

#DRIVINGCHANGE

LOCAL

BUSINESS

ENGAGEMENT

GUIDE



Cadillac

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YOU MAKE IT POSSIBLE TO REACH OUR GOAL

The **California Says NO MORE License Plate** presents our movement with a unique opportunity: we can establish the first-ever statewide funding stream for domestic violence and sexual assault prevention. Asking local businesses to get involved can help spread the word about our campaign in a major way. This guide will help you start the conversation!

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HOW TO GET STARTED :

PITCHING LOCAL BUSINESSES

STEP 1

Identify local auto businesses in your community. Here are some ideas:

Auto Products and Maintenance:

Autozone, JiffyLube, Pennzoil, Meineke, O'Reilly Auto Parts, Midas, Pep Boys

Dealerships:

Honda, Toyota, Chevrolet, Tesla, Hyundai

STEP 2

Use the attached customizable template to draft a letter outlining the benefits of partnering to promote the California Says NO MORE License Plate.

[DOWNLOAD TEMPLATE](#)

STEP 3

Call the local store and ask to speak with the General Manager. When speaking with her/him, provide the following information:

Briefly mention your work to end domestic violence in your community

Provide the basics of the license plate:

I'm looking to promote the California Says NO MORE License Plate—the first license plate in our state to raise funds for domestic violence and sexual assault prevention and awareness.

[Insert organization] has committed to reaching 500 pre-orders to help launch the license plate into production. If we can reach our goal as a state, we'll achieve the California's only funding stream for prevention work.

This is important to me as someone in the movement to end gender-based violence, because prevention efforts aren't currently well-funded.

Provide a call to action:

I'd love to discuss ways we could partner with [name of business] to promote the license plate and increase customer loyalty.

Can I send you an email with some ideas?

Wrap-Up:

Thank the General Manager for her/his time.

If she/he expressed interest, say that you'll follow up in about a week to answer any questions or confirm their interest in getting involved.

Customize and send the letter on the next page via email.

SAMPLE LETTER

Help Drive Change in California Communities

Become a Community Sponsor for California's first License Plate to Fund Sexual Assault & Domestic Violence Prevention

PLACE ORGANIZATIONAL
LOGO HERE, IF
APPLICABLE

Dear **[insert name]**,

It was nice speaking with you earlier! Thanks for looking over these ideas for promoting the California Says NO MORE license plate together. As the **[your title]** of **[your organization/affiliation]**, this license plate is really important to me and my work: if we can reach 7,500 pre-orders, it would create the first-funding stream for the prevention of domestic violence and sexual assault. Currently not well-funded, prevention is the smartest investment available—it helps us stop gender-based violence before it even starts.

Eradicating domestic violence is important to the vast majority of Californians. In a recent study by the Blue Shield of California Foundation, 87% of Californians said that domestic violence survivors deserved support from the community. These are your customers—and they want to rally together and become part of the solution.

I'd love to get your take on a few ideas for generating increased visibility and customer traffic for **[insert name of business]**.

Order a license plate for yourself, and encourage your staff to do the same! **Visit NOMOREPlate.org**.

- Offer **[insert relevant product or service – example: a free or discounted oil change]** with the purchase of a California Says NO MORE License Plate (receipt required).
- Include this offer on a postcard. The following image could be used on one side, and our logos could go on the other side along with the promotion. **[insert an image from the next page]**
- Cover the costs associated with the postcards (\$112.49 for 2,000 through VistaPrint)
- Hand the postcards to your customers
- If you have a mailer that you send to regular customers, you could dedicate a small space for this promotion instead of creating new postcards.
- **[insert organization]** will publicize this promotion on our social media accounts:
Facebook: _____ likes | Twitter: _____ followers | Instagram: _____ followers
- We will pitch local media about the promotion.

Let me know what you think about this promotion. I think we could generate some great business together, as well as contribute to our goal of 7,500 license plate pre-orders.

Thanks for your consideration, and please let me know if you have any questions. I'll follow up with you in the next week or so.

Best,
[Insert your name]

RE-ENERGIZING THE #DRIVINGCHANGE CAMPAIGN

POST SCHEDULE

| MONDAYS | TUESDAYS | WEDNESDAYS | THURSDAYS | FRIDAYS |
|---|---|---|---|---|
|  |  |  |  |  |

SAMPLE FACEBOOK/INSTAGRAM POSTS

Throughout California, domestic violence and sexual assault agencies are investing in a safer future by providing critical prevention programming in communities. Community based projects are often unfunded and under-resourced. Invest in your community by pre-ordering a #CASaysNOMORE license plate at NOMOREPlate.org today. Funds will go directly to local programs working for a safer CA. #DrivingChange [\[Add fuel gauge image\]](#)

We get it; things add up each year. Average fuel cost: \$1800. Car repairs: \$767. #CASaysNOMORE license plate: \$50. Investing in a safe and healthy CA: Priceless. Make your money count with a smart investment in local domestic violence and sexual assault prevention efforts in our state. #DrivingChange #EndDV #EndSA [\[Add cost breakdown image\]](#)

The CDC estimates the annual cost of domestic violence and sexual assault to be \$5.8 billion nationally (<http://www.cdc.gov/violenceprevention/pdf/IPVBook-a.pdf>). Join us in #DrivingChange by making a smart investment in California's future. Help prevent violence before it starts and reduce this vast economic impact. Pre-Order a #CASaysNOMORE License plate today at NOMOREPlate.org! Funds go directly to local prevention programming.

A brighter tomorrow starts today with you. When youth feel safe at school, they are more engaged, get better grades, and have better health outcomes (<http://www.cdc.gov/violenceprevention/youthviolence/pdf/opportunities-for-action.pdf>). Domestic violence and sexual assault agencies provide critical programs that promote school safety and youth engagement. Pre-Order a #CASaysNOMORE License plate today at NOMOREPlate.org! Funds go directly to local prevention programming. #EndDV #EndSA #DrivingChange

It takes a village to create change. With just 7,500 #CASaysNOMore orders we will create a new funding stream for prevention programming. These programs are essential to promoting safe communities and stopping violence before it starts. Pre-order a #CASaysNOMORE License plate today at NOMOREPlate.org!

SAMPLE TWEETS

It takes a village. Help end #DV and #SA in CA. Pre-order a #CASaysNOMORE License plate at NOMOREPlate.org!

Invest in a safe & healthy CA. Pre-order a #CASaysNOMORE License Plate at NOMOREPlate.org! #DrivingChange [\[Add fuel gauge image\]](#)

Safe schools=safe communities. Pre-Order a # CASaysNOMORE License plate at NOMOREPlate.org! #DrivingChange

Preventing DV & SA starts w/ you. Pre-Order a #CASaysNOMORE License Plate @ NOMOREPlate.org! #DrivingChange

Promote school safety & youth engagement. Pre-Order a #CASaysNOMORE License plate today at NOMOREPlate.org!

CLICK IMAGE TO DOWNLOAD

