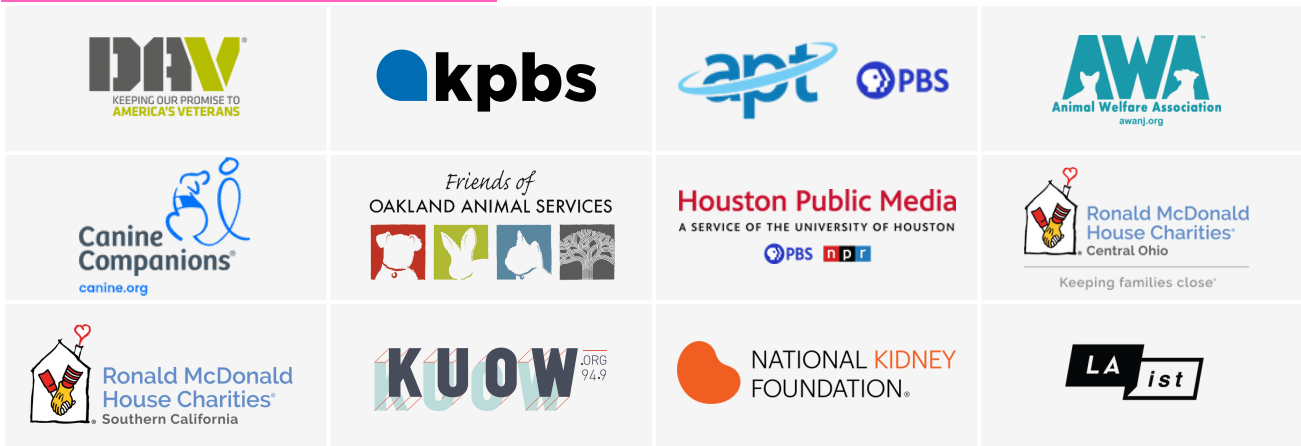


Cartober
Impact Report
2024

Celebrating Cartober

Cartober showcases the incredible power of community and generosity, transforming vehicle donations into meaningful support for nonprofits nationwide. Explore the Impact Report to read stories and view insights from Cartober 2024.

Featured Partners



Nonprofit Participation

Nearly
500
Nonprofits Participated

10.5K
Content Downloads

Cartober.com Online Reach

Cartober's digital strategy extended the reach of nonprofit partners, helping raise awareness and drive donations.

330 Nonprofits received website visits

16,877 Page views

239,587 Google Ad impressions

401,111 YouTube Ad impressions

Social Media Ad Examples

The image displays three social media advertisements for Cartober. The first ad is from rmhsc, showing a woman hugging a young girl, with the text "Drive Change. Ignite Hope." and the Cartober logo. The second ad is from oaklandanimalservices, featuring a dog and the text "Drive change this October!" and the Cartober logo. The third ad is from su2c, showing an orange car and the text "Drive change this October!" and "Support our mission with your car donation." along with the su2c logo.

Revenue Raised

Thanks to the collective effort of the nonprofits who participated in the campaign, Cartober raised \$101,605. Revenue raised during the campaign grew 39% year-over-year.

39% Increased revenue YOY

\$101,605 Raised from campaign

Partner Story

How KPBS and Hoehn Motors Teamed Up for Cartober Success

KPBS elevated its 2024 Cartober campaign through a partnership with Hoehn Motors, a family-owned dealership in San Diego.

As a longtime KPBS underwriter, Hoehn Motors was a natural choice to sponsor their Cartober campaign. Sandra Alberts, KPBS' Membership Operations and Vehicle Donation Program Manager, explained, "Hoehn Motors extended their partnership by offering a \$1,000 thank you voucher to all vehicle donors that donated a vehicle in October." This incentive provided a meaningful way to engage donors while showcasing Hoehn Motors' commitment to the community.

To maximize the campaign's reach, KPBS also leveraged a multi-faceted marketing strategy that included email campaigns, paid social media, podcast advertising, and radio and TV on-air promotions. This resulted in 104 completed donations and over \$127,000 in revenue to the station.

Reflecting on the campaign, Alberts emphasized the importance of preparation.



"2023 was our first year participating, and it was very last minute as we were transitioning to a new CRM."



For 2025, I advise stations and nonprofits to enter the campaign with strategies in place and allocate 2-3 months for pre-campaign preparation. Partnering with an organization to offer unique incentives can make a big difference."

Looking ahead, KPBS plans to build on this success by exploring additional innovative collaborations in future campaigns. By continuing to partner with community-oriented businesses, the station aims to deepen its impact and strengthen ties with its audience.

Partner Story

How Canine Companions Maximized Cartober 2024



When Canine Companions joined as a Featured Nonprofit in this year's Cartober, their goal wasn't just to raise funds – it was to open new doors. As an organization that empowers people with disabilities by providing expertly trained service dogs, they saw Cartober as an opportunity to reach untapped audiences and expand their impact. Sai Ortega, Communications Coordinator, shared the details of their campaign's success.

Expanding Opportunities to Give

Canine Companions joined Cartober to create another pathway for supporters to contribute to their mission – and it paid off! The organization brought in over \$17,000 in revenue through Cartober.com.



We wanted to promote an additional option for our existing and prospective supporters to give to our mission," Ortega explained. "Our goal was to reach newer audiences who aren't familiar with our programs."

Strategic Marketing

Canine Companions used a mix of tactics to spread the word:

- Scheduling engaging social media posts
- Publishing blog content about the campaign
- Highlighting Cartober in newsletters and a dedicated email
- Featuring the campaign on their homepage
- Encouraging internal staff to share the initiative

Ortega also noted how the media assets and sample posts provided by CARS helped align their messaging and maintain a cohesive campaign.

Advice for Fellow Nonprofits

Ortega encourages other nonprofits to join Cartober, calling it "a great opportunity for collaboration and a way to promote your mission to a new audience." For organizations considering participation in Cartober, the campaign offers an effective way to diversify fundraising efforts.

The funds raised during their campaign will help place more dogs with people who need them, free of charge. By embracing creative fundraising opportunities like Cartober, Canine Companions expands its reach and impact, ensuring their mission continues to change lives and foster independence.

THANK YOU!

Thank you for being a part of Cartober 2024! Your participation made a tremendous impact. We're excited about the big plans we have for 2025 – stay tuned for more updates. If you'd like to discuss how your nonprofit can start planning for Cartober 2025, please reach out to marketingsupport@careasy.org.

