

SUBARU SHARE THE LOVE

MEALS-ON-WHEELS GREATER SAN DIEGO, INC.



Meals-on-Wheels
Greater San Diego, Inc.®



SUBARU **share the love** EVENT

DEVELOPING THE PARTNERSHIP

Car Dealerships Are Constantly Changing Leadership

- Important to keep constant contact
 - Involve employees in volunteer efforts throughout the year
 - Board Membership
 - Gala Honoree
- Start early
- Work through PR Company



ORGANIZING THE EVENT

What works best for each individual dealership?

- Do they want people coming to the dealership throughout the campaign?
- Extended event like “Warm Wishes”
- Do they want a “once and done”?
- Gourmet Food Truck Events
- Do they want recognition for their charitable involvement?
- CSR recognition may not be important for certain leaders

**2nd Annual Share the Love
Food Truck Event**

Sponsored By: **KEARNY MESA SUBARU** It just makes sense
Benefiting: **Meals-on-Wheels** Greater San Diego, Inc.

**Tuesday, December 4, 2012
11:00 a.m. – 2:00 p.m.
Kearny Mesa Subaru**

4797 Convoy Street
San Diego, CA 92111
Food Trucks Donate 20% of Event Proceeds to
Meals-on-Wheels Greater San Diego, Inc.

Featured Food Trucks:
*Chubby's * Charlie's Asian Crepes * Curiosity Catering
Food Farm * Greengo Grilled Cheese * Groggy's * Insider
My Urban Eats * New York on Rye * Sweet Treats * ZZ Truck*

**Visit Facebook for Updated Truck List: <http://url.ie/g8cb>*



Call 619-278-4041 for information

TIME AND EFFORT INVOLVED

Share the Love!

- **Share the responsibility among all staff:**
 - Events/Communications Manager
 - Secure and coordinate specific aspects of the event
 - Grant Writer
 - Gather all items supporting the campaign
 - Program Managers
 - Schedule meal delivery for Subaru employees



TIPS FOR OTHERS

MEDIA MEDIA MEDIA

- Ensure TV, Radio, Social Media & Print Coverage of the Event
- Use Co-op dollars to get coverage
- Capture all coverage in order to submit with grant

VOLUNTEERS

- Ensure all Subaru employees participate; make it easy
- Focus on volunteer sign-up from November 21-January 2

PARTNERSHIPS

- Collaborate with other businesses to increase the Share the Love impact, ie: Subaru vendors, local businesses surrounding dealerships, Food Trucks

BE INNOVATIVE



APPLYING IN THE FUTURE

NO BRAINER!

The Subaru Share the Love Campaign is an EASY way for Meals on Wheels Members to leverage not only local partnerships with various Subaru dealerships in their community, but other local businesses.

The door has been unlocked. Open it.

- Increased Volunteers
- Increased Media
- Increased Funding



Meals-on-Wheels
Greater San Diego, Inc.®