



**VIRTUAL PROCESS WALKTHROUGH**

## WELCOME

Thank you for being part of our new Virtual Driven to Give program. We are excited to be able to offer this virtual program format to you in the current and changing social environment. Virtual Driven to Give offers dealers the opportunity to host a one-day virtual event with two, 30-minute, tour sessions. This format allows dealers the opportunity to further engage with and support their community by generating a donation to a benefitting organization for each valid virtual tour attendee.

Dealers can work with a local public or private school or a national or local charitable organization and raise up to \$3,750 (up to 150 virtual tour attendees) for their chosen cause. All you need to do as the dealer is select a benefitting organization to work with, enroll your virtual event, promote your event and have a dealer representative on each Zoom session.

Fall 2020 events will be held Thursday-Sunday from September 24th to December 20th. Enrollment for the Virtual Driven to Give program is now open on the Driven to Give website. Only one event can run at a time and they fill up on a first come first serve basis, so make sure to enroll your event soon!

Thank you for your participation. We appreciate your support!

Program HQ



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## PRE - EVENT PREPARTION

Similar to traditional Driven to Give events, the first step is to enroll an event. After enrolling the process for virtual events diverges. Once your virtual event is enrolled you will have until one month before your event to request any event changes. Approximately three weeks before your event, look for an email from PHQ. This email will provide you with your event details as well as the link to your event registration page. This is the link you will use to promote your event. You should share this link with your charity partner, ensuring all prospective guests receive the link.

This link will serve as both the registration for the virtual session and the pre-tour survey, satisfying the first requirement in the donation process. Promoting this link and getting guests to register using this link is the most important task in the success of this program. Every step of the process for the guests is automated once they are registered. Please make every effort to get this link shared and encourage your charity partner to do the same. Below is an example of the email you will receive. During the registration process guests will have the opportunity to select the virtual tour time of their choice.

Hello!

Thank you for enrolling a fall 2020 Virtual Driven to Give event.

Event Information:

Enrollment Status: **CONFIRMED**  
Enrollment Period: **VIRTUAL FALL 2020**  
Event Date: **00/00/00**  
Event Sessions: **BLOCK # #&#P EST**

\*Please note, your virtual event is confirmed, you cannot change the event date or session times.

Here is the URL link to your events registration site: **LINK**

Make sure to include this link whenever you are promoting your event. This is where all attendees will register for a tour session. The dealer representative who will be joining the



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## PRE - EVENT PREPARTION

The next step in preparing for your event is to attend one of the live training sessions where a host will be present to walk you through exactly what to expect on your virtual tour session. With this virtual format there is much less work required of dealer and volunteer staff as compared to an in-person Driven To Give event. It is critical you promote your registration link as much as possible and attend a training session in order to prepare yourself. We want to make sure you are prepared and present a fantastic experience for your guests.

Link to live training: [https://eventlink.live/dtg\\_training](https://eventlink.live/dtg_training)

Live webinar trainings are held at **2:30 PM EST** on the following dates:

September 22<sup>nd</sup> and 29<sup>th</sup>

October 6<sup>th</sup> and 20<sup>th</sup>

November 3<sup>rd</sup> and 17<sup>th</sup>

December 1<sup>st</sup> and 15<sup>th</sup>



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## EVENT DAY

On your event day you will be expected to login into your virtual session ten minutes prior to the scheduled start time. During these 10 minutes we will quickly recap what is expected and the process we will follow.

When your session begins your guests will be admitted to the virtual showroom and will be welcomed by the session moderator. After they are greeted by the moderator you will be introduced and be expected to deliver a personal welcome on behalf of the dealership. Once you have welcomed the guests and thanked them for their time the product specialists will take over and give the virtual walk around of the vehicles. At the end of the vehicle tours questions and answers will be handled by the session moderator and the product specialist. If a guests asks a specific question about the dealership or local availability the moderator will direct those questions to you as the dealer representative. Upon completion of the dealership questions you will once again thank your guests and close the meeting with any parting words.

A Virtual Driven to Give Dealer Outline document will be sent to you by PHQ which will explain in detail the requirements of you for your virtual sessions.



### Virtual Driven to Give Dealer Outline

#### In Preparation

- First you will need to determine who will be your dealership representative on the virtual tour sessions.
- You will need to prepare the opening remarks\* (2-3 minutes), given by the dealer rep. In the opening remarks you should:
  - Welcome all attendees and thank them for joining
  - Give background information on the benefitting organization and what the funding will be used for
  - Give background information on Driven to Give
    - Highlight the program length, running since 2011, and total donations, over 11 million since the program started
  - Enlighten attendees on dealership-specific initiatives you offer
- You will need to prepare the closing remarks\* (2-3 minutes), given by the dealer rep. In the closing remarks you should:
  - Thank everyone for attending



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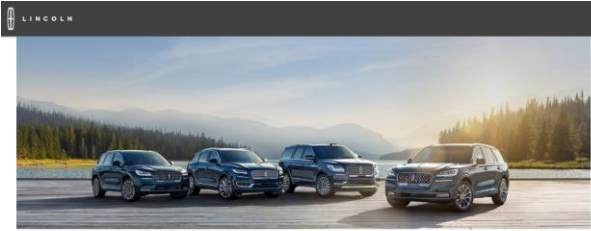
# POST VIRTUAL EVENT

Once your guests have completed their virtual session, they will be sent a link to complete their post experience survey. Just as with live events the guests are required to complete three steps to qualify, pre-event registration, event attendance and post event survey.

The same qualification criteria remains intact:

- One donation per household
- Attendees must be over 18
- Pre-Registration, Event Attendance, and Post Survey must be completed
- For Event Attendance to qualify guests must view at least 24 minutes of the session or 100% of the session, whichever is less.

## EXAMPLE SURVEY SCREENS:



First Name <sup>\* Required</sup> Last Name

First Name:  Last Name:

Lincoln respects your privacy and treats your personal information with care. Click [here](#) to read Lincoln's privacy policy.

Street Address Street Address 2


Start typing an address  Street Address 2

City State Zip Code

City  State  Zip Code

Phone Number Email Address




Phone Number  Email Address



Please email me communications, including product and service information, surveys and special offers from Lincoln and its dealers.

I am interested in receiving more information on the following Lincoln vehicle(s):

Please select up to two vehicles.

 CORSAIR	 NAUTILUS	 AVIATOR
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