



CHARITY CODE FUNDRAISING APPLICATION

*** Fax to 615-413-5059, drop off at Sudsy's Car Wash or email to sudsy@sudsyscarwash.com ***

Please write legibly!

ORGANIZATION: _____

CONTACT: _____ EMAIL: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP CODE: _____

WORK PHONE: _____ HOME PHONE: _____

CELL PHONE: _____ FAX: _____

ORGANIZATION TAX ID#: _____

REQUESTED CHARITY CODE PROGRAM MONTH: _____ ALTERNATIVE MONTH: _____

LIST SOME IDEAS OF HOW YOU WILL PROMOTE YOUR CHARITY CODE (see attached "tips" sheet for some idea starters - be creative and use additional sheet if necessary): _____

HOW MANY ON YOUR ORGANIZATIONS EMAIL LIST? _____

WOULD YOU LIKE TO PARTICIPATE IN A SUDSY'S SUPER SATURDAY (CIRCLE ONE)? YES NO

Please attach a letter signed by an authorized officer of your organization, facility sponsor, school principal, pastor, etc., on the organization's letterhead authorizing the organization's participation in Sudsy's Charity Code Program.

This purpose of this application is for Sudsy's Car Wash to review potential candidates for the Charity Code Program and DOES NOT GUARANTEE ACCEPTANCE IN THE PROGRAM. Not all applicants will be accepted and various considerations are made in the selection process, including, but not limited to: how many requests are made, ability of organization to promote program effectively, other promotions that Sudsy's is involved in, other organizations already committed, etc. Space is limited and Sudsy's reserves the right to deny participation to any organization for any reason. We will inform organization within 30-days of receipt of application of whether organization is accepted or declined for participation in the program.

IN AGREEMENT, AUTHORIZED SIGNATURE: _____

SUDSY'S CHARITY CODE FUNDRAISING IDEAS & TIPS

The ability of your organization to spread the word about your promotion and to distribute your 'code' is the secret of your success. Sudsy's is unable to guarantee any level of fundraising success for you - you will get out of this promotion what you put in. So be aggressive and creative! Here are a few ideas to get you started...

- ❑ Gather your team (or create a campaign team) for a brainstorming session (we recommend maybe 6-8 people and no more than 10.) Make the session fun with pizza & soft drinks, maybe a game or two (like Scategories or Blurt) to get the creative juices flowing and door prizes for the biggest, best or most ideas (we would be happy to donate a couple of carwashes to the cause!) Remember to have a note taker to record your ideas and assign responsibilities or you'll end up with some great ideas you can't remember with no one to get them done! Be aggressive and creative, but be realistic as well.
- ❑ Do you have an organization email list of constituents and supporters? Be deliberate in your use of eBlasts to get the word and 'code' out. Do any of your board members, volunteers or constituents have email lists they would be willing to send an email to? Ask, you might be surprised how many you can reach through email (just remember be respectful of peoples email and don't overdo it - nobody likes spam.)
- ❑ Do you do a printed Newsletter? Feature the promotion & 'code' in advance of your respective month and during your respective month.
- ❑ Do you have - or are you participating in - any live events leading up to your 'code' month? Create a flyer with the promotion & 'code' to be distributed to those in attendance. Check with Sudsy's about having Sudsy Duck make an appearance at the event.
- ❑ Consider tagging your existing advertising (radio, newspaper/print, cable, etc) with the promotion & code or create an ad campaign.
- ❑ Write and service a press release to local media and include a photo and details of the promotion and where they can find the 'code' (like on your website!)
- ❑ Tap into your volunteer base. As a charity or community organization you already know that volunteers are your greatest assets! Have them forward email to their friends, get them to hand out flyers at their Sunday School class, daycare, grocery store or aerobics class.
- ❑ Check with local businesses about leaving a stack of flyers at their checkout registers or better yet, see if they will use them as a bag stuffer with each purchase.
- ❑ Consider partnering with a sponsor, like a local bank. In exchange for you listing them on all promotion and including them in press releases, etc., ask them to place a flyer of the promotion & 'code' in each bank statement for the month.

HOW THE CHARITY CODE FUNDRAISING PROGRAM WORKS...

1. Contact Sudsy's about your interest in participating. Sudsy's will review each interested organization and choose no more than four organizations per month.
2. Your organization is given a '**Code**'. The 'Code' is a barcode (and/or numeric code) that can be duplicated, printed, promoted and distributed in emails, flyers, direct mail, in person one-on-one and at live events.
3. Each time a person purchases a Sudsy's \$12 PLATINUM Wash and scans your code, you get 50% of the sale (\$6.00)! The ability to promote and distribute the 'Code' is the key to your success. The 'Code' can be used an unlimited number of times during the organization's respective month, so the more washes – the more mullah!*

**As an example, if your organization washes:*

- 200 cars = \$1,200
- 500 cars = \$3,000
- 1000 cars = \$6,000
- 2000 cars - \$12,000

4. Your organization can also participate in a **Sudsy's Super Saturday**. These days are tremendous raising awareness opportunities where on a pre-determined Saturday of the organization's respective month, the organization "takes over" the Sudsy's site. The organization's staff and/or volunteers can give out their respective 'Code' to each car that enters the site that day, distribute additional pre-approved information, flyers or literature and create a tangible presence (we encourage organizations to wear apparel 'advertising' themselves.) Some organizations also like to giveaway fun freebies like balloons, ball caps, pens, Nerf balls, apparel or other branded trinkets.
5. Each organization will receive additional promotion by being featured in our *Clean Car Club* email and on our website.

If you are interested in more information about our *Charity Code Program*, e-mail Troy VanLiere at troy@sudsyscarwash.com or call him at 615-479-9905.

Commonly asked questions:

Can our organization do this again? Yes you can, but you are limited to one time per 12-month period.

Is this exclusive to our organization? No. There may be other organizations participating the same time you are. We do try to keep similar organizations in different months.

GUIDELINES FOR BARCODE USE AND DISTRIBUTION for Sudsy's Car Wash Charity Code Program

Once approved for Sudsy's Car Wash Charity Code Program, you will receive two files containing your barcode (one ".gif" file best used in web and email applications and one ".jpg" file best used in print applications.)

Distributing the barcode is key to your success. Here are a few guidelines to assure the best experience for your constituents:

Barcode Guidelines

- Barcode should be approximately 2.5" wide
- Do not "skew" barcode in any directions (i.e. do not stretch it to be wider or taller - it must be kept proportionate)
- When e-mailing or using on a website, the .gif file generally works best as sometimes the .jpg file will blur slightly
- When using in print application for a flyer, print ad, newsletter, etc., it is generally best to use the .jpg file (the file you receive is 100 dpi at 100% and should work fine for print)
- When printing from an email or web page, end users should make sure any print scaling is turned off or printing at 100% and should print on "Good" or "Best" print quality, not "Draft"
- If for whatever reason, an end users barcode is not working properly at Sudsy's pay stations, we can assist the guest and make sure the proper charity is credited
- Be creative with your design. Your designer can elect to not use the text/copy at the top of the two files if that info is included within their design and the same basic information conveyed.
- Make sure the barcode is at the top or the bottom of your design or show a "fold here" dotted line right below the barcode to make it easier for the guest to scan the barcode at the pay station.
- If you have any questions or concerns, please call us and we will be happy to help. We can even test your barcode in your design before you send it out, just call us and we will make the arrangements.

Thanks again for participating and we trust you will "clean-up" with your fundraiser!