



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.
- ☐ Register your business for Firstech's Drive for Coats campaign before October 1st, 2018.
 - 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!
 - 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. (2nd 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