



FULLFILLING OUR PROMISES
TO THE MEN AND WOMEN WHO SERVED

VEHICLE DONATION TOOL KIT

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PROGRAM OVERVIEW

In April of 2016 we officially launched the DAV Vehicle Donation Program that will raise funds to support DAV's mission of service at the national and state levels.

DAV leaders can learn more about the program by familiarizing themselves with the information provided in this tool kit.

The DAV national organization will administer and market the initiative with the support of DAV's vendor partner V-DAC (Vehicle Donations to Any Charity). Through the program, **DAV Departments will receive 25 percent of all net proceeds generated from the sale or salvage of vehicles donated in their state.**

Departments are encouraged to become active participants in the program, promoting it in communities and through state and Chapter-level communications channels. By simply referring interested donors to the website, www.dav.org/cars, more funds can be made available to support veterans in your local communities.

Many of our local leaders have received calls from time to time from people interested in supporting our cause through this type of program. We hope this will be successful at multiple levels in helping us achieve our goal of keeping our promises to our nation's veterans. We are grateful for all you are doing and hope this will enable DAV to do even more.

This tool kit will walk you through DAV's Vehicle Donation Program, as well as provide tools to help you to promote and market the program to help you raise funds for your department.

If you have questions or need further assistance, please contact Dan Clasgens (DAV) at dclasgens@dav.org or 859-442-2091.



HELP KEEP THE PROMISE TO AMERICA'S VETERANS
Donate your vehicle today.



QUICK FACTS

WHO: DAV National Headquarters, DAV Departments and our partner Vehicle Donation to Any Charity (V-DAC).

WHAT: DAV Vehicle Donation Program.

WHEN: Donations can be made anytime.

WHERE Donations can be made in any state in the US.

WHY: To help raise funds to support DAV's mission.

HOW: Donors can donate online at DAV.org/cars or by calling the toll-free number, 877-999-8322.

DID YOU KNOW?

All Vehicles Accepted

We accept all vehicles—cars, trucks, motorcycles, RVs, boats, airplanes, heavy equipment, farm machinery, etc.—whether they're running or not.

Free Tow Service

With more than 3,500 tow companies at our disposal, we can provide free pick-up anywhere in the country.

Tax Benefits

You are entitled to receive a tax deduction equal to what the vehicle is sold for if you itemize your deductions. If the vehicle is sold for less than \$500, you can deduct the fair market value up to \$500. You will receive a tax receipt stating what your vehicle sold for within a few days of the sale.



FREQUENTLY ASKED QUESTIONS

Who operates the DAV Vehicle Donation Program?

Vehicle Donation to Any Charity, LLC ("V-DAC") manages all logistics and operations associated with the securing and selling of the vehicles through the DAV Vehicle Donation Program. V-DAC is known for delivering high net revenue to recipient non-profits around the country. DAV National Headquarters will promote the program nationally in conjunction with DAV Departments.

What are the benefits of donating a vehicle to DAV?

--It's simple, fun, and free. We convert the car into cash, which becomes a welcome donation to DAV. The seller is entitled to a tax deduction, and they avoid the cost and hassle of repairing or selling a car you no longer want.

Do we accept all vehicles?

Yes. We strive to accept any vehicle, anywhere, running or not - cars, trucks, motorcycles, RV's, boats, airplanes, heavy equipment, farm machinery, etc., running or not. No smog certificate is necessary, and we can solve almost all title issues. We pick up anywhere in the country. The only exception accepting a vehicle is where the transportation costs may be higher than the vehicle value.

What if the seller does not have title issues?

If the seller doesn't have a title certificate, can't find it, or have problems with your title, they can call our Service Center Staff at 877-999-8322. Our call center staff deals with DMV's across the country every day and is expert in solving these matters.

Are there any costs?

NO. There is no cost to the donor or to DAV. All expenses are deducted from the gross sales price and, if the costs ever exceed the price, the company that operates the program covers those costs.

How much work is it for to donate a vehicle?

It's easy to donate a vehicle. Either input the vehicle and pick-up info online or by phone at 877-999-8322, and provide the info to our trained Service Center Staff. The seller fills out a few forms (they'll need to have the Vehicle Identification Number (VIN)), and mails in the paperwork, including the title in states where required. They will receive a call from our tow service to arrange a convenient time and location for the pick-up. They do not need to be present.



How long until a vehicle is picked up?

We will “Quick Pick-up” a newer car right away. We pick up older cars within a few days of receiving the paperwork the seller mails in. They will receive a call from the tow service to arrange a convenient time. They do not need to be present. Need to arrange a special pick-up? Call 877-999-8322 and let them know.

What will happen to the seller's car?

Their car is assessed to determine the used car market that will yield the best sale price, joining some 43 million other cars re-sold each year. Most vehicles are sold through wholesale auctions; older, damaged and problem vehicles are often sold directly to dismantlers or recyclers for valuable parts and metals.

Because V-DAC works with a very large national network of auction yards, they are able to match your vehicle to the appropriate buyer. For example, recently they took a donor's 1972 Porsche 911 to a premium car auction, where it netted five figures. Meantime, another donor's 1991 GMC Jimmy sold for \$200 at a dismantler.

How do I check on the status of my car or get other answers?

Call 877-999-8322 weekdays 8:30 A.M. to 8:30 P.M. Eastern; Saturday 8:30 A.M. to 2:30 P.M. Eastern.

Will the seller receive a tax deduction?

They are entitled to deduct the sales price of their vehicle. If it sells for less than \$500, they can deduct the “fair market value” of the vehicle, up to \$499.

The seller benefits from being able to reduce their taxable income when taxes are itemized. V-DAC provides the seller with the sales receipt or IRS Form 1098C they will need for tax reporting.

How much money goes to DAV?

The amount of money the DAV receives will depend on the age and condition of the vehicle. The actual costs of towing, title transfer and handling will be deducted with the net proceeds being sent to DAV. DAV Departments will receive 25 percent of all net proceeds generated from the sale or salvage of vehicles donated in their state.



How long before DAV gets its money?

It usually takes 45-60 days from the time the vehicle is picked up until the car is sold and the transaction is completed. Once the transaction is completed, the net cash proceeds are usually delivered to DAV within two weeks.

When will the 25% distribution of the net proceeds to Departments be sent?

DAV National Headquarters will send out a check to any Departments in which a vehicle was donated through the program on a quarterly basis.

TAX BENEFITS

Tax Deduction

The seller is entitled to receive a tax deduction equal to the sales price of the vehicle, if they itemize your deductions. If the vehicle sold for less than \$500, the seller can deduct the "fair market value" up to \$500. They will receive a tax receipt within 30 days of its sale.

Defining Fair Market Value

The "fair market value" of a vehicle is the price that you could sell it for in its current condition to another individual, willing seller and willing buyer, and it represents the cash that you give up to make the donation.

A convenient source of this information is the private party sale value as shown in online valuation guides such as Kelley Blue Book (<http://www.kbb.com/kbb/UsedCars/default.aspx>).

Filing Requirements

DAV's Vehicle Donation Program must file Form 1098C with the IRS for all vehicle donations, including the sellers Social Security number and vehicle's Vehicle Identification Number (VIN).

DAV's Vehicle Donation Program gives no tax advice. It is solely the seller's responsibility to report vehicle value and tax status. For more information about tax deduction for vehicle donation please refer to the IRS website at <http://www.irs.gov>.



Privacy Policy

This vehicle donation program protects the privacy of donors. Donor information is not given to any organization except the IRS as required by law and DAV. Donor names, addresses, excluding Social Security Numbers, are shared with DAV National. Social Security Numbers required under the current tax law for vehicle donations are only shared with the IRS. Social Security Numbers are maintained by V-DAC away from other data on a special high-security server not connected to the Internet.

Liability

Any Vehicle Donation to Any Charity, LLC (V-DAC), a limited liability company registered in the State of California, maintains \$2,000,000 in legal liability coverage for the operation of the vehicle donation business. V-DAC protects donors and fully indemnifies its partner organizations.

MARKETING THE PROGRAM

While we will be marketing the program heavily at the national level, you can definitely help ensure your success locally by marketing the program directly to your constituents. Here are some tools to help you in your efforts:

Web Buttons

Here are some web buttons to use on your own websites. All images should be linked to the following URL: <http://www.dav.org/cars>.



HELP KEEP THE PROMISE TO AMERICA'S VETERANS
Donate your vehicle today.



Banner 1 (728x90) - .PNG file



Button (300x250) – Animated .GIF

Social Media

Pushing the program on social media is an easy, affordable and effective way to promote the program. Here is some sample posts for you to use:



Donate your car to DAV! It's quick, easy and a great way to turn your vehicle into the resources needed to help ensure our nation's heroes have the opportunity to enjoy the freedoms their sacrifices have made possible. –

<http://www.dav.org/cars>

DAV wants your old vehicle! Your old or extra car, truck, RV, or boat – in any condition, at any location – can help provide much needed support and services to our nation's heroes.



@DAVHQ wants your old vehicle! Help disabled veterans by making a tax-deductible vehicle donation:

<http://bit.ly/29CZh6Z>

Help disabled veterans by donating your old vehicle to @DAVHQ. We'll tow it free, and you get a tax deduction!

<http://bit.ly/29CZh6Z>



Promotional Materials

We have created a couple of promotional items for you to order if interested to aid you in your marketing efforts. We have put together a variety of branded promotional items for you to choose from online at DAVbulkstore.org:

DAV Vehicle Donation Program
Promotional Items

Coming Soon to DAVbulkstore.org !
Your opportunity to purchase giveaway items in bulk

Questions? 614.345.0141 jodi.southard@halo.com

 <p>Silicone Wristband Minimum QTY - 100pcs Price - \$2.15ea</p>	 <p>Car Key Chain Minimum QTY - 250pcs Price - \$0.77ea</p>	 <p>Car Stress Reliever Minimum QTY - 150pcs Price - \$1.78</p>
 <p>Car Coaster Minimum QTY - 100pcs Price - \$1.55ea</p>	 <p>Collapsible Water Bottle Minimum QTY - 100pcs Price - \$1.68ea</p>	 <p>License Plate Frame Minimum QTY - 100pcs Price - \$3.60ea</p>

V-DAC also provides some free printed materials such as mail stuffers, printable flyers and more. If you are interested in ordering some of these materials please contact the DAV Vehicle Program manager, Dan Clasgens, at dclasgens@dav.org or 859-442-2091.



E-Mail

Here is a sample e-mail message for you to send out to your contacts:

Dear Friends and Family,

DAV (Disabled American Veterans) is an organization near and dear to me. I support their tireless work serving the brave men and women who served our country and who were injured while protecting the freedoms we enjoy as Americans.

That's why I'm reaching out to you today about their new vehicle donation program:

<http://www.dav.org/cars>

If you have an old car, truck, RV or boat in any condition, DAV will pick it up from any location in the United States and take it off of your hands for free. Plus you'll get a tax deduction for your donation!

Learn more and set up your car donation now: <http://www.dav.org/cars>

Here's how it works:

1. Set up your vehicle pickup using our online form: <http://www.dav.org/cars>
2. Have your car towed away for FREE
3. Receive a tax deduction equal to the value the vehicle sells at auction (if this value is less than \$500, you can deduct the fair market value up to \$500).

Then, DAV receives 25 percent of the proceeds from the sale of vehicles donated in their state, which will go toward helping our heroes enjoy the freedoms their sacrifices have made possible.

Thank you in advance for any help you can provide in sharing this important opportunity with your own friends, family, and community members.