

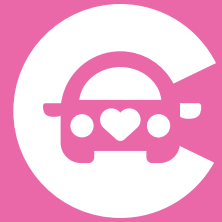


**cartober**

**2023 Cartober  
Impact Report**

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# What is Cartober?

Cartober is an online giving campaign held throughout the month of October to highlight the impact vehicle donations can make for nonprofits. Cartober also encourages people to drive change by donating their unwanted car, truck, RV, motorcycle, or boat to their favorite nonprofit or public media station.



## Featured Nonprofits



# Nonprofit Participation



Over 400 groups joined the Cartober campaign, showcasing a diverse array of causes. Their collective participation amplified the campaign's impact, emphasizing the transformative power of vehicle donations and highlighting how these contributions play a pivotal role in advancing nonprofits' missions.

# Online Reach



Nonprofit organizations and their supporters showcased their active involvement in the Cartober campaign by collectively sharing over 600 posts on Facebook, X, Instagram, and LinkedIn. These posts not only highlighted their participation but also encouraged followers to donate their vehicles during the campaign.



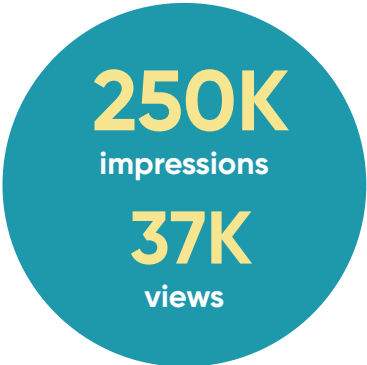
## Google Ads

Cartober's compelling digital ads highlighted the transformative impact vehicle donations have on nonprofit missions. Ads were distributed across various channels, accumulating impressive views and impressions.



## YouTube Ads

Strategically placed on one of the world's largest video platforms, Cartober's YouTube ads amassed a significant number of views and impressions, effectively capturing the attention of online audiences.



# Revenue

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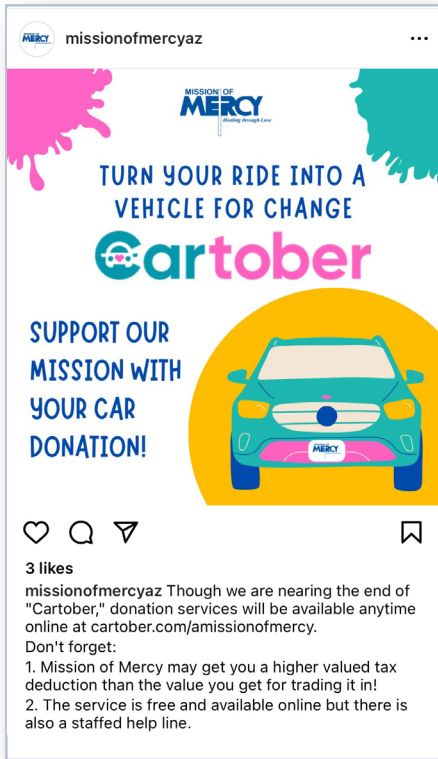
The collaborative marketing endeavors of nonprofits nationwide, combined with the strategic efforts of the CARS marketing team, resulted in a remarkable achievement of over \$73,000 in vehicle donation revenue during Cartober. This impressive figure represents a staggering 265% increase from Cartober 2022, underscoring the growth and success of the campaign.



**265% increase in  
donation revenue  
from Cartober 2022.**

# Nonprofit Highlights

## Social Posts



Mission of Mercy



Sound Salmon Solutions



Seattle Area Feline Rescue



Pediatric Brain Tumor Foundation

# Social Posts



**ECS Philadelphia** @ECSPhilly Follow

Consider [#donating](#) your old vehicle to support ECS this [#Cartober](#). We accept all vehicles, the process is easy and tax-deductible. Learn more! [ow.ly/rJK550PT9jP](https://ow.ly/rJK550PT9jP)

**Donate your old vehicle to support ECS!**

- Easy process
- Free pick-up
- Tax-deductible
- Proceeds benefit ECS

Episcopal Community Services

Episcopal Community Services, Philadelphia

**NCJWLA** @NCJWLA Follow

Car nightmare repair? This month, we're participating in the Cartober! When you donate your vehicle during the month of October, the proceeds from your car's sale will directly support Advancing Economic Justice & Equity For Women. Donate Today: [linktr.ee/ncjwla](https://linktr.ee/ncjwla)

Trade your four wheels for good feels. Donate today!

National Council of Jewish Women, Los Angeles

**Hope Alliance** @HopeAllianceTX Follow

Cartober encourages people to drive change by donating unwanted cars, trucks, RVs, motorcycles, or boats to their favorite nonprofit or public media station.

Visit [cartober.com/home](https://cartober.com/home) for more information!

**A vehicle donation can drive change for an organization you love!**

Hope Alliance

**KWMR Radio** @KWMRradio Follow

Is your car making spooky noises?

DONATE YOUR CAR TO KWMR:

- 📞 CALL --- 1 866 KWMR CAR
- 👉 CLICK --- [kwmr.careasy.org](https://kwmr.careasy.org)

Thanks for your support!


KWMR

**DAV Disabled American Veteran...** @DAVHQ Follow

Make this October "CARTober" when you donate a car, truck, RV, or boat to DAV. Whether it runs or not—we'll pick it up for free! Learn more at [dav.careasy.org/cartober](https://dav.careasy.org/cartober).

Disabled American Veterans (DAV)

# Web and Email



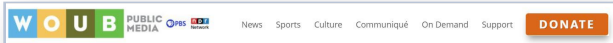
Filter by Categories

### Vehicle Donations Are Great Way to Help Our Families This Cartober

Contending families so they can focus on the well-being of their child would not be possible without gifts from far community. Among the various ways you can support Atlanta Ronald McDonald House Charities is through our Vehicle Donation Program this Cartober. We accept cars, trucks, boats and RVs with proceeds directly helping our families.

A vehicle donation is a great way to give back and drive change. The proceeds from the sale of your vehicle support programs that directly improve the health and well-being of children and their families.


Atlanta RMHC



## Cartober

# Donating your car:

A decision so easy, it should be automatic.



WOUB




### HAPPY CARTOBER

Cartober is a national awareness campaign held throughout the month of October to not only share the difference vehicle donations can make but to encourage people to do good by donating their unwanted vehicles to their favorite nonprofit, like WPP.

Vehicle donations have the potential to bring in hundreds and sometimes even thousands of dollars to aid in helping dogs in need.

**VEHICLE DONATION**

Wounded Paw Project



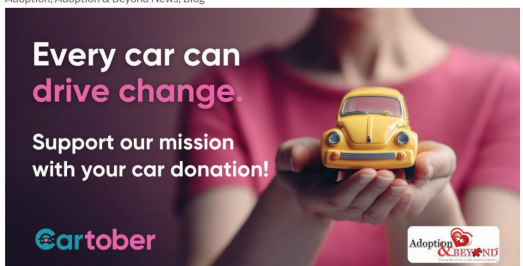
## Adoption & Beyond

Home Services About Us Forms

Adoption, Adoption & Beyond News, Blog

# Every car can drive change.

Support our mission with your car donation!



**Cartober**

Adoption & Beyond

## KQED

Selling your car: frustrating, annoying, difficult.

Donating your car: rewarding, exciting, easy.




**Cartober**  
KQED

Friend,

We all have the power to spark change. And this October, you can do it by simply getting that old or unwanted vehicle off your hands. Save time and money on expensive repairs, avoid the overwhelming experience of trying to sell your car and support public media in your community!

KQED is participating in Cartober, a national campaign to raise awareness for vehicle donations. Your donation could mean hundreds, thousands or even tens of thousands of dollars in support of local fact-based journalism, and there's no cost to you. Your vehicle will be picked up for free and you'll receive the paperwork for a tax deduction!

KQED




## Humane Society Loudoun County

Adopt About Us Volunteer Programs Resources

HOME > NEWSLETTER > HELP ANIMALS BY DONATING YOUR CAR DURING CARTOBER

### HELP ANIMALS BY DONATING YOUR CAR DURING CARTOBER

By Lauren Puchett



Dr. Christine Rainwater drove her 14-year-old Honda Civic for 240,000 miles before deciding it was time to throw it in the towel. As a dog owner and lover, Christine made the choice to donate her vehicle through [CARS \(Charitable Adult Rides & Services\)](#) to benefit the [Humane Society of Loudoun County \(HSLOC\)](#).


Now CARS is launching its second annual [Cartober campaign](#). As the name suggests, Cartober is an initiative that promotes vehicle donations for nonprofit organizations throughout the month of October. Donated vehicles are sold through used car markets to provide crucial funding for nonprofits all over the world. All vehicle types are accepted, running or not, and include cars, trucks, trailers, boats, RVs, motorcycles, campers, off-road vehicles, planes, heavy equipment, and farm machinery.

For Christine, donating her vehicle to save animals was an easy decision.

"I would love to adopt more - but the challenge is space (only so much room on the bed). And those pesky family and friends would question my sanity," she said. "Since I can't shouldn't adopt any more until there is room, I feel strongly about helping through the donation of my vehicle. Could I have sold the car? Yes, because it was in good working order with two new tires. But why go through the hassle when such a great organization with such a great mission could benefit?"

# Donate a car this month.

It's easy, tax-deductible, and you'll support a great cause.



**Cartober**

Humane Society of Loudoun County



## Partner Story



## Driving Support for Animals in Monterey

SPCA Monterey County's participation in Cartober marked a significant step in leveraging vehicle donations to support its mission of enhancing the well-being of animals in the community. Noel Freitas, SPCA Monterey County's Development Manager, played a crucial role in steering the organization toward embracing the potential of their vehicle donation program.

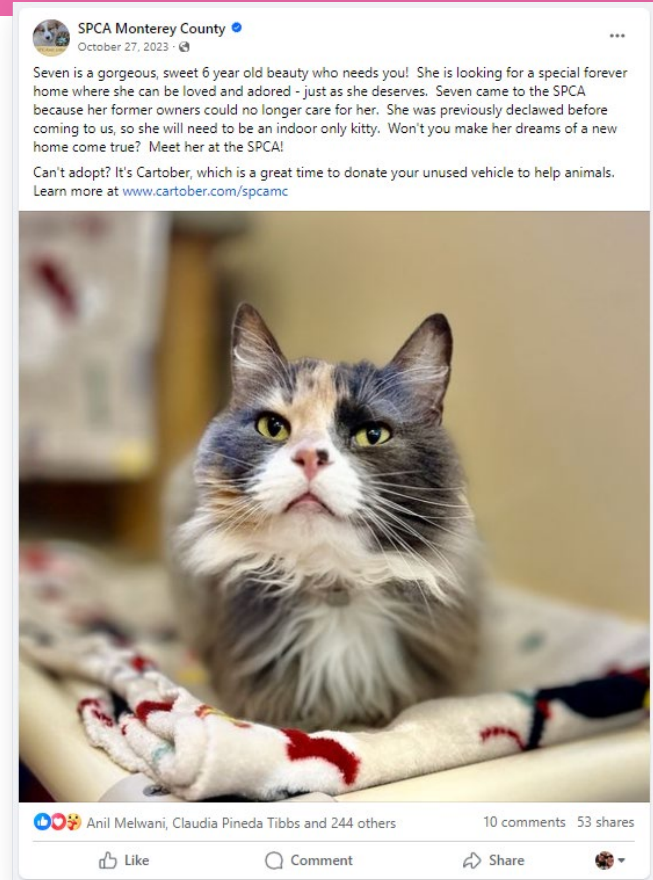
### Laying the Foundation for a Successful Program

Upon Noel's arrival at SPCA Monterey County in 2021, the organization had a pre-existing program, but there was limited focus on developing vehicle donations as a sustainable revenue stream.

Drawing on her background in public media and her experience managing a vehicle donation program, Noel recognized the untapped potential of this revenue source with the right marketing efforts. Reflecting on this, Noel stated, "I definitely hear from a lot of people that this is just some passive revenue stream, but I think after putting a little effort into marketing the program, you'll see so many returns. With my background, I knew how much revenue we could have to further our mission if we put just a little bit of extra effort into it, and CARS made it super easy to do that."

***“I knew how much revenue we could have to further our mission if we put just a little bit of extra effort into it, and CARS made it super easy to do that.”***

***– Noel Freitas, Development Manager, SPCA Monterey County***



So, Noel went to work. She began laying the foundation for the organization's vehicle donation marketing efforts by streamlining the donation process, developing a communications strategy, and creating engaging content to resonate with supporters. While her initiatives were underway, the opportunity to become a Cartober Featured Nonprofit emerged. With the continuous momentum of her vehicle donation marketing efforts and the additional exposure from Cartober, Noel was confident that contributions would begin to flow in. Expressing her optimism, she said, "I went into the Cartober campaign hopeful. I knew that if folks just knew about the program and possibly were in the position to make that donation, they would be able to put two-and-two together and maybe donate to SPCA Monterey County."

## Strategies for the Cartober Campaign

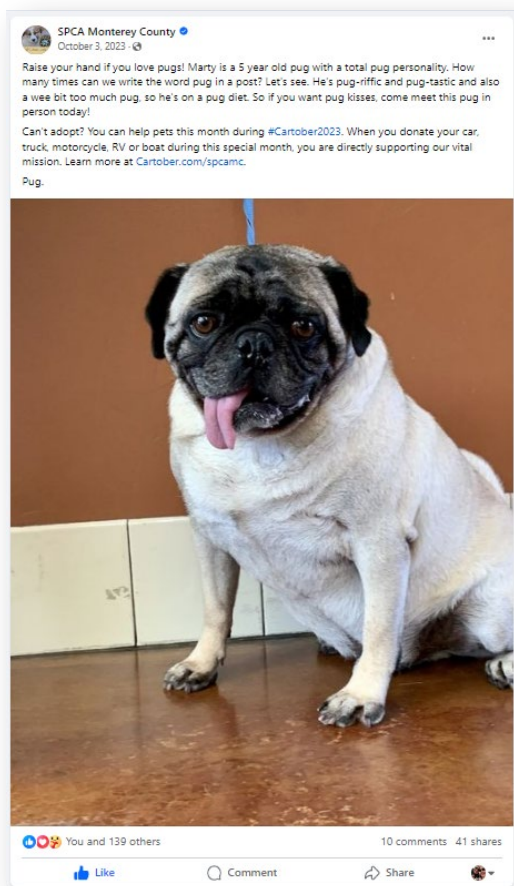
On top of the additional promotion from being a Cartober Featured Nonprofit, SPCA Monterey County employed a multi-faceted approach to promote vehicle donations:

**Email Marketing:** Two dedicated emails were sent to their email list of supporters, providing a direct channel to engage potential donors.

**Social Media Blitz:** Regular posts on Twitter, Instagram, and Facebook leveraged storytelling techniques, emphasizing the potential impact of vehicle donations on the organization's mission.

**Local Business Collaboration:** SPCA Monterey County reached out to local businesses, fostering community involvement and raising awareness of the Cartober Campaign.

The synergy between SPCA Monterey County's initial marketing endeavors and participation in the Cartober campaign resulted in a robust year-end, yielding over \$14,000 in vehicle donation revenue for the nonprofit. With respect to utilizing their vehicle donation funds, Noel highlighted the heightened need at SPCA Monterey County's pet food banks. She emphasized, "Particularly right now, during the holiday season, we've seen a huge demand for assistance at our pet food banks. So, we will be providing thousands of pounds of food for the pets in our community."



## Sustaining Cartober's Success

After the success of SPCA Monterey County's Cartober campaign, Noel is determined to sustain the momentum gained from Cartober by exploring additional avenues to enhance the online presence and community outreach for their vehicle donation program. As for SPCA Monterey County's plans to participate in Cartober 2024, Noel enthusiastically expressed, "Definitely! On my list. It's on the calendar already!" As she continues to steer the success of SPCA Monterey County's vehicle donation initiatives, her commitment to making a positive impact in the community remains a driving force.

# Thank You

Cartober may be over, but don't let the momentum fade away. Keep the spotlight on the transformative impact vehicle donations have on your cause by leveraging materials available in the CARS Content Portal.

Once again, thank you to the nonprofit organizations who joined us for Cartober 2023. Your participation made the campaign a success, and we're excited to make Cartober 2024 even bigger.

**Stay tuned for updates – exciting things are coming!**



# cartober