



Cars for Homes™ Newsletter Spring 2010

Dear Friends,

Despite a very long recession in which all parts of the automotive industry took a beating—from new and used car sales to the value of scrap steel—the trend is now going in the right direction. This month 407 affiliates will receive a share of the \$532,670.59 generated for affiliates from the sale of vehicles during the third quarter of FY2010. This is the third successive quarter of rising net revenues and is \$107,083.58 above the lowest quarter since revenues fell in the second quarter of FY2009.

Over the past six quarters, people continued to donate vehicles to Cars for Homes™ despite the poor economy. Affiliate promotions of the program in local communities are a big factor in that ongoing support. In this issue, Andrew Goldsworthy explains how Habitat for Humanity East Bay leverages revenues it receives from Cars for Homes™ by using house sponsorships to thank vehicle donors.

Sally's report identifies marketing products being sent to affiliates who responded to the Cars for Homes™ survey in January. Think of promotions as investments; diversity is important. The photos displayed in this edition show many of the different promotional tools and venues affiliates are using across the country to promote vehicle donations.

Finally, please use the search-engine-optimized Cars for Homes™ paragraph on affiliate websites; it includes all six phrases most used by prospective donors in their Web searches.

Best wishes,

Marcia Rundle, director
Cars for Homes™
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Notes from the field: HFH East Bay, CA

HFH East Bay thanks car donors with a house sponsorship

One of the ways Habitat East Bay promotes the Cars for Homes™ program is through sponsorship signage on our construction sites. This is a low-budget, high-impact way to get the word out about the program while thanking donors and reinforcing the impact the program has on local communities.

Imagine that you have donated a car to Habitat, then go out to build on site, and realize that your donation helped purchase the materials for the home you are building. That is a powerful message, and it reinforces the reason that you, as a supporter, donated the car in the first place.

In addition to reinforcing the donors' intentions, we think of sponsorship signage as a way to recognize the contributions that car donors have made as a group and how they have effected change in our community. Habitat affiliates recognize corporations, faith groups and community groups that sponsor a home, why not this group of donors?

Lastly, it is a great return on investment. Of course we all want to put up the big billboard or get that TV commercial or radio spot to promote our donor programs. But why not start promoting Cars for Homes™ for just the price of a banner that can be reused on multiple sites? It's simple, affordable, effective!

—Andrew Goldsworthy, development and marketing manager,
Habitat for Humanity East Bay, Oakland, Calif.

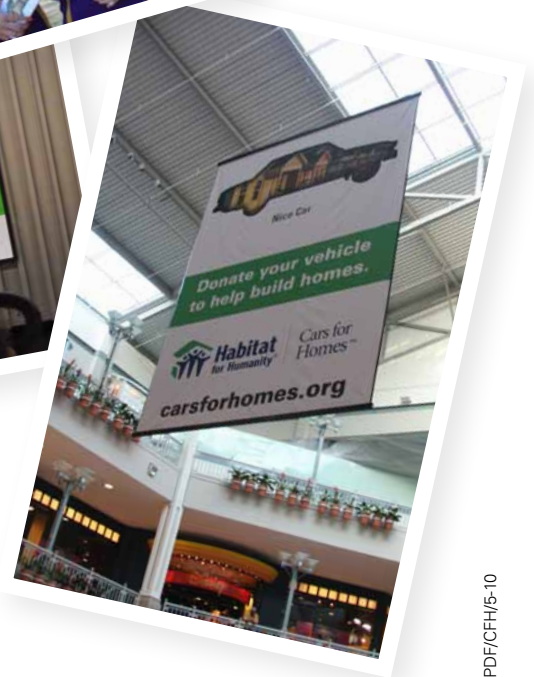
Survey shows demand for marketing tools

On Jan. 27, a survey was sent to 1,100 affiliates to learn which Cars for Homes™ marketing tools they are using. We were pleased to receive more than 300 responses. Many of the affiliates that responded asked for more marketing tools to help them raise awareness of Cars for Homes™ in their communities.

One hundred fifty-eight affiliates requested items that could be provided electronically, including the Cars for Homes™ search-engine-optimized paragraph and links to our Web banners and tiles. Those items were sent immediately by e-mail. Affiliates also requested 117 banners, 151 box truck stickers, 154 magnetic signs, 97 beta tapes for TV PSAs, and 114 CDs for radio commercials. We continue to send these marketing materials to affiliates as the items become available from our vendors.

If you missed the survey but want free marketing materials, please notify us by e-mail. Because of the volume of requests, it will take some time to get everything shipped, and we thank you in advance for your patience. Please remember to confirm your affiliate's shipping address with me at sblack@habitat.org.

In earlier newsletters, we featured photos of truck stickers and magnetic signs. Shown here are pictures of other marketing tools: billboards, window clings, posters on city streets, banners in malls, and more. Be aware that there are many ways to spread the word about Cars for Homes™. Use your imagination!



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