



BRIGHT HORIZONS TRUCK DAY BEST PRACTICES: APPRECIATION

Showing appreciation to the Truck Day Participants before, during, and after the event is the best way to ensure successful Truck Days in years to come.

BEFORE THE EVENT:

Prior to the event, make sure truck owners, additional vendors, and local businesses donating raffle items all know that their company information will be listed on your Sponsor List, which is handed out to every adult attending the event at the welcome table. Forward them a copy of the flyer to post in their office and the Bright Horizons Foundation for Children materials so they know more about the organization they are supporting.

DURING THE EVENT:

During the set-up for the event, provide truck owners, volunteers, and additional vendors with coffee and donuts from 8:30-9:30 a.m. Once the event begins, hand out bottles of water. Designate someone from the Vendor Team to walk around to them at least a few times during the event to make sure they don't need anything---another bottle of water, a snack, a bathroom break (if they're the only one stationed at the vehicle and don't want to leave it unattended). Take photos of the truck owners in front of their trucks at the event and vendors at their tables.

AFTER THE EVENT:

Send a thank you note within 10 days of the event. Along with it, include any photos taken at the event and a "Certificate of Participation" they can hang on their office wall. On milestone years (i.e., 5th or 10th), you might plan to send them a plaque. Doing all of this in a timely manner is what they really appreciate. If it is an employee from a construction company, send a letter to the owner of the company and mention what a great job their employee did representing the company at the event. Maintaining a great relationship makes your job easier in the years to come because you'll need to recruit fewer vehicles!