



BRIGHT HORIZONS TRUCK DAY BEST PRACTICES: RECRUITING TRUCKS AND VEHICLES

3 - 6 MONTHS PRIOR TO TRUCK DAY:

Recruit Trucks and Vehicles:

- Start by asking local Bright Horizons employees and family members whether they have any connections to trucks and vehicles (i.e., perhaps a family member owns a construction company or works for the town where the event is being held). These individuals are your best resource for finding trucks and vehicles.
- The way you frame the request is very important. Explain to truck owners that this is excellent, free exposure for their businesses, and that you list them as sponsors of the event on a handout you will print and give out to each person at the event.
- You may have better results calling rather than emailing—it's more personal and you have more time to educate them about Bright Horizons Foundation for Children and their mission.
- Encourage truck owners to bring their families to the event as well—their children can enter for free and take part in the fun!
- Call local police, fire, department of public works, and ambulance offices in the town where the event is being held—they will almost always be willing to provide a vehicle at a Truck Day event
- Call other local construction companies—the greater the variety, the more successful the event! Think outside the box for vehicles children may not normally have exposure to. Here are some suggestions:
 - **Fire Engines**
 - **Fire Ladder Trucks**
 - **Ambulances**
 - **Police Cruisers**
 - **Police Motorcycles**
 - **RVs**
 - **Tractors**
 - **Limousines**
 - **Taxis**
 - **Military Vehicles**
 - **School Buses**
 - **Tow Trucks**
 - **Bucket Trucks**

- **Cement Trucks**
- **Heating and Oil Trucks**
- **Bulldozers**
- **Diggers**
- **Excavators**
- **Dump Trucks**
- **Moving Trucks**
- **Bookmobiles**
- **ATVs**
- **Landscaping Trucks**
- **Snow Plows**
- **Garbage or Recycling Trucks**
- Call car dealerships—they may be willing to bring new cars or auto transportation vehicles to the event
- If all else fails, call companies from the local yellow pages. If they've taken the time and spent the money to place an ad in the yellow pages, they're more likely to be excited about the exposure that comes from a charity event.
- Create a contact list with each truck owner's phone number, address, email address, website, and the type of truck(s) he or she will provide. You will be able to update this list each year and use it to send thank you notes after the event.
- It is crucial that you check-in and remind truck owners multiple times prior to the event—most important, the week leading up to Truck Day.
- A nice touch is sending out a "Certificate of Participation" to all of the Truck Day participants. Perhaps you could even send a plaque after five years of participation in a row. The "Certificate of Participation" doesn't have to be official—it could have a Bright Horizons center drawing on it or something simple. Anything they can hang on their office walls will be a hit!