



50 CARS FOR 50 YEARS

Subaru of America Gives Back to Meals on Wheels
in Honor of its 50th Anniversary

EVENT AND STORYTELLING BEST PRACTICES

As part of the [Terms and Conditions](#) of receiving a donated 2018 Outback from Subaru of America, you have agreed to promote the gift through compelling storytelling, various communications channels and a vehicle donation event in the upcoming months.

Keep in mind that while you may receive your Outback during Subaru's 2017-2018 Share the Love Event, we ask that you hold at least one media event that is solely celebrating the *50 Cars for 50 Years* program. Throughout the Share the Love Event, you may recognize the donated Outback as another example of how Subaru is committed to the Meals on Wheels movement, but it is important to be clear that the vehicle was donated through a separate Subaru "[Love Promise](#)" initiative.

This document contains event ideas and storytelling best practices to help you with your promotions. Please reach out to grants@mealsonwheelsamerica.org with any questions.

MEDIA EVENT IDEAS

Please note that picking up the vehicle from the nearest Subaru retailer should not constitute as your media event, but rather is the logistical hand-off to provide your program with the vehicle. The media event will take place in conjunction with the field staff of Subaru of America—in the coming months, we will put your program in touch with the appropriate Subaru staff members to coordinate date and time of your event, to ensure Subaru of America staff are present.

- **Vehicle Unveiling.** Build an event around the unveiling and first use of the new vehicle. Invite representatives from Subaru of America, local elected officials and your organization's leadership to speak. Photo opportunities include speakers next to the vehicle, holding a printed, oversized key and loading the vehicle for its first senior visit.
- **Champion Ride-Along.** Have a few Subaru of America representatives and local media join your volunteers on one or more of their routes. Photo opportunities include loading the car, knocking on a door and/or smiling with the meal recipient (provided the client is willing).
- **Holiday Deliveries.** Plan your media event around special holidays, like Veterans Day or Thanksgiving.
- **Celebrate Milestones.** Use the newly donated vehicle for a milestone delivery. For example, invite the media to join you for the vehicle's first ride, or to deliver your 100,000th meal.
- **Meal Packaging at the Retailer.** Create an assembly line and package blizzard bags or shelf-stable meals at the retailer. Retailer staff could also write personalized notes in greeting cards to be delivered alongside the meals. Park the donated vehicle in front of the Subaru retailer in order to attract and encourage community participation.

ADDITIONAL RECOGNITION IDEAS

- **Inclusion in a pre-planned event.** Park the vehicle at community events (i.e., farmers markets, 5K races, senior/health fairs, etc.). Participate in local parades and invite the Subaru retailer to



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join you. Park the vehicle at the entrance to your silent auction, gala, volunteer celebration luncheon, etc. Make sure to provide collateral alongside the vehicle so that people understand the connection to your organization.

- **Sponsor Acknowledgement.** If you have an event for which you sell sponsorships, consider honoring Subaru of America at the sponsorship level that matches the MSRP value of the vehicle.

EVENT PUBLICITY & PROMOTION

- Customize our [template media alert](#) to invite local media contacts to your event. It's best to send out the first invite at least five business days in advance. Follow up via email or phone as necessary, especially on the morning of the event. You are required to distribute the media alert to a minimum of three media outlets (i.e. local newspaper, blog, broadcast).
- Send out a press release recapping the event for those who did not attend and include photos and an accompanying photo caption identifying those pictured from left to right. To get started, use our [template press release](#). Also, every person photographed must sign a binding photo release form (minors need parental/guardian consent) which authorizes use of the photo/video by Meals on Wheels America and Subaru of America. As stated in the revised [Terms and Conditions](#), such photo releases must be provided to Meals on Wheels America upon request.
- Post event photos and thank Subaru of America on social media. Over the next three years following receipt of the vehicle, your program is required to post a minimum of 12 Facebook posts, 12 original tweets (not including re-tweets), and 12 Instagram posts, assuming you have accounts with each social media platform. Additional posts are of course welcomed and encouraged.
 - Be sure to use the **#SubaruLovestoHelp** hashtag and tag **Subaru of America** in each post.



[Subaru of America](#)



[@subaru_usa](#)



[@subaru_usa](#)

- You should tag Meals on Wheels America when appropriate, too!



[Meals on Wheels America](#)



[@MealsonWheels](#)



[@MealsonWheelsAmerica](#)

- Sample Posts:

- FACEBOOK: *Today we celebrated receiving a brand new 2018 Outback as part of Subaru's 50 Cars for 50 Years donation! We look forward to reaching even more seniors in [area] with our new set of wheels. Thank you, **Subaru of America** and **Meals on Wheels America!** [Upload photo]*
- TWITTER: *Thanks to **@subaru_usa @MealsonWheels** we received a new Outback to safely reach more seniors! **#SubaruLovestoHelp** [Upload photo]*



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- INSTAGRAM: A team from **(local retailer)** made some special deliveries this morning to celebrate our new 2018 Outback donated by **@subaru_usa**, in partnership with **@MealsonWheelsAmerica**. #SubaruLovesToHelp **[Upload photo]**

EVENT LOGISTICS

Remember, your Subaru Outback will be delivered between September 2017 and January 1, 2018. Your event should not occur until you have physically picked up the vehicle from the nearest Subaru retailer. Therefore, please be flexible in timing your event. According to the [Terms and Conditions](#), your event must take place within three months of receiving the vehicle.

- As you finalize details surrounding your event, make sure to share them with Meals on Wheels America via the [online event submission form](#). This will help us get a better understanding of events occurring across the country and when/where Subaru is represented.
- Decide if you need an emcee for the event. Either way, a representative from your program should kick off the event with an introduction and welcome. We suggest that you provide context for the event attendees, how the vehicle will improve your operations, serve more seniors, etc. Make sure to tell a story about one of the seniors served (provided the client is willing).
- Someone from your organization should take photos for your own use, but also encourage any press and attendees to do the same. As a reminder, every person photographed must sign a binding photo release form (minors need parental/guardian consent) to authorize Meals on Wheels America and Subaru of America to use photos and videos, and such releases must be maintained on file in order to make them available to either party at their request.
- Be clear about the number of volunteers you are able to accommodate if you are hosting a volunteer activity and be sure that each volunteer is able to have a meaningful experience during the event.
- No need to put a giant bow on the car—the new, co-branded vehicle wrap speaks for itself.

FOLLOWING THE EVENT

- REQUIREMENT: You must share a story about the event with Subaru at [Subaru.com/lovepromise](#). (Please note that this can count towards your commitment to share a minimum of 12 stories over 3 years.)
- If your event receives media coverage, make sure to share it via social media as well. This is a great opportunity to thank the news source and build relationships with your local media.

Share photos of the event with your Subaru Retailer and Subaru of America—consider printing, framing and signing the framed mat as a gesture of gratitude!

ONGOING IMPACT STORYTELLING

- As previously stated, you must submit a minimum of 12 stories between now and December 31, 2020 through [Subaru.com/lovepromise](#). Stories should represent each of your three key



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audiences—program staff, volunteers and seniors—and should include real quotes or stories about how the vehicle has made an impact for each of those individuals.

- Stories should be submitted alongside clear, high-resolution and high-quality photos. We recommend taking photos that integrate the vehicle, but also close-ups of the people featured in the story or testimonial. You can also take photos of Subaru staff packaging, serving and delivering meals to seniors served by your program. When possible, try to ensure that Subaru branding is included. For example:
 - *John is one of the seniors we have been able to reach because of our donated Subaru Outback. He lives on the very outskirts of our service area and his driveway is not paved. The Outback allows us to deliver meals and check in with him twice a week which has been a lifesaver as his wife recently passed away and his deteriorating vision means he can no longer drive or cook using the stove. Thanks to Subaru, Meals on Wheels can deliver for John. [Attach a photo of John at his front door with Subaru Outback in the driveway.]*

RESOURCES

- [Online Event Submission Form](#)
- [Impact Infographic](#)
- Press Materials
 - [Template Press Release](#)
 - [Template Media Alert](#)
 - [Image Bank](#)
 - Logo Lock-up
 - Vehicle photos
 - Graphics for social media
 - [Revised Terms and Conditions](#)
 - Updated to require photo release forms
- [Quarterly Reporting to Meals on Wheels America](#)
- [Story Submission for Subaru's Love Promise](#)