



## **SUPPORT CHECK LIST FOR YOUR GRACE FOR VETS PROMOTION**

### **1. Have you registered your site yet?**

If you have, go to number 2.

If not, go to [www.graceforvets.org](http://www.graceforvets.org), click on Register Now and fill in all your details.

### **2. Check which other sites have registered in your local RSL sub-branch area**

This is a united ACWA campaign and it is going to confuse your local RSL contacts if two or more car washes contact them independently with the same information. Also a national Association campaign has more credibility than one coming from small local commercial interests – no worries about “whats in it for them”.

Look on the Grace for Vets (G4V) website at the participating car washes – Australian sites are sorted by State. Contact any members in your area and work together for best results.

### **3. Working with your local RSL sub-branch**

Find the RSL centre closest to your site. You can Google your suburb + rsl, or you can do the same thing in the telephone White Pages.

ACWA has drafted an introduction letter for you to give to the RSL sub-branch President. It is a Word document, so you can insert the details of participating sites plus any other details needed. Greg Cummins has signed the letter but you can add your signature(s) alongside his if you want to do so.

Part of the letter is to ask the RSL to make sure all their members know about the free car washes. And you will also want to put up some information material at the RSL centre.

On the G4V website, under Tools and Materials, there is an A4 size poster which you can download as a .pdf or .jpeg. This poster has a blank portion at the bottom in which you can insert more details about the promotion – time limitations for the free wash when an attendant is on duty, address details of participating washes etc.

Officeworks or your other local printer can blow up an A4 .pdf to any size and print it out.

If you would like to sell poppies at your site for the RSL prior to November 11<sup>th</sup>, your local branch can provide you with a box on a sale or return basis. ACWA has a poster advertising the poppies which you can display at your site – see attached.

### **4. Promoting the Grace for Vets day at your car wash**

Using the same A4 poster described above, or the smaller A5 version, you can prepare flyers to give to all your customers from today onwards, so that they can tell any servicemen or women they know about the special offer for them. It also raises your image as “a good guy” helping the community and should increase their loyalty to you.

You probably need to have some bigger, streetside signage for the passing traffic to learn about the G4V day. There is a big yard sign on the website which you can take to a local printer and have mounted on corflute (?spelling?) quite cheaply – and it will last from year to year. Again, as a .pdf he can blow it up to any size you want without losing quality.

And have your attendants selling the poppies as they give out the flyers – just another feel good aspect of the whole promotion.

### **5. Notifying the local media**

ACWA has prepared a draft media release for you – again as a word documents so you can personalise it as you need – see attached.

It will help to get the media interested if you can get some media attractive people to come to the site on the day – RSL President, well known personality with links to the services, local serving personnel in uniform etc etc.

**GOOD LUCK – HOPE YOU HAVE SUNNY WEATHER AND A SUCCESSFUL DAY**