

Drive for Coats

Looking for a way to promote your business AND bring value to your local community this Holiday Season? Sign up for Firsttech'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 Firsttech's Coats for Kids campaign at www.compustar.com/coats/dealers.
- Register your business for Firsttech'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 to find a local organization near you!
 - Firsttech 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