

# VEHICLE DONATION PROGRAM TOOLKIT





# PROGRAM OVERVIEW

The DAV Vehicle Donation Program raises funds to support DAV's mission of service at the national and state levels.

DAV leaders can learn more about the program by familiarizing themselves with the information provided in this toolkit.

The DAV national organization will administer and market the initiative with the support of DAV's vendor partner CARS (Charitable Adult Rides & Services). Through the program, **DAV departments will receive 25% of all net proceeds generated from the sale or salvage of vehicles donated in their state.**

Departments are encouraged to become active participants in the program, promoting it in communities and through state and chapter-level communications channels. By simply referring interested donors to the webpage [dav.org/cars](http://dav.org/cars), more funds can be made available to support veterans in your local communities.

Many of our local leaders have received calls from time to time from people interested in supporting our cause through this type of program. We hope this will be successful at multiple levels in helping us achieve our goal of keeping our promises to our nation's veterans. We are grateful for all you are doing and hope this will enable DAV to do even more.

This toolkit will walk you through DAV's Vehicle Donation Program, as well as provide tools to help you promote and market the program to help raise funds for your department.

**For more information, email [Cars4vets@dav.org](mailto:Cars4vets@dav.org) or call DAV at 859-442-2072**



# SUPPORTING VICTORIES FOR VETERANS



## QUICK FACTS

- WHO:** DAV National Headquarters, DAV departments and our partner CARS (Charitable Adult Rides & Services)
- WHAT:** DAV Vehicle Donation Program
- WHEN:** Donations can be made anytime online.  
**Hours of Operation:**  
8 a.m.–10 p.m. (Eastern Time), Monday–Friday  
9 a.m.–8 p.m. (Eastern Time), Saturday  
11 a.m.–7:30 p.m. (Eastern Time), Sunday
- WHERE:** Donations can be made in any state in the U.S. and in some areas in Canada.
- WHY:** To help raise funds to support DAV’s mission.
- HOW:** Donors can donate online at [dav.org/cars](http://dav.org/cars) or by calling the toll-free number 833-CAR-4DAV (833-227-4328).

## DID YOU KNOW?

### All Vehicles Considered

We strive to accept any vehicle—cars, trucks, motorcycles, RVs, boats, airplanes, heavy equipment, farm machinery and most other motorized vehicles—anywhere, running or not.

### Free Pickup

We can provide quick and convenient vehicle pickup and towing just about anywhere in all 50 states. Once the donor has provided us with all necessary information via the online vehicle donation form or over the phone with one of our vehicle donor support representatives, we will arrange to have a licensed tow company pick up the vehicle. The vehicle will be picked up and taken to one of our many sale locations where it will be sold—all at no cost to the donor. In most cases, once the donation record has been created, we can schedule the vehicle to be picked up on the initial call. In other cases, we will contact the donor within two to three business days to schedule a convenient appointment time with one of our preferred vendors.

### Tax Benefits

Most vehicle donations qualify for a tax deduction. In most cases, the donor will receive a donation receipt from the tow driver at the time of the vehicle pickup. This initial acknowledgment will indicate the vehicle donor’s name as well as the year, make, model and condition of the vehicle being donated. The vehicle donor will then be mailed a thank-you letter on behalf of DAV, which serves as a tax receipt, within 30 days of the sale of the vehicle. This will be the donor’s final tax document if the vehicle sold for less than \$500.

If the vehicle sells for more than \$500 and the donor’s tax identification number has been provided, an IRS Form 1098-C, “Contributions of Motor Vehicles, Boats, and Airplanes,” will be mailed to the vehicle donor within 30 days of the sale stating the amount of gross proceeds received from the donation.



# FREQUENTLY ASKED QUESTIONS

### **Who operates the DAV Vehicle Donation Program?**

CARS, Inc. (Charitable Adult Rides & Services) runs the DAV Vehicle Donation Program. CARS is an ISO 9001 certified 501(c)(3) nonprofit organization based in San Diego that operates under the governance of an independent board of directors and specializes in vehicle donation services for other nonprofits. CARS follows governmental compliance with all IRS and state regulations concerning vehicle donation programs, fundraising registrations, and charitable receipting requirements throughout all 50 states and Canada, as required. CARS has also maintained an A+ Better Business Bureau rating for over 10 years.

### **What are the benefits of donating a vehicle to DAV?**

It's easy, fun, free and secure! We convert the car into cash, which becomes a welcome donation to DAV. Your gift could qualify for a tax deduction, and you avoid the cost and hassle of repairing or selling a car you no longer want.

### **Do we accept all vehicles?**

All vehicles are considered. We strive to accept any vehicle—cars, trucks, motorcycles, RVs, boats, airplanes, heavy equipment, farm machinery and most other motorized vehicles—anywhere, running or not. Call us toll free at 833-CAR-4DAV (833-227-4328) seven days a week or submit a form online to find out if we can accept your vehicle.

### **What if I don't have the title or have title issues?**

In most states, you will need the clear title to the vehicle. But if you do not have it, or have problems with your title, please call us anyway. It is possible that other arrangements may be made. Any lien holder listed on the title must be cleared and/or released by the bank. Please refer to the motor vehicle division in your state for clear instructions. We are also available seven days a week during regular hours of operation. Please call us toll-free at 833-CAR-4DAV (833-227-4328).

### **Are there any costs?**

No. There is no cost to the donor. All expenses are deducted from the gross sales price, and if the costs ever exceed the price, those costs are covered.

### **How does it work?**

It's easy to donate. Call us toll free at 833-CAR-4DAV (833-227-4328) seven days a week or submit the secure online form. Then schedule your free pickup. Our vehicle donor support representatives will arrange to have a licensed tow company pick up your vehicle. We can pick up your vehicle just about anywhere in the U.S. within 72 hours of completing the donation.



# FREQUENTLY ASKED QUESTIONS (CONTINUED)

### **How quickly can I have my vehicle picked up?**

In most cases, once the donation record has been created, we can schedule the vehicle to be picked up on the initial call. In other cases, we will contact you within two to three business days to schedule a convenient appointment time with one of our preferred vendors. If you need your car picked up sooner, please let one of our vehicle donor support representatives know during your initial call. We will do our best to accommodate your time frame.

### **What will happen to my car?**

Donated vehicles are sold through the used-car markets and provide crucial funding for DAV programs. We work with a very large network of nationwide and independent suppliers, as well as analyze vendor pricing and performance on a regular basis to improve the process, ensure the best possible return and maximize the donor's tax benefit. For unique or specialty items that have been donated, we may use other means to sell the vehicle to help ensure the maximum funds are received for each donation.

### **How do I check on the status of my car or get other answers?**

We are available seven days a week. Please call 833-CAR-4DAV (833-227-4328) or email [donorsupport@careasy.org](mailto:donorsupport@careasy.org) to get the answers to your questions.

#### Hours of Operation:

8 a.m.–10 p.m. (Eastern time), Monday–Friday

9 a.m.–8 p.m. (Eastern time), Saturday

11 a.m.–7:30 p.m. (Eastern time), Sunday

### **Is my donation tax-deductible?**

Yes! Your vehicle donation is tax-deductible. Individual tax situations vary, so please check with a tax professional to determine how you may benefit.

### **How much money goes to DAV?**

The amount of money DAV receives will depend on the age and condition of the vehicle. The actual costs of towing, title transfer and handling will be deducted with the net proceeds being sent to DAV. The DAV national organization will receive 80% of all net proceeds generated from the sale or salvage of vehicles donated; DAV national will allocate 25% of these funds to DAV departments based on the net proceeds generated from the sale of vehicles in their particular state.

### **How long is the entire process from the pickup to when DAV receives its funds?**

We have multiple sales outlets and work hard to find the best buyer for each vehicle. The entire sale process may take four to 12 weeks. The net cash proceeds from your generous vehicle donation are sent to DAV within five business days upon the receipt of the sale proceeds from CARS auction or direct buyer providers.

### **When will the 25% distribution of the net proceeds to departments be sent?**

DAV National Headquarters will send out a check to any departments in which a vehicle was donated through the program on an annual basis.



## TAX BENEFITS

### **Tax Deduction**

Most vehicles are sold through local auctions, and we work to get the highest return per vehicle for you and DAV. According to the IRS guidelines, you may claim fair market value for your donation up to the actual sale value. If your vehicle is sold for more than \$500, the maximum amount of your deduction will be the sales price of the vehicle, which will be listed on your IRS Form 1098-C.

A special rule may apply if the donated vehicle sells for \$500 or less. In this case, a deduction for the lesser of the vehicle's fair market value on the date of the contribution may be claimed, or \$500, provided you have written acknowledgment (i.e., the initial donation receipt or the thank-you letter you receive once the donation process is complete).

### **Fair Market Value**

The "fair market value" of a vehicle is the price that you could sell it for in its current condition to another individual, willing seller and willing buyer, and it represents the cash that you forgo to make the donation. A convenient source of this information is the private-party sale value as shown in online valuation guides such as Kelley Blue Book ([kbb.com/company/faq/used-cars/#whatIsFairMarketRange](http://kbb.com/company/faq/used-cars/#whatIsFairMarketRange)).

### **What Tax Forms will I receive and how do I receive them?**

In most cases, you will receive a donation receipt from the tow driver at the time of your vehicle pickup. This initial acknowledgment will indicate your name as well as the year, make, model and condition of the vehicle you are donating. You will then be mailed a thank-you letter on behalf of DAV, which serves as a tax receipt, within 30 days of the sale of the vehicle. This will be your final tax document if your vehicle sold for less than \$500.

If your vehicle sells for more than \$500 and your tax identification number has been provided, an IRS Form 1098-C, "Contributions of Motor Vehicles, Boats, and Airplanes," will be mailed to you within 30 days of the sale stating the amount of gross proceeds received from your donation. DAV's Vehicle Donation Program gives no tax advice. It is solely your responsibility to report vehicle value and tax status. For more information about tax deduction for vehicle donation, please refer to the IRS website.



## PRIVACY POLICY AND LIABILITY

### Privacy Policy

This vehicle donation program protects the privacy of donors. Donor information is not given to any organization except the IRS as required by law and DAV policy. Donor names and addresses are shared exclusively with the donor-designated organization. Social Security numbers required under the current tax law for vehicle donations are only shared with the IRS. Social Security numbers are maintained away from other data on a special high-security server not connected to the internet.

### Liability

The steps needed to complete a release of a donor's liability for their donated vehicle vary by state. Each vehicle donor service representative is equipped with a 50-state guide for the steps necessary in each state and will advise the donor of these steps during the donation process.

Charitable Adult Rides & Services, Inc. (CARS) is licensed and bonded as required to meet all legal qualifications to operate in all states, the District of Columbia and in Canada, as required. CARS follows governmental compliance with all IRS and state regulations concerning vehicle donation programs, fundraising registrations and charitable receipting requirements.

The CARS program protects donors and fully indemnifies organizations. The logos, names and indices of the DAV Vehicle Donation Program, CARS and other companies used on the site are protected by the copyright and trademark laws of the United States.

To ensure compliance with all registration requirements, CARS works with a nationally recognized law firm that represents nonprofit organizations, professional fundraisers and commercial telemarketers—in the areas of nonprofit registration, regulation, charitable solicitation, commercial telemarketing and fundraising. CARS headquarters office is located at 4669 Murphy Canyon Road Suite #200, San Diego, CA 92123.



## MARKETING THE PROGRAM

While we will be marketing the program at the national level, you can definitely help ensure your success locally by marketing the program directly to your constituents.

Listed below are some ads that can be used for your programs. Images used in web ads or social media should be linked to [dav.org/cars](http://dav.org/cars). To download all marketing materials visit, [dav.la/146](http://dav.la/146).

### Buckslips (8.5" x 3.5") – PDF



### Quarter-page Ads (4.5" x 5.5") – PDF



### Web banners (728 x 90) – JPEG










# MARKETING THE PROGRAM (CONTINUED)

## Social Media Posts

Pushing the program on social media is an easy, affordable and effective way to promote the program. Post as frequently as possible. Most programs should post on a weekly or monthly basis. Keep in mind that not all your fans will see each post, so try posting more often and at a variety of times to find the optimal mix. To download assets visit, [dav.la/146](http://dav.la/146).

**Suggestion: Pair any post with one of the following CARS social media videos.**

- “5 Reasons to Donate a Car to DAV”
- “The Simple Car Donation Equation”
- “Donating a Car to DAV Feels Like...”

Everyday Content	Asset
<p><b>We Accept Almost All Types of Vehicles (over 280 characters):</b></p> <ul style="list-style-type: none"> <li>• DAV wants your vehicle! We strive to accept any vehicle donation, in any condition, at any location that has a clear title and is in one piece, towable and tow truck accessible. Help provide much-needed support and services to our nation’s heroes and donate your old or extra car, truck, RV or boat. It’s easy, and we pick up for free. Call 833-227-4328. <a href="http://dav.org/cars">dav.org/cars</a></li> </ul>	
<p><b>We Accept Almost All Types of Vehicles (under 280 characters):</b></p> <ul style="list-style-type: none"> <li>• @DAVHQ wants your extra car, truck, boat or RV! Help disabled veterans and their families receive a lifetime of support by making a tax-deductible vehicle donation. <a href="http://dav.org/cars">dav.org/cars</a></li> <li>• DAV accepts all forms of support to help disabled veterans in life-changing ways, including vehicle donations. It’s easy, free and tax-deductible. <a href="http://dav.org/cars">dav.org/cars</a></li> </ul>	
<p><b>Donating a Vehicle Is Easy (under 280 characters):</b></p> <ul style="list-style-type: none"> <li>• Donate your car to DAV! It’s an easy way to turn your vehicle into the resources needed to help our nation’s heroes enjoy the freedoms their sacrifices have made possible. <a href="http://dav.org/cars">dav.org/cars</a></li> </ul> <p><b>Thanking A DAV Vehicle Donor (over 280 characters):</b></p> <ul style="list-style-type: none"> <li>• Thank you, [DONOR], for donating a [YEAR/MAKE/MODEL]. Your generous gift ensures our nation’s heroes can enjoy the freedom their sacrifices made possible. Call 833-227-4328 or give directly online at <a href="http://dav.org/cars">dav.org/cars</a>. We’ll use the proceeds to provide lifetime support for veterans of all generations and their families.</li> </ul>	



# MARKETING THE PROGRAM (CONTINUED)

### Everyday Content

### Asset

#### Drive Disabled Veterans Forward (under 280 characters):

- Drive disabled veterans forward by donating your vehicle to @DAVHQ. It's easy and free, and you could get a tax deduction. [dav.org/cars](http://dav.org/cars)
- Move disabled veterans forward by donating your vehicle to @DAVHQ. It's easy and free, and you could get a tax deduction. [dav.org/cars](http://dav.org/cars)



#### Donate Your Car to DAV (under 280 characters):

- Donate your car to DAV! It's easy and a great way to turn your vehicle into the resources needed to help ensure our nation's heroes have the opportunity to enjoy the freedoms their sacrifices have made possible. [dav.org/cars](http://dav.org/cars)



#### A Vehicle Donation Supports Disabled Veterans (under 280 characters):

- Turn your vehicle into resources that help ensure our nation's heroes have the opportunity to enjoy the freedoms their sacrifices have made possible. It's easy, free and fun! [dav.org/cars](http://dav.org/cars)
- @DAVHQ wants your vehicle! Help disabled veterans by making a tax-deductible vehicle donation. [dav.org/cars](http://dav.org/cars)



#### Support Disabled Veterans with a Vehicle Donation (under 280 characters):

- Help the brave men and women who served by donating any car, truck, RV or boat—and you could qualify for a tax deduction at the same time.
- Support disabled veterans by donating your vehicle to @DAVHQ. We'll tow it free, and you could get a tax deduction. [dav.org/cars](http://dav.org/cars)



For more information, email [Cars4vets@dav.org](mailto:Cars4vets@dav.org) or call DAV at 859-442-2072



## SAMPLE EMAIL

*Here is a sample email message for you to send out to your contacts:*

Dear Friends and Family,

DAV (Disabled American Veterans) is an organization near and dear to me. I support their tireless work serving the brave men and women who served our country and who were injured while protecting the freedoms we enjoy as Americans.

That's why I'm reaching out to you today about their Vehicle Donation Program.

Please consider any extra car, truck, RV, motorcycle or other ride in your garage or driveway as more than just a vehicle taking up space or racking up costs. Instead, let it go and let it help our nation's heroes by donating it to DAV. **Learn more and set up your car donation now: [dav.org/cars](http://dav.org/cars)**

### **Here's How It Works:**

1. **Simply call 833-227-4328 or complete our online donation form at [dav.org/cars](http://dav.org/cars).**
2. **Schedule your free and convenient pickup.** We can accept most vehicles, running or not. However, it must be in one piece and towable, have an engine and be tow truck accessible.
3. **Receive a donation receipt for your generous gift.** Most vehicle donations qualify for a tax deduction. When your vehicle is picked up, the driver will provide you with a donation receipt.

Thank you in advance for any help you can provide in sharing this important opportunity with your own friends, family and community members.

Our vehicle donor support representatives are available seven days a week and will be happy to answer any questions you may have about the donation process.

Thank you,