



OneCarHelpsScouts.com

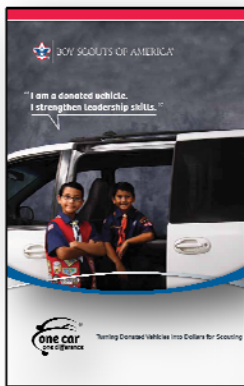
Boy Scout of America & One Car One Difference®

Tool Kit Overview and FAQs

Thank you for promoting your local Boy Scouts of America vehicle donation program with One Car One Difference. Many materials have been developed for you to promote your program and generate revenue for your Council.

What are the print materials developed to promote the program?

Brochure



How do I use the brochure?

Distribute the brochure to your troops and the general public. It contains information about how they can donate their vehicle, and even has a space for you to include your Troop number.

How do I get the brochure?

You can download the brochure from the Brand On Demand website. It is formatted to print on standard 8.5x11 paper, double sided, and folded in half.

Product Sales Sheet



How do I use the Product Sales Sheet?

Attach the Product Sales Sheet to any fundraising item you're delivering. You can attach it to wreaths, or tape it to popcorn. There is also a space for you to include your Troop number.

How do I get the Product Sales Sheet?

You can download the brochure from the Brand On Demand website. This is formatted to print 8 copies on standard 8.5x11 paper, single sided.



OneCarHelpsScouts.com

What are the online materials developed to promote the program?

Web Ad



How do I use the web ad?

Include the web ad on your Council's website. The ad directs traffic to the BSA's donation page through One Car One Difference at OneCarHelpsScouts.com.

How do I put the web ad on my Council's website?

1. Access the HTML code for the ad from Brand On Demand
2. Extract the HTML code from the HTML file titled **BSA WEB AD HTML CODE**.
3. Copy the HTML code and paste it into your website's code in the desired location.
4. Test the link. It should route to OneCarHelpsScouts.com

When complete, you should have a 160x120 ad on your site that looks like the image depicted to the left.

Email Signature



How do I use the email signature?

Copy and paste the image at left into your email provider's signature function. If you do not know how to alter your email signature or access the signature function, please consult your email provider's "help" tool.

How do I access these materials?

The One Car One Difference customizable templates can be accessed by logging into Brand on Demand, and choosing the One Car One Difference icon on the menu that is located on the Brand on Demand homepage. For information on obtaining a Brand on Demand license, or navigating the Brand on Demand system, please call the Marketing Hotline at 972-580-2239.

I. FINANCIALS

How much does IAA retain for services?

IAA receives a flat fee of \$180 per vehicle.

How much does the BSA National Council retain for services?

The National Council retains 5 percent of the proceeds to cover the costs of managing the program, developing communication tools, and processing payments back to local councils.

Once the vehicle is sold, how fast are proceeds sent to the council?

It takes approximately 45 days for the council to receive the proceeds. IAA distributes the proceeds to the National Council twice a month, and then the National Council routes the payment to the local council.

Does IAA generate the 1098-C?

Yes, we manage all the tax reporting and donor tax forms and provide the donor with the sales receipt. We also take care of the charity's responsibility to the IRS at the end of the year.

When will the donor receive their tax receipt?

On average, the receipt is sent within 30 days after the pickup of the vehicle.

Does the donor need to provide their Social Security number?

It is not required if the vehicle sells below \$500. If it sells for more than \$499, the IRS requires a Social Security number on the tax receipt so the donor can deduct the actual sale price of the vehicle on their income tax.

II. VEHICLE HANDLING

How quickly does IAA pick up a donated vehicle?

Upon donor verification that the vehicle is ready, the vehicle will be picked up in 24 hours if the vehicle is within 100 miles of our 160 locations. It is typically two days for vehicles out of that range.

Does the pickup cost extra?

No. Towing is included in the flat \$180 rate.

Does IAA handle the donation of boats? If so, must a boat be on a trailer?

Yes, IAA does handle boat donations. If the boat is out of the water, it does need to be on a trailer. Each boat is treated uniquely and measured for its return vs. costs. Exceptions would be boats that are of higher value (e.g., a functional sailboat that is still in the water), where the value exceeds the cost of removal.

Does IAA handle airplanes, campers, trailers, etc.?

Yes, we handle and sell it all—from a moped to a tractor trailer, farming and construction equipment, and everything in between.

What if there is a title problem?

While it is much quicker if you have the title in hand, IAA has the resources to assist the donor with any title need. We also obtain lien releases if one is required. Please use the 24-hour hotline to ask or answer any additional questions.

What happens when a donor calls to make a donation?

1. We collect basic information in regard to the donor and the vehicle.
2. We review the title documentation and schedule the optimal towing time.
3. The donor is asked to prepare for the pickup by having the title, keys, and vehicle on hand.

What happens when the donor makes an online donation?

1. We collect some basic information as outlined above in a form.
2. We are notified as soon as it is completed, and contact the donor within the next 24 business hours to schedule the optimal towing time.
3. The donor is asked to prepare for the pickup by having the title, keys, and vehicle on hand.

Is the donor's title required?

The law varies by state. However, we will walk any donor through the title documentation needed. If the donor does not have a title, we can assist in getting a duplicate title.

Is there a call center?

We have 24/7 telephone support. The IAA call center is open from 8 a.m. to 8 p.m. Eastern time. An after-hours answering service handles all other times.

III. MARKETING MATERIALS

Does IAA provide a link for our website that would not require a donor to know the council name to select in a pulldown menu?

Yes, a link was provided by the Boy Scouts of America's National Development Office. Additional materials are on the Brand on Demand site as well.

Can a donation made from our council page be designated to us, irrespective of ZIP?

The donor must know the specific council name or the council's identifying number. Without this information, the donation proceeds will go to the council in the donor's ZIP code.

What additional information or materials can I expect to receive?

Materials will be offered on the Boy Scouts of America's Brand on Demand site, and communication will continue from the National Development Office.