



SUPPORT CHECK LIST FOR YOUR GRACE FOR VETS PROMOTION



1. Have you registered your site yet?

If not, go to 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 “what’s 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 Club 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. Craig Campbell has signed the letter but you can add your signature(s) alongside his if you want to do so.

POPPIES - If you would like to sell poppies at your site for the RSL prior to November 11th, 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.

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

Being part of Grace for Vets is a good thing to do – and it helps your business by raising your image as a good guy in the community.

ACWA has prepared an A4 template as a Word document which has a blank section at the bottom in which you can insert your own contact details. Once you have personalised the template, it is best to save it as a .pdf. This poster can then be blown up and printed at any size, or reduced down to an A5 flyer to hand out to customers or leave at the RSL or other suitable nearby venues.

There is a large, street sign for you to display to catch the attention of passing traffic. You can take it to a local printer and have it mounted on corflute quite cheaply – and it will last from year to year. As a .pdf it can be blown up to any size you want without losing quality.

Thirdly, take a tray of poppies from the RSL and have your attendants sell 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 – it is a word document so you can personalise it as you need.

It will help provoke the media interest if you can organise 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. If they don't come to you, send the photos to them after the event, with a short story – maybe you will get lucky.

6. Posters, logos and photos

A range of promotional materials, logos and photos from previous years are available for you to use on the ACWA website. Please just be responsible in how they are displayed.

TEMPLATES, DOCUMENTS, SIGNS, PHOTOS ARE ON THE ACWA WEBSITE –www.acwa.net.au

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