



Event Tool-Kit



Dear Harley-Davidson Dealership,

Thank you for hosting a 2010 Harley's Heroes event with the Disabled American Veterans (DAV)! Not only are you extending a valuable service to your local veterans, you'll have the opportunity to connect with your customers, HOG members, veteran families and community at your dealership.

We are excited to share with you a new Harley's Heroes event tool-kit that will help provide you with the tools needed to make the DAV's Mobile Service Office (MSO) visit into a "happening" at your dealership.

Thanks to the DAV MSO that will be visiting your store, veterans will get the help they need by working with a trained representative who can help identify what benefits are due to them, free of charge. Many veterans' injuries go untreated or uncompensated because they do not understand how to work through the red tape. That's where DAV comes in; they are able to navigate the system and help disabled veterans receive the benefits they have earned.

And since 30% of Harley-Davidson customers are either active or retired military veterans, Harley's Heroes is a program that can benefit every Harley-Davidson dealership across the nation.

Since 2007, the Harley-Davidson Foundation pledged \$1 million to support Disabled American Veterans and Harley dealers have raised an additional \$74,244 for DAV through dealer-driven fundraising initiatives. These donations are used to expand the DAV's outreach services, including the MSO program that has supported over 48,000 veterans since 2007.

Thanks again for helping DAV make a difference in the lives of our disabled American veterans. This event tool-kit will walk you through the Harley's Heroes program from start to finish, as well as provide tools to enhance your event from media templates to fundraising opportunities. If you have questions or need further assistance, please contact Laura Rusche (DAV) at harleysheroes@dav.org or 1-859-442-2072.

Together building better lives for America's veterans,

Harley-Davidson

Disabled American Veterans



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Harley's Heroes – Step by Step Event Guide:

Program Highlights and Overview:

The Harley's Heroes program is a true celebration of the camaraderie and spirit of our nation's veterans, those that have fought for our freedom and independence. By hosting an event at your dealership, you are honoring veterans in your community and cementing your customer base in the power of Harley-Davidson and its passion for the United States of America.

Hosting a Harley's Heroes event is an opportunity to celebrate military veterans, their families, and their supporters at your store. Ideal dates are those around military holidays or during a special promotional time at your dealership.

Harley's Heroes will attract people into your dealership, draw media attention, and invite local community members, family, and friends of veterans to visit the DAV Mobile Service Office (MSO) and your store. These individuals share the passion for our nation's veterans with Harley-Davidson and are all potential customers of Harley-Davidson products.

What does a Harley's Heroes veteran event look like? First, Harley-Davidson dealerships schedule a single or multiple day events with DAV to host their MSO vehicle or Harley's Hero tent to provide service to local veterans.

Next, you plan events to celebrate veterans and to take advantage of the increased traffic in your store. Many dealers include festivities to honor local veterans and entice the community to join the day's activities. Dealerships may partner with their HOG chapters to further encourage participation.

Read more to get started planning your event!

Get Started Planning Your Event:

We've outlined five steps to plan your event, with details and guidelines to help you have a successful program. Let's get started!

- Step One: Schedule Your Event and Request an MSO
- Step Two: Plan Your Event Well in Advance
- Step Three: Spread the Word
- Step Four: Host the Event
- Step Five: Complete Event Follow-up form and Mail Donations Raised

Step One: Schedule Your Event and Request an DAV Mobile Service Office (MSO)

The first step is to complete the [Harley's Heroes request form](#). Remember, becoming a stop on the Harley's Heroes Tour is done on a first come, first served basis. Request your date as soon as possible!

The form includes all information that is relevant to your event. It also includes options for fundraising elements that can be sent to you prior to the event. Read more about these options in the [Fundraising section of this toolkit](#).

Once your information is received, you will receive a confirmation receipt of your request via email and DAV staff will work with you to confirm your event date. We encourage dealers to schedule events **eight weeks prior to the event day**, to ensure adequate time for pre-event coordination and promotion.

[Click here to submit a request form online!](#)

Have you thought about hosting an event around a national holiday that celebrates veterans? Think about the following 2010 dates:

- Memorial Day (Monday, May 31)
- Flag Day (Monday, June 14)
- Independence Day (Monday, July 5)
- Patriots Day (Sunday, September 11)
- Veterans Day (Tuesday, November 11)

Once your event is confirmed, you will receive email communication throughout the year, leading up to your event. You will also be contacted by your DAV MSO representative one to two weeks prior to your event date to confirm logistics and details of the event.

Step Two: Plan Your Event Well in Advance

The most successful events are well-planned in advance. The following is a list of things to think about in the planning phase:

- **Logistics:**
 - **Event Dates:** Are you hosting a single day or multiple day event(s)?
 - **Weather:** What if it rains, snows, or you have extreme hot/cold temperatures? How does that affect the DAV Mobile Service Office (MSO) or Tent setup, veterans waiting in line, attendees of your event? Do you need to provide shade, heaters, etc?
 - **Parking:** Where will the MSO vehicle park or tent be placed? Do you have sufficient parking for visiting veterans and other attendees?
 - **Traffic:** Can you handle the increased traffic in and out of your lot or should you consider cones or extra signs to help ease traffic?

- **Security:** Do I need increased security due to the volume of traffic on property (inside and out)?
- **Signage:** Do people know how to get from the MSO vehicle to the showroom, or lunch, or bike demo, etc? It could be someone's first time visiting your dealership.
- **Promotion:**
 - **Signage:** How will you advertise the event at your dealership (banners, posters, decals, etc)?
 - **Media:** Do you have a preferred media partner you can work with to promote the event? Do you want to invite a local radio station to broadcast live from your dealership?
 - **Invitations:** Who should you invite to attend? Current customers and prospects? Do they have a veteran in their family they want to bring with them? Did you ask your HOG chapter to support the event, maybe plan a ride to raise funds for DAV? Remember to invite local TV stations to come by.
- **Activities:**
 - **Serving Refreshments:** Could you serve free coffee for all attendees, or maybe include doughnuts? What about hosting lunch for the event participants? Would a local vendor donate food to support the program? Or even host a cook-out or pig roast on property, and work with a local grocery to supply the materials.
 - **Veteran's Family Luncheon:** Invite local veterans to visit your dealership for a free lunch, and charge for additional family members.
 - **Flag Raising or Flag Retirement Ceremony:** Is there a local military branch or local Boy Scout troop that could come out to the dealership and help facilitate the ceremony?
 - **Fundraising Activity Ideas:** Could you organize an event that raises additional funds for the DAV – and enables you to be in consideration for the annual Harley's Heroes Dealer of Year Award?
 - Think about planning Rides, Bike Shows, Casino Nights, Family Fairs, Mystery Rides, Raffles, Auctions
- **Staffing:**
 - Will your key staff members be working on event day?
 - Does your staff know about the Harleys Heroes program? Are they aware of the DAV services that will be provided to veterans?

□ **Step Three: Spread the Word**

- **Invite People To Attend the Event!** Work with your local HOG chapter to plan and promote your event. Are they interested in helping coordinate a fundraising activity to benefit disabled veterans that can correspond with your Harley's Heroes program?
- Reach out to your customers and general public to spread the word about Harley's Heroes. Send an email to your customers and prospects to share event details and information about how they can participate in helping disabled veterans. [Download an invitation email template online.](#)
- Promote your event in your established promotional outlets (newsletters, website, direct mail, email campaigns, Facebook, Twitter, etc.)
- **Share Event News with the Media:** A press release template has been created for use to send to local media. [Download the press template online](#); remember to fill in any details specific to your event in this release (auctions, refreshments, presentations, etc.) We can also make available Public Service Announcements (PSAs) for your use when pitching to the media, or even showing it on your dealership floor. Email harleysheroes@dav.org to request a PSA.
- **Signage:** Is your dealership on a highly traveled road? Advertise your event with signage (dealership banners, posters, decals, etc). Do you currently have billboard advertisements for your dealership? Cross-promote your Harley's Heroes event to extend your reach and media attention.
- **DAV Support:** If you have scheduled your event eight weeks prior to the event date, the DAV will include the event in a direct mail letter to veterans' in your local community. It is important to schedule your event far in advance to ensure you have this added benefit!

DAV will send a press release promoting your event two weeks prior to the event date. DAV uses an online PR tool to send an electronic release to media in a 30 mile radius from each event site. We do encourage dealers to submit a press release in addition, as local dealers have strong relationships with the media in their cities.

A [Logo Standards form](#) is also made available, as a guideline for how to properly use the Harley's Heroes logos on any promotional materials.

Find additional forms and templates on www.harleysheroes.org or [HD-net](#)

Step Four: Host the Event

All the planning and effort comes to fruition! Now is the time to double check the planned details, and follow-up with items below:

Logistics:

- The DAV National Service Officer who will administer your event will contact you one-two weeks prior to the event date to connect on details. The Mobile Service Office (MSO) will arrive to your dealership prior to your event start. Remember, it is helpful to have a spot in your parking lot, or even inside your dealership in case of inclement weather.
 - It is likely that there will be a line forming around the MSO. Having additional chairs in a cool location (weather permitting) will ease the wait time of these veterans.
- Parking (provide ample parking for veterans and community attendees)

Fundraising:

- Remember to use the [Fundraising Tips and Tricks section](#) of this guide to the Harley's Heroes fundraising tools made easily available for your use.
 - This guide also includes ideas such as rides, bike shows, casino nights, and more to generate more traffic and donations for the program.
- Have you ordered your fundraising items? Simply click here: [pins, die cuts and/or canisters](#) to download order forms. You can sell the pins and die cuts pre-event and post-event to raise funds for DAV. Are they in a prominent place, do your customers know they are available? Does your staff know how to communicate why the items are available for sale?

Promotion:

- Contact local media and invite them to attend the event. Calling media the day before or the morning of the event to remind them is helpful.
- Remember to invite your HOG chapter to help facilitate the event.
- Gather your employees together in the morning, and explain the program to them prior to the start of the day. Invite them to take a break during the day and meet the veterans visiting the MSO.

Step Five: Complete Event Follow-up form and Mail Donations Raised

Congratulations! You just hosted a Harley's Heroes event that will leave a positive impression about your dealership in the community you serve.

We have a short follow up form that encourages you to share details about your event. This information is collected from each dealership throughout the year, and is used to gather feedback about the program, make program enhancements as needed, or highlight "best practices" from dealerships that have done something unique that others may follow in coming years. It is also an opportunity to communicate what areas you have used to spread awareness of the program and DAV services.

Also include any photos of the event and anything newsworthy with your form. Even include media clippings from your event; we will post on Harley's Heroes website!

At this time you will want to submit any donation that did not transfer through your online Harley's Hero donation site. Use the Donation Submission Form to effectively send additional donations to DAV headquarters to ensure your total funds raised are included in the new 2010 Harley's Heroes Dealer of the Year award.

NEW in 2010: Harley's Heroes Dealer of the Year Award:

- To say "thank you" to dealerships that are making a difference in the lives of their local veterans, DAV will recognize all dealers on the Harley's Heroes website who host fundraising initiatives. All participating dealerships will be able to add a custom DAV donation page to their site. DAV will post fundraising totals on the Harley's Heroes website.
- The **Harley's Heroes Dealer of the Year** will be awarded at the 2011 annual dealer meeting to one dealership that goes above and beyond to generate awareness and raise funds for DAV in 2010.

Find forms on www.harleysheroes.org or [HD-net](#).



Fundraising Tips and Tricks

Funds raised at Harley's Heroes events go directly to DAVs programs to help disabled veterans, including the MSO program, which has interviewed over 48,000 veterans nationally since the first Harley's Heroes event in 2007. The MSO program helps disabled veterans navigate through the VA system to receive the benefits and compensation they have earned.

Ideas for additional fundraising are listed below, to get your creative juices flowing when planning your Harley's Heroes event! We suggest you brainstorm with your dealership staff and HOG chapter to come up with more ideas that would be right for your store.

Remember, one of the keys to having successful fundraising initiatives is to make sure your customers and event attendees are aware of the opportunities! We suggest creating signage to promote your Harley's Heroes events and any fundraising initiative customers can get involved in at the store.

In-Store Items (Complimentary Items for Order through DAV):

- **Harley's Heroes® Recognition Donation** – Take advantage of this easy in-store die cut point-of-sale purchase that allows customers to donate \$1, \$5, or \$10 dollar donations. You are able to display the "stars" on windows, doors, walls, etc. to rally your local community around Harley's Heroes. We also have a counter display that you can use by registers to promote this program. To order at no cost to you, complete the form on www.harleysheroes.org or [HD-net](#)
- **Canisters** – Specially made canisters have been branded with Harley's Heroes messaging for display at high traffic areas to collect donations for DAV. Each dealership can order two at no cost. To order, complete the form on www.harleysheroes.org or [HD-net](#)

Harleys Heroes Collector's Pin (Since 2007):

- **Harley's Heroes® Pins** – Harley enthusiasts love pins so be sure to order a supply that you can display and sell during your event and throughout the year! These pins are keepsakes and collector's items of each year of the Harley's Heroes program. Each pin will cost the dealership \$1.10, and dealers are encouraged to sell them for \$5 to benefit the DAV. To order complete the form on www.harleysheroes.org or [HD-net](#)

Harley's Heroes Text Campaign:

- Invite customers, HOG members and the public to participate in the Harley's Heroes Text Campaign! You can promote this program through your website, point of sale interaction, newsletters, media outlets, and more!
- Here's how the program works: Your patrons can text "HEROES" to 90999 to make a \$5 donation to DAV. A one-time donation of \$5 will be added to the donor's mobile phone bill or deducted from a prepaid balance.
- For more information on the Harley's Heroes Text Campaign, visit www.harleysheroes.org or [HD-net](#)

Online Fundraising:

- Does your dealership have a website? Create a custom Harley's Heroes donation page! Email harleysheroes@dav.org for more information.

- Do you have a Facebook or Twitter page? Promote your event and encourage donations through social media.
- You can promote online fundraising through your website, point of sale interaction, newsletters, media outlets, and more!

Other Opportunities:

- Rides
- Bike Shows
- Casino Nights
- Family Fairs
- Mystery Rides
- Raffles
- Auctions

DAV's policy in all instances is to put its resources and support toward programs in which DAV is the sole veteran service organization receiving proceeds.



Harley's Heroes - Sample Agenda

10:00 AM – DAV MSO vehicle opens for service
12:00 NOON – Harley's Heroes Presentation
12:10 PM - Refreshments served for attendees
4:00 PM – DAV MSO service ends

Dealership's Harley's Heroes *Sample Agenda*

Key participants: General Manager, Dealership Owner, DAV representative, Veteran employee or HOG member, etc.

- **12:00 noon: Welcome and Introduction by Bill Jones, Dealership Manager**

"Welcome to *(insert dealership name here)*. My name is Bill Jones, General Manager, and it is my pleasure to be here today as we host the 2010 Harley's Heroes program at *(dealership name)*."

The Harley's Heroes program started in 2007, when the Harley-Davidson Foundation pledged \$1 million to Disabled American Veterans (DAV) to support its outreach programs, including the Mobile Service Offices (MSOs). These MSOs tour Harley Dealerships across the United States, bringing trained professionals from the DAV to service those disabled veterans who suffer from service-connected injuries but may have never filed a claim for benefits or have found it difficult working through the red tape.

Since the program's inception, the Harley-Davidson dealerships have raised an additional \$74,244 through local events, like this one. I encourage you to make a donation to the DAV, through *(list what fundraising activity you are hosting at your event)*.

At this time I'd like to invite Sally Smith, Owner, to say a few words."

- **12:05 PM: Harley's Heroes Presentation by Sally Smith, Owner**

"Thanks, Bill. My name is Sally Smith and we are so honored to be hosting a Harley's Heroes event at our dealership.

Harley-Davidson is committed to our military and veteran community, and that's why we are in the fourth year of the Harley's Heroes program. By working with the DAV, we are able to help those veterans seek and receive the benefits they so honorably deserve.

In 2009, the DAV MSO program was able to help veterans receive over \$207,853,189 in compensation (Fiscal Year July 1, 2008 to June 30, 2009). Amazing! In 2009 alone, the DAV MSO program interviewed over 12,440 veterans and visited 462 total sites throughout the year.

Harley's Heroes is one way our dealership can get involved and work to bring these DAV services to our veteran community. Today, the DAV's Mobile Service Office has interviewed (X) veterans on site – and we are open until (X) this evening.

Some of the things our dealership is doing to further support the DAV mission of building better lives for our nations disabled veterans include: *(list activities, fundraisers, etc)*

Thank you for coming to our Harley's Heroes event! Please enjoy the refreshments and stop by to say thank you to the DAV at the MSO in the parking lot! Thanks again."

- **12:10 PM: (Optional, photo op with dealership presenters and DAV staff / local veterans; possible testimony from veteran employees, HOG members, etc.)**



Sample Email Template - Invite Customers to Harley's Heroes Event

Dear (Customer Name),

You are invited to attend [Local Dealership Name]'s **Harley's Heroes** event on [date, time, location], and encouraged to bring your family and friends!

The **Harley's Heroes** program is a true celebration of the camaraderie and spirit of our local veterans, those that have fought for our freedom and independence. The mission of Harley's Heroes is to reach out to veterans of all generations to show the high honor the Disabled American Veterans (DAV) and Harley-Davidson have for their service and sacrifice to our country.

Harley-Davidson dealerships across the nation open their doors to their local military community by hosting the DAV's Mobile Service Office at their dealership. Local veterans are invited to attend and connect with DAV National Service Officers who will provide benefits counseling to those veterans who suffer from service-connected injuries but may have never filed a claim for benefits or have found it difficult working through the red tape.

**If you know a disabled veteran who would benefit from this event,
please forward this invitation to them.**

[Local Dealership Name] festivities include:

- [List all opportunities for customers to participate at your store – free coffee, local Harley's Hero award program, bike ride, etc.]

For more information, contact [local dealership contact phone number and email].

See you on [event date],

Signature of Dealership Owner



Harley's Heroes Dealer of the Year Award

To say "thank you" to Harley-Davidson dealers that are making a difference in the lives of their local veterans, Disabled American Veterans (DAV) will recognize all dealers on the Harley's Heroes website who host fundraising initiatives in 2010.

The **Harley's Heroes Dealer of the Year** will be awarded at the 2011 annual dealer meeting to the dealership that goes above and beyond to generate awareness and raise funds for DAV in 2010.

All participating dealerships will be able to add a custom DAV donation page to their site, in addition to the fundraising efforts available (selling pins, canister campaigns, and die cuts). DAV will post annual fundraising totals on the Harley's Heroes website.

Frequently Asked Questions:

- **How can I ensure my dealership is included in this program?**

By hosting a Harley's Heroes event in 2010, you are considered for the award. Dealerships are encouraged to host additional veteran focused events and activities at their Harley's Heroes event and share the information with Laura Rusche (DAV) at harleysheroes@dav.org or 1-859-442-2072.

Any Fundraising efforts conducted by your dealership should also be sent to DAV National Headquarters, to be included in the fundraising totals for the Harley's Heroes program. [Download a donation submission form](#) and send to:

Disabled American Veterans
Attn: Harley's Heroes/Laura Rusche
3725 Alexandria Pike
Cold Spring, KY 41076

Contact Laura Rusche (DAV) at harleysheroes@dav.org or 1-859-442-2072 for more information.

- **I read that I can include a link to donate directly to the DAV on behalf of my dealership. How can I set that up?**

Setting up a custom donation page specifically for your dealership for Harley's Heroes is easy! Email harleysheroes@dav.org and submit your request. A member of the team will respond with a custom URL for your use.



HD Net Information

To find information on HD Net, please visit www.h-dnet.com. Once logged on, go to:
General Operations Tab
Customer Outreach Area
Disabled American Veterans File