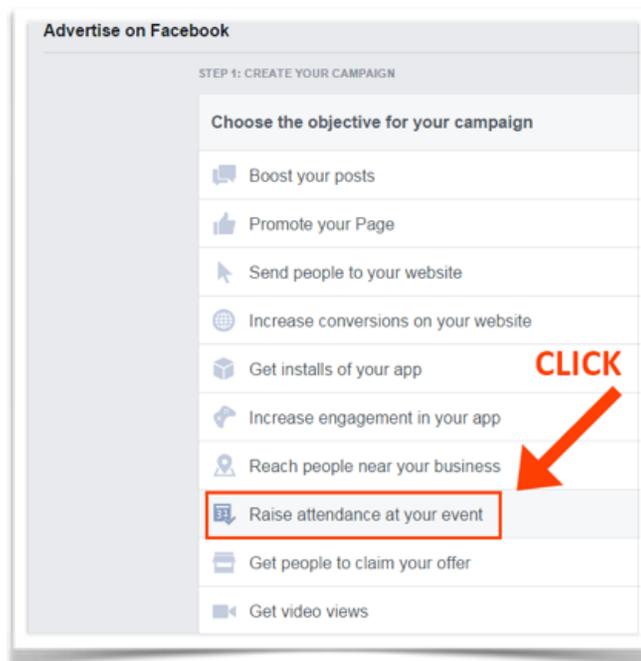
After creating your Facebook Event Page, a Facebook Ad is a great way to advertise and raise attendance for your Touch-a-Truck event! Below, you will find step-by-step instructions on how to create your own Facebook ad.

Step 1: Create Ad

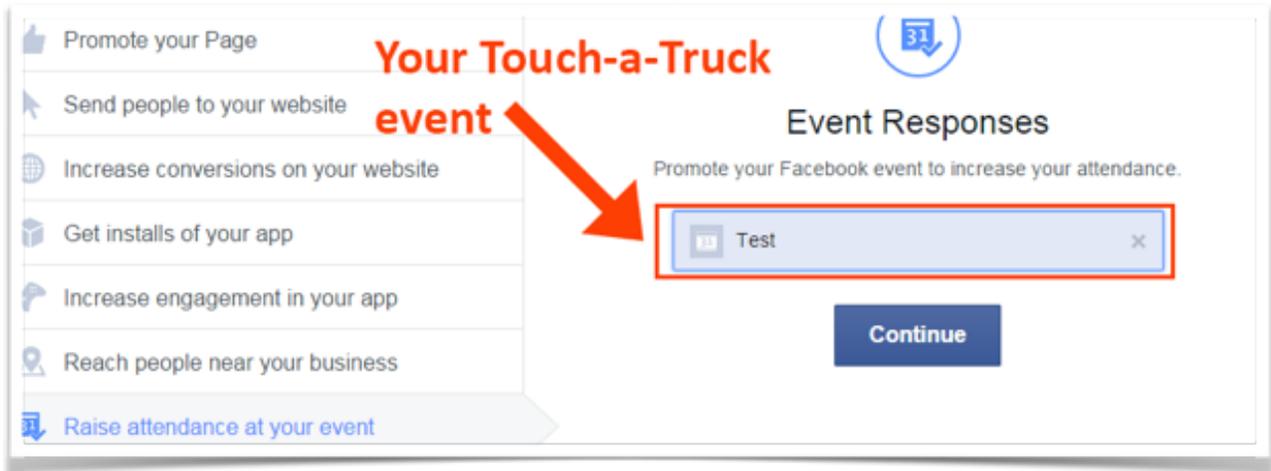
On the Facebook “Home” page, on the left side, under “Pages,” click on “Create Ad.”



Select “Raise attendance at your event,” as shown below.

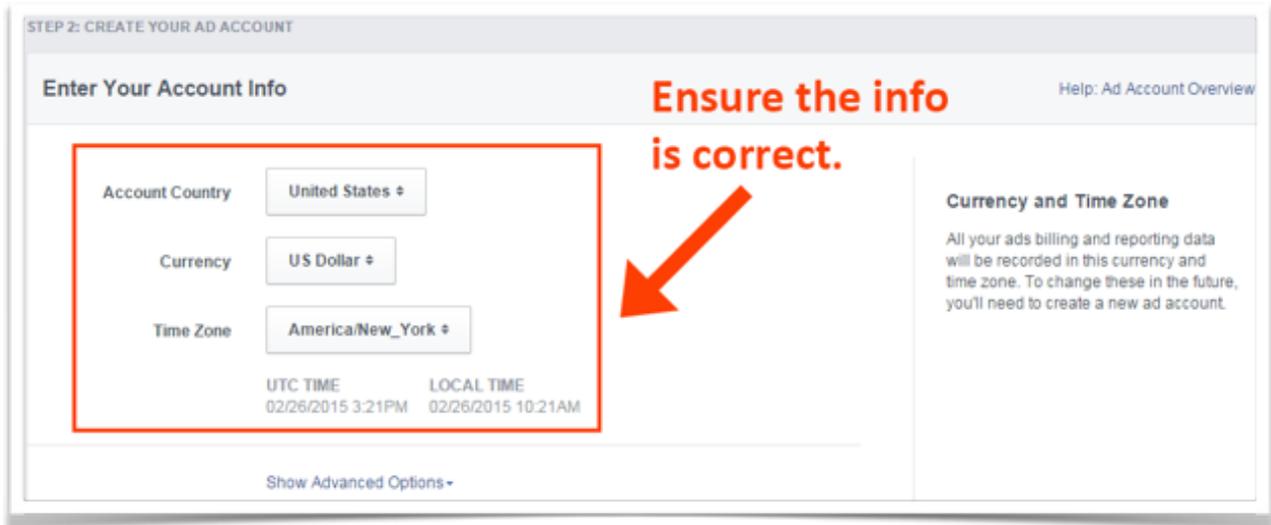


Make sure your Touch-a-Truck event shows up in the highlighted box below and then click “Continue.”



Step 2: Create Ad Account

Make sure your ad’s billing and report data will be recorded in the correct currency and time zone. Make sure the information in the orange box below is correct.



Step 3: Create Your Ad Set – Target Ad

Target your ad to gain more event attendees!

1. Select the location of your event (Country, State and City)
2. Enter your city and select “25 miles” – this means within 25 miles of your event
3. Select “Everyone in this location” – we want to target as many people as possible
4. Select people ages “13-65”
5. Select “All” genders
6. Select “Parents with child 0-3 years”
7. Connections: Select “Only people not connected to “Your event name” – we want to target people who don’t already know about the touch-a-truck event
8. Audience Definition: Based on what you entered above, your new Potential Reach is 10,200 people within the area of where your touch-a-truck event is being hosted!

See the image below:

The screenshot shows the Facebook Ads targeting interface titled "Who do you want your ads to reach?". The interface includes several sections for defining the audience:

- Locations:** "United States, New York" and "Albany + 25 mi" are selected. A warning message states: "Your audience location has been changed from New York to Albany. Undo Change".
- Everyone in this location:** This option is selected.
- Age:** "13" and "65+" are selected.
- Gender:** "All" is selected.
- Languages:** "Enter a language..." is visible.
- All Parents:** "Parents (child: 0-3yrs)" is selected.
- Interests:** "Search interests" is visible.
- Behaviors:** "Search behaviors" is visible.
- Connections:** "Only people not connected to Test" is selected.

On the right side, the "Audience Definition" section shows a gauge indicating the audience is defined. Below it, the "Audience Details" are listed:

- Location:
 - United States: Albany (+25 mi) New York
- Parents:
 - Parents (child: 0-3yrs)
- Connections:
 - Exclude people who are going to Test
- Age:
 - 13 - 65+

Potential Reach: 10,200 people



Step 4: Ad Budget

Figure out how much you want to spend on your Facebook event ad campaign.

1. Choose “Per day” and an amount or choose “Lifetime Budget” and an amount
2. Schedule your ad: Choose “Set a start and end date” and choose dates to advertise leading up to your touch-a-truck event
3. Facebook will generate a total amount of how much your ad campaign will cost
4. Your “Estimated Daily Reach” is found on the right. This is an estimate of how many people will see your advertisement. Keep in mind it is based on the average performance of ads targeted to your selected audience.

See the picture, below.

The screenshot shows the Facebook 'How much do you want to spend?' interface. It includes a budget selection dropdown set to 'Per day' with '\$5.00 USD' entered. The 'Schedule' section has 'Set a start and end date' selected, with a start date of 2/26/2015 at 10:19 AM and an end date of 3/26/2015 at 9:19 AM. A summary line states 'Your ad will run until Thursday, March 26, 2015' and 'You'll spend up to \$139.79 total'. On the right, the 'Estimated Daily Reach' is shown as '680 - 1,800 people' out of a total of 8,300. A 'Show Advanced Options' link is at the bottom.

Step 5: Ad Previews & Placements

1. Make sure your Business Facebook Page is connected to the ad. It will show as if the ad is coming from your Facebook Page
2. Enter text that would inspire people to attend your touch-a-truck event
3. Click “Place Order.” Congratulations! You set up your Facebook Ad!



Connect Facebook Page
Choose a Facebook Page so you can run ads on Facebook. Your ad will link to your app, but it will show as coming from your Facebook Page.

1. BESTPASS +

or Turn Off News Feed Ads

2. Text ⓘ 90
Enter compelling text that lets people know what you're promoting...

AD PREVIEW AND PLACEMENTS

✓ Desktop News Feed Remove

BESTPASS shared their event.
Sponsored · 🌐

FEB 26 | Test Today
BESTPASS

Join

Like · Comment · Share

✓ Mobile News Feed Remove

✓ Right Column Remove

3. Review Order Place Order



Sample Flyer

Below is a sample flyer design that you may use to inform the public of your event!
Remember that you can contact us at social@bestpass.com to obtain editable versions of the documents included in this guide.



Featuring Vehicles From:

*Albany County Sherriff	*Donnelly Construction
*Colonie EMS	*Saxon Sign
*Colonie Fire	*Northeast Equipment
*Con-Way Corporation	*National Guard
	*NYS Police

...and many more!

Join us for a free family friendly event!

Kids of all ages can climb on and interact with:

- Fire Trucks
- Military Vehicles
- Big Rigs
- Construction Vehicles
- and More!

Face Painting
Balloon Twisting
Over 20 Vehicles
Bring your camera
FUN FOR ALL!

GOOD EATS:



SATURDAY
9/27/14
10am-2pm
Colonie Center Mall
Sears Parking Lot
Rain or Shine!

Suggested Donation:
\$5.00/person
Kids 2 & Under Free
\$15/family

All proceeds to benefit *Wreaths Across America*: an organization dedicated to remembering, honoring, and teaching about America's Veterans



Brought to you by:



BESTPASS
Own the Road. For Less.





Flyer Location Ideas:

- YMCA
- Churches
- Libraries
- Gas Stations
- Daycares
- Bowling Alleys
- Coffee Shops
- Restaurants/Diners
- Job sites
- Schools
- Anywhere that attracts families!

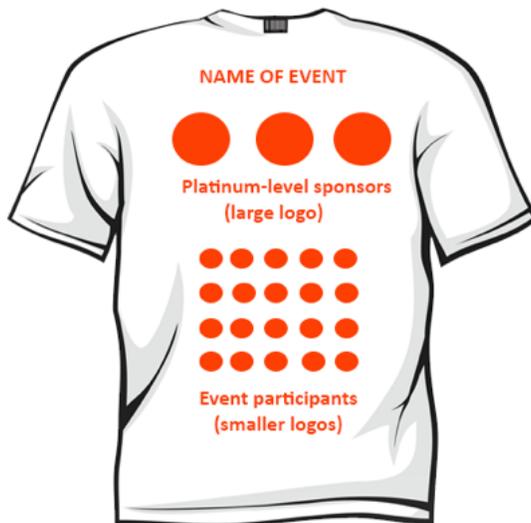


T-Shirt Design Sample

Front:



Back:



Sample Press Release - Initial Announcement

ON YOUR BUSINESS LETTERHEAD

FOR IMMEDIATE RELEASE

Event Organizer's Name and Title

Phone

Email address

'TOUCH-A-TRUCK' FUNDRAISER: FUN FOR THE WHOLE FAMILY!

Funds raised support [name of charity]

[CITY, STATE] – [CURRENT DATE] Bring a child, or bring out the inner child in you, and join [hosting company name and co-hosting company] for an exciting day of good eats, face painting, balloon twisting, giveaways and larger than life trucks – for charity[if your proceeds benefit a charity]!

[Name of hosting company], [one sentence on what your company is about] is excited to announce they will be hosting a touch-a-truck fundraiser to raise funds and awareness for the [name of charity/cause]. The event will take place [date of event] in [city and state] at [venue location] from [hours of event].

Who needs toys when you can play on the real thing? Get out of the playroom and climb into a cab! Touch-a-Truck provides a unique opportunity for kids to explore and interact with vehicles of all types – public service, crime fighting, emergency, utility, construction, transportation, delivery and just plain cool – all in one safe and supervised place.

“We’re very excited to host a touch-a-truck event to bring the community together to honor truck drivers, emergency workers and [something related to your cause]; in the hopes of raising enough money to [insert your fundraiser goal],” said [Name of event organizer], [title] for [name of hosting company].

The [name of touch-a-truck event] is open to the public. Admission is FREE with a suggested donation of [insert suggested admission/mandatory admission]. To find out more information, please visit [website/Facebook event link].

About [Name of Charity/Cause]



WWW.BESTPASS.COM

[Insert boiler plate]

About [Hosting Company]

[Insert boiler plate]

About [Co-hosting company/trucking association]

[Insert boiler plate]



Sample Press Release - Week of Event

ON YOUR BUSINESS LETTERHEAD

FOR IMMEDIATE RELEASE

Event Organizer's Name and Title

Phone

Email address

[NAME(S) OF HOSTING COMPANY] HOST 'TOUCH-A-TRUCK' FUNDRAISER

Interact with larger than life trucks to benefit [name of charity]

[CITY, STATE] – [CURRENT DATE] [Name of hosting company], [one sentence on what your company is about] will be hosting a touch-a-truck fundraiser to raise funds and awareness for the [name of charity/cause]. The event will take place [date of event] in [city and state] at [venue location] from [hours of event], in partnership with [name of trucking association/co-hosting company].

A Touch-a-Truck fundraising event brings the community, commercial and emergency vehicles together for a great cause. Touch-a-Truck provides a unique opportunity for kids to explore and interact with vehicles of all types – public service, crime fighting, emergency, utility, construction, transportation, delivery and just plain cool – all in one safe and supervised place.

The [Name of charity/cause] is... [Describe what your chosen cause is and describe their mission and goals].

“We’re very excited to host a touch-a-truck event to bring the community together to honor truck drivers, emergency workers and [something related to your cause]; show the motoring public how trucks are a vital part of a state’s economy, and collect enough money to [insert your fundraiser goal],” said [Name of event organizer], [title] for [name of hosting company].

The [name of touch-a-truck event] is open to the public. Admission is FREE with a suggested donation of [insert suggested admission/mandatory admission]. Join [hosting company name and co-hosting company] for an exciting day of good eats, face painting, balloon twisting, giveaways and larger than life trucks!



About [Name of Charity/Cause]
[Insert boiler plate]

About [Hosting Company]
[Insert boiler plate]

About [Co-hosting company/trucking association]
[Insert boiler plate]



Sample Press Release - Post-Event

ON YOUR BUSINESS LETTERHEAD*Be sure to provide photos!

FOR IMMEDIATE RELEASE

Event Organizer's Name and Title

Phone

Email address

'TOUCH-A-TRUCK' FUNDRAISER HUGE SUCCESS

[Name of community] pulls together to raise funds for [name of charity]

[CITY, STATE] – [CURRENT DATE] “[Name of event]” was hosted by [Name of hosting company] on [date of event] in [City/Community, State], in partnership with the [Name of co-hosting company/trucking association].

The Touch-a-Truck event exceeded its goal of raising funds to support [name of charity and specific fundraiser goal – also include what funds are being used for].

The event showcased a wide variety of trucks, construction equipment and emergency vehicles. Children and adults were able to touch and interact with [talk about specific trucks/equipment, maybe something that was especially unique...]

The displays were staffed by the men and women who operate the vehicles on a daily basis. Attendees had the unique opportunity to ask specific questions, climb up in the vehicles and feel free to honk a horn or turn on a siren.

“We had three goals for [event name] – honor our community's heroes: truck drivers, emergency workers, military, and [someone related to cause if applies]; raise public awareness of the trucking industry, and raise enough funds to sponsor [insert specific charity fundraising goal],” said [event manager name], [title] for [hosting company].

“The public response of [number of attendees] was outstanding and we are thrilled all of our goals were met with such huge success,” [she/he] continued.

On top of being a fundraiser, the Touch-a-Truck event served as a unique educational experience. “Children and their parents got to see how the road looks from a driver's



perspective when they sat in the cab. Each attendee was or will one day be a motorist – this event gave them an important and hands-on safety lesson on how to act around large vehicles,” said [name], [title], for [trucking association if applicable].

About [Name of Charity/Cause]

[Insert boiler plate]

About [Hosting Company]

[Insert boiler plate]

About [Co-hosting company/trucking association]

[Insert boiler plate]



Sample Pitch Letter

The below image is of the sample Truck Recruitment/Involvement letter that we have available to users of this guide. Please contact us at social@bestpass.com to request an editable version of this document.



Operation: Big Wheels for Heroes
Brought to you by: [Date of Event]
Open hours: [Event Hours]

[Date]

Editor or Reporter's Name
Newspaper or other publication
Address [City, State, Zip]

Dear [Editor or Reporter's Name]:

On [date of event], the [community] will have the opportunity to interact with larger than life trucks to benefit a great cause.

[Name of hosting company], together with [co-hosting company/trucking association] are hosting [name of event], a touch-a-truck fundraiser and public awareness event in the hopes of raising [fundraising goal] for [name of charity]. [Insert one-two sentences about cause: mission statement/goals].

A Touch-a-Truck fundraising event brings the community, commercial and emergency vehicles together to provide a unique opportunity for kids to explore and interact with vehicles of all types – all in one safe and supervised place. This event allows the motoring public to get hands on and learn about working trucks and drivers and pedestrian safety around large vehicles, helping foster the positive public image the trucking industry deserves.

[Event name] will be taking place on [event date] from [event hours] at [venue name]. The event is open to the public and admission is free, with a suggested donation of [amount]. Join [hosting company and co-hosting company] for an exciting day of good eats, face painting, balloon twisting, giveaways and larger than life trucks!

We think your listeners and readers will find our [name of event] to be a unique fundraiser for a worthy cause. We ask that you consider covering our touch-a-truck event. If you have any questions about [name of event], please call me at [event organizer's phone number] or email [event organizer's email]. I will be in contact with you [amount] to provide you with more information and determine your level of interest.

A press release is available upon request.

Sincerely,

[Event Organizer Name]
[Title]
[Phone number]
[Email]

[Hosting Company's and Co-Hosting Company's Logos]



Attendee Survey

Heard From	Tally	Total
Radio		
Print Ad / Flyer		
Facebook Ad		
From a Friend		
Signage		

Notes:



Post-Event Survey

After the trucks have gone and you've mailed your donation to your charity, there's just one thing left to do: get feedback from your event participants on your Touch-a-Truck fundraiser. Use the following questions to craft your post-event survey in your favorite survey application/platform.

#1: Overall, how would you rate the event?

- Excellent
- Good
- Fair
- Poor
- Terrible

#2: Please rate the following aspects of the event

Excellent Good Fair Poor Terrible

Scheduling and timing

Entertainment

Food and beverage

Choice of facility/venue

Overall event management

#3: Based on your experience at this event, how likely are you to participate in future touch-a-truck events?

- Very likely
- Somewhat likely
- Not likely

#4: What part of the event do you feel was most successful? Least successful?

#5: Any suggestions or comments to help us improve future touch-a-truck events?



Event Wrap-Up Report

Use this report to help you articulate the successes of your event as well as to analyze any areas of improvement. Here at Bestpass, we'd love if you'd share how your touch-a-truck event went with us as well! Please share this completed report with us at social@bestpass.com and be sure to send us pictures and links to videos/coverage! The information you provide us with will aid us in planning more successful touch-a-truck fundraisers in the future.

Event Summary:

Event location (City, State and venue)

Charity/Cause:

Date of event: _____

Time of event: _____

Event Details:

Number of attendees: _____

Total amount of \$ raised: _____

List of trucks/guides:

List of sponsors:



Lessons learned – things we can improve on:



Thank You Note Sample

It is extremely important to acknowledge the generosity of all donors in a timely manner. Consider sending a thank-you email to your participants with links to coverage, photos, videos, etc. For a more personal touch, send out handwritten thank you notes (and perhaps a gift) to your truck guides. A thank you email template is found below, along with important things to include in a handwritten thank you note.

Thank-You Email Sample

Hello [Name],

On behalf of everyone at [hosting company name] and [co-hosting company/trucking association], thank you so much for your participation in [event name]. Our event could not have happened without you, your amazing team and your trucks!

A total of [number of attendees] attended the event and we were able to raise a total of \$_____ to benefit [name of cause/charity]. [Elaborate on how you reached your fundraising goal and what the money will be used for].

Due to the great success of our touch-a-truck fundraiser, we would be interested in holding another touch-a-truck event [insert save-the-date if you have one]. Please consider answering our brief survey to give us feedback on how we can improve our touch-a-truck event in the future. To take the survey, click here: [insert link]

We got some great coverage on our event – take a look!

[Name of publication]: [insert link]

[Name of News Station]: [insert link]

Take a look at our photo collage from this weekend on YouTube: [insert link] and our entire album on Flickr: [\[insert link\]](#)

Sincerely,

[Event organizer name]



Things to Include in Thank-You:

- Thank the participant for donating their time and resources to your event
- Total number of attendees
- Total amount of money raised for the cause
- Elaborate on fundraising goals and how the money will be spent
- Links to coverage of event (articles, photos, video, etc.)
- Attendee survey (if you are conducting one)
- Save-the-date for next year's event (if hosting another touch-a-truck)

