



2017 Share the Love Local Event Activation Best Practices

Guidelines to Local Event Planning:

This year, organization affiliates may reach out directly to Subaru retailers in their area to coordinate local event planning for the 2017 Share the Love Event.

Activations to take place during the event period: November 16, 2017, through January 2, 2018.

Retailers are under no obligation to participate in a local activation and as there are multiple charities participating in this year's Share the Love Event and the holiday season is an extremely busy time for retailers, we ask the amount of outreach to each retailer is kept to a minimum.

Please note the below guidelines in reaching out to retailers to plan local events:

- Please restrict your outreach to no more than two requests.
- Upon reaching out to a retailer, please ask for the Subaru Sales Manager or General Manager to direct your request.
- Please do not continue reaching out to a retailer if you do not receive a response.

Retailer locations can be found at: <http://www.subaru.com/find-retailer/index.html>

Local Event Reference Guide:

All retailers will have access to a Local Event Activation planning document. This presentation is a menu of events that highlights the most successful activation events from each national charity.

The presentation also provides retailers with the resources to contact each national charity directly to coordinate with their local chapter. A key point-person for each charity is included.

General Information:

What are the four national organizations chosen by SOA?

1. ASPCA®
2. Make-A-Wish®
3. Meals on Wheels America
4. National Park Foundation

Who should I contact if my local chapters are having difficulty connecting with their local retailer?

- If your local chapters have any questions or comments concerning the local event outreach you are unable to assist with, please contact the Carmichael Lynch team:
 - Emily Crellin: emily.crellin@clynch.com
 - Courtney Thomas: courtney.thomas@clynch.com