



# Drive for Coats

Looking for a way to promote your business AND bring value to your local community this Holiday Season? Sign up for Firstech's **Drive for Coats** Program to receive a free marketing kit to promote your products, services, and the greater cause to help those in need.

## Complete this checklist to start your Drive for Coats campaign!

- ☐ Learn more about Firstech's Coats for Kids campaign at [www.compustar.com/coats/dealers](http://www.compustar.com/coats/dealers).
- ☐ Register your business for Firstech's Drive for Coats campaign before October 27, 2017
  - NOTE: You will have to select a local charitable organization to partner with. Visit [www.onewarmcoat.org/deliver](http://www.onewarmcoat.org/deliver) to find a local organization near you!
  - Firstech will place a Drive for Coats badge on your listing on Compustar.com to bring attention to your business!
- ☐ Receive your free marketing kit. (Last week of October)
- ☐ Choose your promotion (some examples below):
  - Donate a new coat and save \$25 on a 1-way remote starter, and \$50 on a 2-way remote starter!
  - Donate a new coat and save 10% on your remote start purchase!
    - Bring the coat when you come to pick up your car.
  - Make your own!
- ☐ Promote your cause and promotion.
  - Distribute the provided marketing collateral on social media and share the completed press release template with the local media outlets!
- ☐ Arrange pickup/drop-off of the coats you collect with the charitable organization that you selected.



*"This program has generated a great deal of positive press for our company and works as a powerful closing tool on the sales floor."*

Mitchell Schaffer

Founder of 1sixty8 media and Mobile Edge

Read Mitch's tips for running a successful coat drive at [compustar.com/coats/dealers](http://compustar.com/coats/dealers)