



HELPFUL HINTS FOR A SUCCESSFUL FUNDRAISER

1. Know What You Are Offering

- *The Wave* is a newly opened environmentally sound car wash, with professional state-of-the-art, high quality equipment and an experienced friendly staff.
- This wash card entitles you to a “Rip Tide” wash which includes high pressure pre-soak, soft cloth, undercarriage rinse and forced air dry.
- In addition, *The Wave* offers powerful vacuums with mat holders, carpet shampoo, and a variety of car care vending products.

2. What Should We Charge For A Wash?

- The wash cards retail for \$7.00.
- Set the price for each wash at an amount that is attractive and simple. Don't be afraid to ask for additional contributions in order to reach the goal for your organization.

3. Environmental Responsibility:

- Instead of disposing soapy wastewater into a parking lot storm sewer, which discharges directly in to our rivers and streams, *The Wave* properly disposes its wastewater into the city's sanitary sewer system where it is properly filtered.
- The facility is equipped with a water reclaim system to save our valuable resource while providing our customers with one of the best washes our industry can provide. *The Wave* uses between 20 and 35 gallons of water per wash, as compared to the 80-140 gallons of water consumed when washing your car in your driveway at home.
- *The Wave* is committed to protecting our environment and doing our part in conserving our most precious resource ~ water. Help us save water and the environment!

4. Know the Location of The Wave

- The Wave: Hawks Prairie is located at 185 Marvin Road SE next to Oil Can Henry's
- The Wave: Centralia is located at 619 Harrison Ave just east of Dairy Queen
- The Wave: Lacey is located at 4655 Whitman Lane SE behind McDonald's on Yelm Hwy & College

5. Where Is It Best to Sell Them?

- Friends, Neighbors, and Co-workers
- Local businesses, especially ones with company vehicles
- Groups of employees such as banks, doctor's offices, attorney's offices, real estate offices, etc.
- Sporting events such as baseball or soccer fields
- Promote selling them as Gift Certificates for Birthdays, Anniversaries, Mother's and Father's Day, Valentine's Day, Christmas, or random acts of kindness
- Talk to employers about promoting our wash cards as a cost-effective employee incentive. It is an easy way to reward staff members for exceeding goals, generating new ideas, or just because they deserve something extra.

6. Are there any vehicle restrictions?

- Truck beds must be free and clear of debris
- The height restriction is 7'4"
- No Dually's

7. Be Creative!

- Selling car washes is fun
- Set targets for each of the sellers
- Set an over-all money and number of wash cards
- Have a specific goal to convey to the customer ("Our team is going to the play-offs and needs \$5,000 to get there").

8. Answers to Objections or Questions:

- "We have a monthly pass at the XYZ Car Wash." It doesn't matter. *The Wave* wash cards are good for any car and monthly passes are good for only a specific car. These can be used for gifts, giveaways, and presents for teachers, friends, or whoever.
- "I wash my own . . ." In addition to the answer above, you can point out to the customer that we recycle our water and dispose any excess water into the sewer system where it can be properly treated. *The Wave* is environmentally friendly way to wash your car, washing in the driveway is not.
- "Automatic car washes scratch my car." *The Wave* uses only the softest cloth available and uses a hands-free drying system that best protects your car from surface abrasions.
- "I already have *The Wave's* wash cards." Then you know the value of *The Wave* wash and wouldn't mind donating \$7 to our cause with or without a coupon.
- "I can't afford a \$7 car wash." Today \$7 can buy you: a cup of coffee and a doughnut, a raffle for a door prize, tax on lunch for four or three apples. A \$7 car wash buys you a "good feeling." When your supporters buy a wash card from your organization, they know they are supporting your activities and getting a great wash too!

9. For Additional Information:

- To find *The Wave* location nearest you visit us on the web at www.thewavewash.com