

FORD
DRIVE
4 UR SCHOOL



Drive 4 UR School

Sample Templates for PR

Your event is coming up: You have worked hard to select your date and location, you've opened your event kit to familiarize yourself with its contents, and dealership staff and volunteers alike understand what will be expected of them on event day. The only thing left to do is promote!

Promoting an event may seem like a daunting task, but armed with the [D4URS/D4URC PR Toolkit](#) and the sample templates found in this document, publicizing your event is a breeze! From generating buzz before your event to celebrating your success after, the following templates have you covered. In this document, you will find samples of the following:

- Community Leader Invitation
- Pre-Event Pitch Email
- Pre-Event Media Advisory
- Pre-Event Press Release
- Post-Event Pitch Email
- Post-Event Press Release

You can learn more about the functions of these specific documents in our [PR Toolkit](#). Consider making them more visually appealing by adding in the Drive 4 UR School or Ford logos, all of which can be found [here](#). Please note that the following templates are merely *samples* of what you should be sending. You can customize them by **REPLACING** the **[HIGHLIGHTED TEXT]** with your event-specific details, but you should also consider tailoring them to fit the nature of your event.

Good luck!



Sample Community Leader Invitation

Dear [COMMUNITY LEADER],

On behalf of [DEALERSHIP], I would like to personally invite you to join your community in raising money for [SCHOOL] at an event that is sure to generate excitement – **Drive 4 UR School!**

As a leader in the community, you know how important it is to always try to make a positive impact. Together, we can show just how much we care for our students and the activities that interest them that may suffer due to lack of funding.

Please join us on [DATE] and test-drive a new Ford vehicle. For every person who takes a test-drive in a a Ford vehicle on-site, Ford Motor Company will donate \$20 to [SCHOOL]. In total, a maximum donation of \$6,000 could be raised!

Date: [ENTER EVENT DATE]

Time: [ENTER EVENT TIME]

Location: [ENTER EVENT LOCATION, INCLUDING DIRECTIONS AND PARKING INSTRUCTIONS, IF NECESSARY]

I hope that you will be able to join us in raising money for [SCHOOL]. If you have any additional questions or need further information, please contact me at [PHONE NUMBER].

Thank you,

[PRINTED NAME]

[SIGNATURE]

[TITLE]



Sample Pitch Email (Pre-Event)

TO: [ENTER CONTACT EMAIL(S)]

SUBJECT: Local Ford Dealership and [SCHOOL] to raise thousands for [SPECIFIC CLUB/MASCOT]

BODY OF EMAIL:

Dear [CONTACT],

Did you know you can help raise as much as \$6,000 for [SCHOOL] by taking a simple test-drive?

[DEALERSHIP] and [SCHOOL] are working together on [DATE] for **Ford's Drive 4 UR School** event. At this important event, members of the local [CITY] community can support the [SCHOOL] simply by taking a test-drive in any brand-new Ford vehicle!

For every test-drive taken, Ford Motor Company will donate \$20 to [ORGANIZATION]. In total, the community can help raise up to a maximum donation of \$6,000 for the [SCHOOL], an amount that will definitely be beneficial to the students! [INSERT INFORMATION ABOUT HOW THE FUNDS WILL SPECIFICALLY BE USED.] Every year, more and more programs are cut due to budgetary constraints. This fundraising event is a unique way to fill some of those financial gaps.

To date, Ford Dealerships across the United States have helped raise more than \$40 million for local schools and nonprofits, thanks to their hard work and the Drive 4 UR School and Drive 4 UR Community programs.

Please let me know if you are interested in an interview opportunity with a representative from [DEALERSHIP] or [SCHOOL], since they would greatly enjoy the chance to spread the news and explain the **Drive 4 UR School** program in more depth. I'd be happy to facilitate any conversation.

Hope to see you there!

[PRINTED NAME]

[SIGNATURE]

[TITLE]



Sample Media Advisory (Pre-Event)

[INSERT APPROPRIATE FORD LOGO FOR DEALERSHIP]

CONTACT: [Name]
[Number]
[Email]

[DEALERSHIP] INVITES YOU TO AN EXCITING FUNDRAISER TO SUPPORT [SCHOOL'S] [ORGANIZATION]

[DEALERSHIP] AND [ORGANIZATION] ARE WORKING TOGETHER TO RAISE AS MUCH AS \$6,000 FOR LOCAL STUDENTS!

WHAT: [DEALERSHIP] and [SCHOOL] are working together to help raise up to \$6,000 in support of [SPECIFIC SCHOOL ORGANIZATION FUNDS WILL GO TO] as part of Ford Motor Company's **Drive 4 UR School** program. Members of the [CITY]-area community will have the opportunity to raise money for the [ORGANIZATION/TEAM] by test-driving a Ford vehicle. For every person who test-drives a new Ford vehicle at this one-day event, Ford Motor Company will donate \$20, up to a maximum donation of \$6,000, to [SCHOOL], to [ORGANIZATION/GROUP]. [INSERT WHAT THE FUNDS WILL BE USED FOR AND A COMPELLING REASON FOR MEDIA ATTENTION i.e.: While resources in COUNTY for libraries are at an all-time low, the funds raised will go toward building a much-needed reference section in the school library, including encyclopedias and new computer.]

WHEN: [INSERT DATE/TIME]

Please keep in mind that each test-drive will last approximately 7-10 minutes.

WHERE: [INSERT ADDRESS / OTHER LOGISTICAL DETAILS, INCLUDING PARKING, DIRECTIONS, ETC.]



NOTES:

***NO PURCHASE NECESSARY. MUST BE 18 YEARS OF AGE OR OLDER WITH A VALID DRIVER'S LICENSE AND VALID AUTOMOBILE INSURANCE.** Donation of \$20 per valid test-drive, up to 300 total test-drives, for a maximum total donation of \$6,000 per event. **Limit one (1) donation per person and one (1) donation per household.**

Interviews are available with [DEALERSHIP] representatives. Please contact [NAME] at [PHONE].

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About Ford Motor Company

Ford Motor Company is a global company based in Dearborn, Michigan. The company designs, manufactures, markets and services a full line of Ford cars, trucks, SUVs, electrified vehicles and Lincoln luxury vehicles, provides financial services through Ford Motor Credit Company and delivers leadership in electrification, autonomous vehicles and mobility solutions. Ford employs approximately 203,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visit www.corporate.ford.com.



Sample Press Release (Pre-Event)

[INSERT APPROPRIATE FORD LOGO FOR DEALERSHIP]

FOR IMMEDIATE RELEASE

CONTACT: [NAME]

[MONTH, DAY], 2019

[NUMBER]

[EMAIL]

RAISE AS MUCH AS \$6,000 FOR [SCHOOL] WITH [DEALERSHIP] AND LOCAL COMMUNITY BY TAKING THE WHEEL WITH FORD

Exciting test-drive fundraising event will generate much-needed money for [SPECIFIC PURPOSE], helping students in the local community.

[CITY], [STATE] – Across the United States, vital arts, music and sports programs are being cut annually due to growing budgetary constraints. Today’s youth are missing out on valuable opportunities to expand their knowledge and diversify their interests, as well as the chance to have a little fun! [DEALERSHIP] wants to keep these opportunities available for [SCHOOL] students.

[DEALERSHIP] is bringing Ford Motor Company’s **Drive 4 UR School** program to the [CITY] community in an effort to raise up to a maximum donation of \$6,000 for [SCHOOL]. For every person who test-drives a new Ford vehicle at [LOCATION] on [EVENT DATE], Ford Motor Company will donate \$20 to [SCHOOL/ORGANIZATION]. The funds will [GO TOWARD/PAY FOR] [USE OF \$].

[Sample quote usage] “We know funding for school programs is hard to come by, and we want to do our part to help make sure these programs remain available,” said [NAME], [TITLE] at [DEALERSHIP]. “We’re excited to raise money for [SCHOOL ORGANIZATION].”

The event, which will be held from [EVENT START TIME] to [EVENT END TIME], will feature many vehicles from Ford’s impressive lineup. “Whether you are looking to test out our vehicles, like the Focus, or want to try out technology features, like active park assist in the Escape, we will be able to put you behind the wheel of your favorite Ford



vehicle,” said [NAME]. Dealership staff on-site will be able to assist and provide additional information regarding any of the Ford vehicles available for a test-drive.

To date, Ford Dealerships across the United States have helped raise more than \$40 million for local schools and nonprofits, thanks to their hard work and working with the Drive 4 UR School and Drive 4 UR Community programs.

To participate in this exciting event and test-drive your favorite Ford vehicle, please visit [LOCATION] between [START TIME] and [END TIME] on [EVENT DATE].

***NO PURCHASE NECESSARY. MUST BE 18 YEARS OF AGE OR OLDER WITH A VALID DRIVER’S LICENSE AND VALID AUTOMOBILE INSURANCE.** Donation of \$20 per valid test- drive, up to 300 total test-drives, for a maximum total donation of \$6,000 per event. **Limit one (1) donation per person and one (1) donation per household.**

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Sample Pitch Email (Post-Event)

TO: [ENTER CONTACT EMAIL(S)]

SUBJECT: [DEALERSHIP] fundraiser raises [MONEY TOTAL] for [SCHOOL/MASCOT] [CLUB/ACTIVITY]

BODY OF EMAIL:

Dear [CONTACT],

I wanted to follow up with you about the recent [MONEY] raised for [SCHOOL] through [DEALERSHIP]'s **Drive 4 UR School** fundraiser last [WEEK/DATE].

Over [NUMBER OF ATTENDEES] came to the event to support the [SCHOOL] and raise funds for [SPECIFIC CLUB/ACTIVITY] **[INCLUDE ANY FUN FACTS ABOUT THE EVENT, SUCH AS A PERFORMANCE BY A SCHOOL BAND, WHAT, IF ANY, LOCAL OFFICIALS, POLICE/FIRE DEPARTMENT HEADS ATTENDED, ETC. – THIS IS WHERE YOU WANT TO SHOW OFF ALL YOUR HARD WORK!]**

I've attached some photos and would be happy to schedule time with [DEALER] or [SCHOOL REP] if you're interested in an interview.

Thank you once again,

[PRINTED NAME]

[SIGNATURE]

[TITLE]



Sample Press Release (Post-Event)

[INSERT APPROPRIATE FORD LOGO FOR DEALERSHIP]

FOR IMMEDIATE RELEASE

CONTACT: [NAME]

[MONTH, DAY], 2019

[NUMBER]

[EMAIL]

[DEALERSHIP] AND [SCHOOL] WORK TOGETHER TO RAISE [INSERT AMOUNT] FOR [INSERT SPECIFIC PURPOSE FOR FUNDS]

Test-drive fundraising event generated much-needed money for [SPECIFIC PURPOSE], helping students in the local community.

[CITY], [STATE] – [DEALERSHIP], [SCHOOL] and members of the local community raised [DOLLAR AMOUNT] for [SCHOOL]'s [SPECIFIC ORGANIZATION] at a recent test-drive event, as part of Ford Motor Company's **Drive 4 UR School** program. More than [APPROXIMATE NUMBER OF PARTICIPANTS] [CITY]-area residents test-drove a Ford vehicle at [EVENT LOCATION] last [DATE OF EVENT]. Ford Motor Company donated \$20 per test-drive, with funds going toward [SPECIFIC USE OF \$].

To date, Ford Dealerships across the United States have helped raise more than \$40 million for local schools and nonprofits, thanks to their hard work and the Drive 4 UR School and Drive 4 UR Community programs. The money raised during the **Drive 4 UR School** program has helped ensure that extracurricular activities like sports and music programs continue in local communities despite budgetary constraints.

"I am more than thrilled that so many people from the local community turned out to support [SCHOOL/ORGANIZATION], and I am proud to be a Ford Dealer. Participants had the chance to take a fun, casual drive in one of our vehicles, while lending our students and community a much-needed helping hand," said [NAME/TITLE/DEALERSHIP].



“With all the cutbacks in school budgets, finding creative ways to fundraise is imperative,” said [NAME], [TITLE] at [SCHOOL]. “The money from Ford will make a difference to our students and it says a lot about who they are as a company. The money raised on [EVENT DATE] will help [USE OF FUNDS].”

[TAILOR QUOTES AS APPROPRIATE]

[MAKE SURE TO INCLUDE INFORMATION ABOUT ATTENDEES/ ETC.]

[INCLUDE INFORMATION ABOUT OTHER WAYS YOUR DEALERSHIP SUPPORTS THE SCHOOL & COMMUNITY]

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