Welcome to Drive 4 UR School and Drive 4 UR Community

Driven by Ford Motor Company
Drive 4 UR School began in 2007 as a way for Ford to give back to communities across the country. The idea was simple: Local Ford Dealers and schools collaborate to host a one-day test-drive event. For each valid test-drive, $20 was raised for the benefiting school.* The success of the school program inspired the launch of Drive 4 UR Community, which allowed Ford Dealers to collaborate with community organizations as well. More than 10 years, $35 million in donations, and thousands of events later, participants are still test-driving for a cause about which they– and Ford– are equally passionate.

*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.
How it Works

Everything you need to know
**How it works:**

Dealers work with schools or community organizations to host a one-day test-drive event. For every valid test-drive, Ford donates $20 to the school or organization, up to a maximum donation of $6,000.

**How to register:**

If you’ve registered for your event already, great! If not, registration for Drive 4 UR School Spring 2018 and Drive 4 UR Community 2018 will be available online at the Drive 4 UR School / Drive 4 UR Community website during open enrollment periods (forddrive4ur.com). Events are available on a first-come, first-served basis. When enrollment is full, registration will close. Only Dealers are able to enroll for events.
**Drive 4 UR School:**

- Drive 4 UR School is open to all elementary, middle and high schools.

- Events hosted with an organization in which the funds will directly benefit or go back to a school in any capacity (e.g., booster clubs, PTOs, education funds) are considered Drive 4 UR School events and not Drive 4 UR Community events. Events hosted with high schools will continue to be part of the Drive 4 UR School program.

**Drive 4 UR Community:**

- Dealers must indicate their chosen community organization when they enroll their event.

- Ford approval of charity organizations is required prior to event confirmation. Organizations selected from the pre-approved list will be granted immediate approval. Charities not included in the list need to be submitted for approval during enrollment. For a list of pre-approved charities, charity selection guidelines and additional information, visit our website at www.forddrive4ur.com/our_programs/charity_guidelines

  - If applicable for approval, dealers will be notified within five to seven business days that their organization and event registration has been approved.
Pick a date:

- 2018 session dates
  - Drive 4 UR School (Spring): March 1, 2018– July 31, 2018
  - Drive 4 UR School (Fall): August 1, 2018– December 31, 2018
  - Drive 4 UR Community: March 1, 2018– December 31, 2018

- A firm date is required to enroll your event.

- All test-drives must occur on the same day of the registered test-drive event and at one location.

- If circumstances arise that may require you to change some aspects of your event, you must complete an Event Change Request form, found on the Program Materials page, www.forddrive4ur.com/program_materials, and submit it to drive4urschool@gtb.com or drive4urcommunity@gtb.com. Requests must be submitted at least three weeks prior to your scheduled event date, and will be granted at the sole discretion of Program HQ.

Pick a location:

- The event location must be within the dealer’s Primary Market Area (PMA). Ford Motor Company will review each event to assure the participating school is within the dealership’s PMA. Events scheduled outside of PMA boundaries are subject to cancellation by Program HQ. Dealerships can verify which school are within their PMA by contacting their zone manager.

- Create a low-pressure environment for participants by holding your event at the school or organization headquarters you’re collaborating with. Doing so enhances the feeling of supporting the group.
  - Historically, events held away from the dealership have generated more test-drives.
Best Practices

Making your event successful
For maximum success at your event, assign either a member of the dealership or a volunteer from the school or organization to the following roles:

- **Team Lead – Dealership**
  - Works as a liaison between the school/organization and your dealership to coordinate event logistics.

- **Event Coordinator – School/Organization**
  - Works with the group to promote the event to community members who are passionate about benefiting the school or organization.
  - Recruits and manages the volunteer staff.

- **Organization Volunteers – School/Organization**
  - Volunteers are critical to bringing in participants for the test-drive event. They should engage people who arrive at the event location.

- **Registration Liaison – School/Organization**
  - Greet and thank people for participating in the test-drive.
  - Provide information about the test-drive process (route, timing, vehicles available to drive, etc.).
  - Ensure participants who have completed a test-drive fill out the back side of their forms and submit completed forms after the event has ended.

- **Product Specialist – Dealership**
  - Rides along with participants in the test-drives to give product information and answer any questions they may have about the vehicle.
Communication

- Communicate with your team.
  - Discuss the program and roles and responsibilities with on-site dealership staff and volunteers prior to event day to avoid confusion.
  - Hold regular meetings between the dealership and the school or organization leading up to the event date, ensuring everyone is on the same page about who does what.

Planning

- Post on social media to promote and advertise your event! You can also encourage attendees to share their participation (i.e. check-in) on their channels to bring more attendees to your event.
- Consider holding your event in conjunction with another event or plan other activities to generate more traffic, buzz and additional support
  - Examples of additional initiatives include bake sales, car washes, dances, pet adoptions, charity runs, etc.
  - Provide nonalcoholic beverages and snacks. This will encourage attendees to linger longer at the event, creating an opportunity for increased buzz.
- Test-drive route
  - Plan a route in advance that gives participants the ability to test-drive on multiple road types and use the provided directional signs to ease confusion for participants while driving.
  - Designate a dealership representative to ride along during drives.
- Event timing and vehicle needs
  - Plan for a full day (at least seven hours) and bring a minimum of eight to 10 varying vehicles. Example: Expedition, Escape, Focus, Fusion, Fiesta, Transit, Mustang, F-150
- Encourage participation
  - Emphasize to your school or organization that the more people they get to attend the event, the greater donation they’ll receive.
  - Make it fun! Create a competition to see who can bring the most participants or reach out to local businesses to see if they can contribute giveaways or food and beverages.
Event Kit – NEW!

- 2018 event kit has a new look to it! For this reason, please do not reuse 2017 materials.
- Open your event kit as soon as it is delivered, and become familiar with all creative and promotional materials.
- **Kit and Kit Light**: You will receive a complete event kit only for the first Drive 4 UR School and Drive 4 UR Community events hosted in 2018. A ‘Kit Light’ will then be sent to any subsequent events of the same program type.
  - You will need to hold onto items from the first complete kit for use in future events.
  - Reusable items are: directional signs, banner and rope, clipboards, feather banners and tent.
  - A list of complete kit and kit light items can be seen starting on page 17 and found here: [https://forddrive4ur.com/faq](https://forddrive4ur.com/faq)

Promotion

- For helpful tips in promoting your event, check out the following resources, located on our website:
  - PR Toolkit: includes social media, radio, television and print best practices (found at [https://forddrive4ur.com/program_material/pr_tool_kit](https://forddrive4ur.com/program_material/pr_tool_kit)).
  - PR Templates: Customizable promotional templates that allow you to craft anything you may need to promote your event (found at [www.forddrive4ur.com/program_materials](http://www.forddrive4ur.com/program_materials)).
  - Creative materials: Social media and website banners, direct mail postcards, copies of all necessary logos and more to help you create a personalized marketing approach (found at [www.forddrive4ur.com/program_materials](http://www.forddrive4ur.com/program_materials)).
## Event Planning Timeline

<table>
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<tr>
<th>Event Stage</th>
<th>Checklist</th>
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| **Pre-Event**| - Select a school or organization, date and event location (within your PMA)  
- Enroll your event  
- Open your kit and familiarize yourself with its contents  
- Communicate with your school or organization to coordinate promoting your event  
- Create a schedule for your event day to ensure proper staffing  
- Promote your event on social media and utilize PR materials: [www.forddrive4ur.com/program_materials](http://www.forddrive4ur.com/program_materials) |
| **Event Day**| - Arrive before the start time to set up vehicle display, registration table and any other components of your event  
- Ensure all participants fill out both sides of their waivers and return them to the registration table  
- Promote your event throughout the course of the day by posting photos and updates on social media and encouraging your volunteers and attendees to do the same |
| **Post-Event**| - Send waivers in to be processed  
- Provide check payable and check delivery information  
- Store reusable event kit items to be used for future events  
- Complete the post-event survey  
- Share the success of your event by posting on social media or reaching out to local news outlets  
- Show us your event by uploading photos to our photo uploader: [https://forddrive4ur.com/node/add/ugc](https://forddrive4ur.com/node/add/ugc)  
- Wait six to eight weeks after waivers are sent in to receive your check and **do not** share donation total with the school until it is confirmed by PHQ |
Donation Process

Follow these simple steps to ensure smooth processing of your donation
• **Use only** use the pre-printed pad of 400 forms provided in your event kit. Your event must use the **2018 version** of the waiver survey form, or your donation will be subject to forfeit. No exceptions. If you cannot locate your waivers, contact Program HQ immediately.

• **Reminder:** A test-drive is required to be considered for a donation.

• **Before the test-drive**
  – All participants MUST provide their personal information AND sign the waiver.
  – Verify that participants are 18 years of age or older.
  – NOTE: Email address is not required. However if consumers want to receive email communications from Ford, including offers, incentives, product information and surveys, they **must** check the box on the waiver form opting them in.

• **After test-drive is completed**
  – Dealership staff member accompanying the participant signs the back of the form to validate that the test-drive has been completed.
  – Dealership staff directs the participant back to the registration table where (s)he will complete the back side of the form and answer a short survey.
    • The donation will be made only if all of the information on both sides of the form is complete
  – Please ensure that completed forms are legible.
  • Waivers that are incomplete and/or are illegible are subject to disqualification.

• **For 2018 Expedition / 2018 EcoSport Bonus Drive Events:** The standard Drive 4 UR School waiver form must have a total of at least (2) vehicles marked as driven, including (1) Ford vehicle of the attendee’s choice and (1) 2018 Expedition or 2018 EcoSport, as shown below. **Your dealership will not receive additional waiver forms to fill out for bonus drives.**

1. I just drove (or rode in) a(n):
   - C-MAX Hybrid
   - *EcoSport*
   - Edge
   - Escape
   - Expedition
   - Explorer
   - Flex
   - *Focus*
   - Fiesta
   - Fusion
   - Fusion Energi
   - Mustang
   - Super Duty®
   - Taurus
   - Transit
   - Transit Connect
   - Other ______________________

**OR**

1. I just drove (or rode in) a(n):
   - C-MAX Hybrid
   - *EcoSport*
   - Edge
   - Escape
   - Expedition
   - *Focus*
   - Fiesta
   - Fusion
   - Fusion Energi
   - Mustang
   - Super Duty®
   - Taurus
   - Transit
   - Transit Connect
   - Other ______________________

• **Program HQ will validate test-drive forms and process payment**

• **Send waivers to:**
  
  Latitude Digital  
  806 S Public Rd.  
  Suite 202  
  Lafayette, CO 80026
• On average, 10 to 15 percent of test-drive waivers are deemed invalid. For this reason, Program HQ strongly encourages dealers and schools to refrain from announcing the donation amount until confirmed by Program HQ.

• The most common reasons waivers may be deemed invalid include:
  – Duplicate households (e.g., if a husband and wife both test-drive, only one donation is valid)
  – Incomplete waivers (participants must complete the front and back of the provided event waiver, including required information such as home address and the survey information on the back of the waiver)
  – Illegible waivers

• Due to privacy regulations of Ford Motor Company, Program HQ cannot specify which waivers are deemed invalid.

• Checks can only be issued to one school or organization. Please provide information on where checks should be mailed and to whom it should be made payable.
  • Checks cannot be issued to dealerships or individuals; HOWEVER, the check can be mailed to the dealership allowing the dealership to present the check to the group.
  • Checks will be delivered six to eight weeks from the event date
Kit Materials

Promotional items included in your event kit
Drive 4 UR School Spring 2018: Full Kit Materials*

*Items in kit may vary

- Waiver
- Notebook (with Why Buy insert)
- Car Cling
- T-Shirt
- Directional Sign
- Photo/Video Notice
- Poster
- Tablecloth
- Clipboard
- Pen
- Feather Banner
- Banner
- Tent
- Drive 4 UR School
- Why Buy insert
**Drive 4 UR School Spring 2018: Kit Light Materials**

* Items in kit may vary

- Waiver
- Notebook (with Why Buy insert)
- Tablecloth
- Photo/Video Notice
- Poster
- Car Cling
- T-Shirt
- Pen
Drive 4 UR Community Spring 2018: Full Kit Materials*

*Items in kit may vary

- Waiver
- Why Buy
- Tablecloth
- Photo/Video Notice
- Poster
- Car Cling
- T-Shirt
- Directional Sign
- Banner
- Tote Bag
- Pen
- Clipboard
- Tent
- Feather Banner

*Items in kit may vary.
Drive 4 UR Community Spring 2018: Kit Light Materials*

*Items in kit may vary

- Waiver
- Why Buy
- Tablecloth
- Photo/Video Notice
- Poster
- Car Cling
- T-Shirt
- Tote Bag
- Pen

[Images of each item listed]
Event Setup

Examples of how to set up your event
The following pages provide sample event schematics to help you host a successful event using all the event kit items to their fullest potential. Some of the items can be used in multiple ways and, because every event uses a different type of space, feel free to use this as a guide while tailoring these suggestions to what will work best for your event.

**Event Set-Up**

**Entrance**
- Place one of the directional signs at the main entrance to the event to help people find the event and attract unplanned traffic
- Use the other directional signs to denote the test-drive route

**Registration Area**
- Choose a high traffic, open area to set up the tent and 3'x 5' banner to draw attention when attendees arrive; banner can be hung inside tent or on any other visible surrounding structure
- Place a feather banner near the registration area to attract attention
- Make sure to have all necessary materials readily available at the registration table, including the photo/video notice, waivers, pens, clipboards, why buys, giveaway items and any information you’d like to provide about the benefiting school or organization

**Test-Drive Staging Area**
- Dealers should bring a full lineup of available vehicles so attendees have a wide variety to test-drive
- Line up vehicles and use car clings to denote which vehicles are available to test-drive

**Dealership Staff**
- Dealership staff should be available near the test-drive staging area to answer any questions attendees have about the vehicles and accompany them on the test-drives

**Volunteers**
- Volunteers can wear the T-shirts provided in the event kit to make them easily visible at the event
- Volunteers should be stationed at the registration table as well as throughout the event to welcome guests, guide them to the registration area and assist them to properly fill out their waiver forms
D4URS Event
Location: School
D4URS Event Layout
Location: School
D4URS Event
Location: Dealership
D4URS Event
Location: Dealership
D4URC Event
Location: Organization
D4URC Event
Location: Dealership
For any additional questions, check out our FAQs at www.forddrive4ur.com/faq or contact Program HQ

Drive 4 UR Community  
(888) 893-3673  
drive4urcommunity@gtb.com

Drive 4 UR School  
(888) 908-3673  
drive4urschool@gtb.com