The National Federation of the Blind always steps up to get the job done. Many affiliates are actively working to assist in finding new financial support for our national movement and we have just launched a new program that should allow each of our affiliates to make a difference. The National Federation of the Blind has launched a vehicle donation program. The vehicle donation program allows us to accept car donations anywhere in the United States. Our national office and our affiliates have been turning car donations away because we have not had an effective program for managing these donations and turning them into cash for the organization. We have now solved this problem and we need your help to take advantage of this opportunity.

After extensive research, the Federation has made an agreement with Vehicles for Charity to process our car donations. Besides cars, we also accept vans, RVs, motorcycles, dirt bikes, boats, trucks, and tractors.  However, it is up to us to capture the donors by promoting the fact that we can accept vehicle donations and finding creative ways to get the word out. TO begin, I am asking you to take some immediate steps to help with this effort:

1. Spread the word in your affiliate that the NFB is now accepting vehicle donations. Encourage members to send all referrals to the page on our website [www.nfb.org/vehicledonations](http://www.nfb.org/vehicledonations) or to our toll free vehicle donation number 855-659-9314.
2. We will be creating some standard text for every affiliate to place on the front page of the affiliate’s website. Please see that this gets posted without delay.
3. Consider placing information in your newsletters and other publications.
4. Promote this in your social media channels.
5. Consider if there might be a member in your affiliate who is looking for a new opportunity to contribute to the movement and whether or not this program might be a good fit for their skill set. We need Federationists who can find creative ways to get the word out and who will uncover opportunities to promote this in your state.
6. Share with me ideas you have about how we can get the word out about this program.

As we move into spring we will be building this program out in more detail and providing more supporting materials. If you assign a member to help promote this program, please send their name and contact information to me so we can send them communications. We will be planning a conference call soon to answer questions that people might have about the program and share ideas for spreading the word.

We are starting with the tried and true Federation local outreach to get the word out. As we build success with this venture, we will have the capacity to consider other forms of promotion such as advertising. Consider this notion. If fifty one of our affiliates (unfortunately we cannot operate the program in Puerto Rico) generates ten referrals with an average donation value of $500 we are talking about better than $250,000. That is easily within our capacity in 2013. Maryland has already generated one this week and all we did was answer the phone and have the ability to say yes we can take your donation rather than turning it away. Imagine what we can do with some Federation creativity and enthusiasm.

and if each of our affiliates generates 100 car donations per year, we will have a tremendous base to build on.

Let’s start calling in the cars!