



## **"Secure Your ID" Day**

*A BBB-branded, public education and community service program that showcases the collective power of community-based BBBs across North America*

**Tool Kit #1**

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# I. Overview

## *Situation*

Identity theft is defined as the process of using someone else's personal information for your own personal gain. The [Javelin Strategy & Research Center](#) has been studying identity theft closely since 2004. Each year, they release their findings. Their 2009 study reveals that:

- Identity theft is on the rise, affecting almost 10 million victims in 2008 (a 22% increase from 2007)
- Victims are spending less money out of pocket to correct the damage from ID theft. The mean cost per victim is \$500, and most victims pay nothing due to zero-liability fraud protection programs offered by their financial institutions.
- 71% of fraud happens within a week of stealing a victim's personal data.
- Low-tech methods for stealing personal information are still the most popular for identity thieves. Stolen wallets and physical documents accounted for 43% of all identity theft, while online methods accounted for only 11%

*\* Source: Javelin Strategy & Research Center 2009 ID Theft & Fraud Tracking Study*

## *How Can BBB Add Unique Marketplace Value?*

- Work together as a system, coast-to-coast, under the BBB brand name to:
  - Keep identity protection as a top-of-mind issue
  - Deliver needed identity protection education to the public
  - Perform an "instant gratification" community service while also providing best everyday practices for securing personal information

## *Summary: BBB "Secure Your ID" Day*

A cooperative, coordinated effort between CBBB and BBBs across North America to promote and host a semi-annual series of community-based "responsible destruction" events (i.e., shredding events) as a framework to deliver identity protection education and solutions to the public.

- Target Market: Consumers and Small Business Owners across North America
- Scheduled Date: **Saturday, October 17, 2009**

Basic Event Flow: On the specified event date, the public will be directed to drive to a designated community event site, bringing with them paper-based documents they want to destroy. BBB volunteers will guide the cars through a moving line, offload their disposable documents for them, pass them to the shredding service provider, who will then shred them on the spot. Each car may offload a maximum equivalent of 3 boxes/bags\* of paper-based materials, amounting to roughly 1-2 cubic feet.

\* or a specified amount agreed upon by the BBB and shred partner

## **How Your BBB Will Benefit**

- Exposure/visibility for your BBB
- Opportunity to reinforce your BBB as an identity protection champion
- Opportunity to reinforce your relationship with your Accredited Businesses by engaging them as sponsors (to help cover your out-of-pocket costs to be a break-even...or better) and/or attending the event
- Terrific community service event to showcase to your Board of Directors;
- Local mobile shredding providers (members of NAID) are matched up with your local BBB to service your events – **at no cost** (in some cases, you may have a choice of vendors and/or have multiple vendors servicing your event)
- Promotion, Advertising and PR templates that you can use/customize for your local community
- A centralized process to make planning and implementation as turn-key as possible, and drawing from the success stories of your peers

*Note: Many BBBs who have held this type of event in the past have integrated a "donations for Foundation activities" component to the event and we leave this decision to your own discretion.*

## **How the BBB Brand Benefits**

- Broad national exposure and visibility
- Reinforces the BBB's "trust" mission and stakeholder role in preventing ID Theft & Fraud
- Positions BBB as THE "go-to" source for identity protection education and services, which helps to fulfill the education element of BBB's mission. **BBB will be the ONLY organization providing coast-to-coast services of this kind, happening in concert at predictable times of the year.**

# **II. The Key Players**

1. **NAID** – National Association for Information Destruction, comprised of approximately 1,000 certified member commercial shredding service providers.
  - CBBB has partnered with NAID so that, coordinating centrally through its executive office, NAID will geographically match its member companies to participating local BBBs.
2. **Local NAID member shredding company servicing each local BBB.**
  - With consultation from CBBB, NAID will orchestrate the 'match' between one or more of its local member companies and the local BBB. The local BBB will initiate contact with its corresponding vendor when this match is made.
  - **The member company will provide a minimum of two (2) mobile shredding trucks for each local BBB shredding event at no cost to your BBB.** If more than one NAID member is available in your BBB area, you have the option and flexibility of selecting more than one NAID member for your event. This means that your NAID "team" will rotate trucks throughout the event as a means to minimize/eliminate losing capacity as the event unfolds. Even if you only select one NAID member, they will provide enough support for the same truck/shredder rotation to prevent a lapse in shredding capabilities.

3. **National Foundation for Credit Counseling (NFCC)** - The NFCC promotes the national agenda for financially responsible behavior and builds capacity for its members to deliver the highest quality financial education and counseling services. The NFCC is the nations largest and longest serving national nonprofit credit counseling network, with more than 100 Member agencies and nearly 850 offices in communities throughout the country. As a national partner in this event, which leads up to their own national initiative, **Protect Your Identity Week**.
  
4. **Participating Local BBBs.** Participating local BBB's will host and implement the events and provide local promotional support to augment the CBBB-placed national promotional support.

Current elements in the BBB national marketing plan for this initiative include:

- o National Press Announcement prior to the event
- o Home page promotional support on [us.bbb.org](http://us.bbb.org)
- o Event-specific web page, housed on [us.bbb.org/secureid](http://us.bbb.org/secureid), directing the public to their local BBB web site for local event details.
- o BBB "Secure Your ID" Day Resource Page on the Intranet; one-stop-resource for downloading promotional templates, guidelines, checklists as well as a designated area for BBBs to share event tips and ideas

### **III. At a Glance - BBB "Secure Your ID" Days**

- What:** BBB-branded ID Theft & Fraud Prevention initiative coordinated centrally by CBBB and executed by participating local BBB's across North America. Features on-site document destruction, facilitated by national partner, NAID, and its participating local member shredding service provider companies. Participating consumers and small business owners will also receive educational materials on identity protection habits and identity management solutions from participating sponsors.
- Event Date:** Saturday, October 17, 2009
- National Partners:** National Association of Information Destruction (NAID)  
National Foundation for Credit Counseling (NFCC)
- Acceptable Materials:** Standard-size, paper-based materials including paper clips and staples; CDs; floppy discs
- Quotas (per car):** Equivalent of 3 boxes/bags of paper documents, OR 50 lbs OR 1-2 cubic ft (as much as a person can carry; boxes/bags not required) \* may be adjusted locally
- Program Support:**
- Tool Kit #1:**
    - Includes the fundamental "How-To's" and key considerations for implementing a successful event
  - Tool Kit #2:**
    - Includes promotional templates and additional details for upcoming event
  - Intranet Web Site for Program Q & A among BBBs & downloadable promotional templates**

- ☑ ***Facebook, Twitter and social media guidance and promotion***
- ☑ ***National Press Announcement & PSAs supporting the event***
  - Delivered as templates to participating local BBBs
- ☑ ***Other Advertising & Promotion Templates***
  - Home page feature on [us.bbb.org](http://us.bbb.org)
  - Event-specific web page hosted on [us.bbb.org/secureid](http://us.bbb.org/secureid)
  - Print Ad
  - E-Newsletter feature story

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## IV. Tool Kit #1

### 1. KEY CONSIDERATIONS

*Plan an event? Where do I start?*

- **Site Selection** – Make your event easy to find and simple to participate in.
- **Participation** – Since this is a community event, get everyone involved....your staff, your Board of Directors, local politicians, celebrities, media, local government agencies and accredited businesses.
- **Theme** – Make the event fun and festive.
- **Promotion** – Never stop promoting.....ID protection awareness/education, BBB mission and upcoming, related events.
- **Sponsorships** – Get your local BBB Accredited Businesses involved, cover your local costs...and then some!
- **Insurance** – Always a good idea....and it's accessible and affordable.

*What other ways can you make your individual BBB event a success?*

In addition to creating a truly "festive" and fun atmosphere at your event, having a good media partner is worth its weight in gold...not only in pre-event promotion, but in event coverage and post-event stories.

Television and radio reaches the masses and creates lasting memorable impressions that will help this event – and future ones – **and draws attention to your BBB.**

### 2. SITE SELECTION

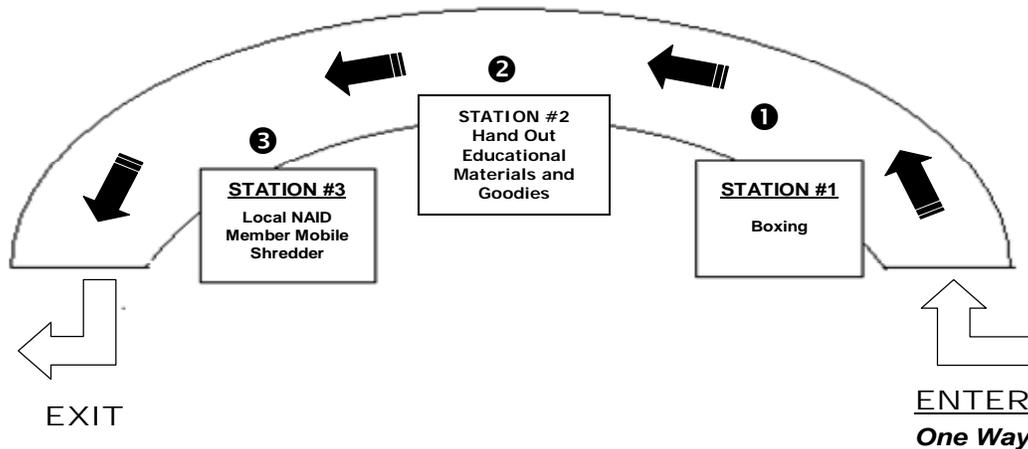
You want to pick a well-known site, centrally-located, and with adequate space for traffic flow and lots of cars. Ideally, you want a site accustomed to a lot of traffic....like a credit union parking lot, government building parking lot, outlet malls or even your local Wal-Mart. Old grocery store or closed shopping center parking areas also work well. Remember, you will need:

- A. Easy, uncongested traffic flow: easy-in and easy-out (optimal traffic flow that does not create traffic jams or impede/clog main traffic arteries).
  - Look for large, open parking lots
  - Try not to create a situation where traffic is crossing or doubling-back on itself
- B. Centralized and convenient location known to all.

**Be sure to check with your local municipality regarding permits when a final site is selected. Most sites do not require this; however, it is always best to double check.**

***What's the best way to set up your site?***

You will want to create a number of "stations," where specific activities take place. A good analogy would be an automated car wash: 1st soaping station; 2nd rinse station; 3rd dryer station. Each station should handle one job and only one job.



*The site layout should allow for enough queuing space so that traffic does not back up onto the street.*

***Rule-of-Thumb:*** devise your layout in terms of “car lengths” allowing for a minimum of 3-car lengths between each station. This will create an optimal traffic flow and increase your chances for an orderly and efficient “assembly-line” process.

***Caution:*** Resist the temptation to combine tasks at each station. One task per station, or you run the risk of creating traffic “back-ups”.

### ① 1st Station: “Boxing”

Documents for shredding will be inspected, quantity confirmed and materials deposited by your volunteers into wheeled bin containers supplied by the participating NAID member(s). Only when these bins become filled can they then be transferred to Station #3 for shredding. NAID standard operating procedure dictates having 6-10 wheeled bins available on site during the event at all times. Discourage “walk-up” traffic, however since this is often unavoidable, plan on having 1-2 wheel bins on hand to accommodate this need.

### ② 2nd Station: ID Theft & Fraud Prevention Education

This station will hand out any materials your BBB might want to distribute. These might be ID theft or fraud prevention tips, magnets with a document destruction schedule, or doughnuts. It is up to you to decide.

**Note:** Goody bags and educational materials will NOT be provided by CBBB. You may want to get a local sponsor to donate fillers or “Goody Bags” to hold materials.

### ③ 3rd Station: The Shred Station

Employees of NAID’s volunteer shredding member – **not your BBB staff or other volunteers** - will place the materials into the shredding bins. The shredder mechanism raises the bins and dumps the contents into the mouth of the shredder on top of the truck.

### **Optional Station #4: The Donation Station**

Volunteers with collection container or a drive by contribution box is an optional stop.

### **3. SAFETY TIPS**

#### **A. At Specific Stations**

**At the Boxing Station:** Avoid crossing the line of traffic. It is safer to walk *behind* vehicles than in front. If you must walk in front of a car, ask the driver to keep their foot on the brake and request they put their vehicle in "park". Watch them do it before you walk in front of the car. People at the boxing station should wear safety vests or other highly visible clothing. Discourage "walk-ups" if at all possible. Place 1-2 wheel bins far enough away from the line of cars to ensure safety.

**At the Educational Materials Station:** Have at least 2 people at this station to hand out educational materials.

- **This is a good location for your person to count cars**

**At the Shredder:** Let the NAID member company personnel handle this station.

**Box runners:** Wear some kind of safety vest or other bright and highly visible clothing. Do not allow any box runner to cross the traffic line unless absolutely necessary.

*In fact, try to keep all people at the event from crossing the line of traffic.*

#### **B. Driver Distractions**

Anticipate driver distractions and prevent them in advance. Consumers are going to be curious and unsure how the process works. Some consumers may even park their vehicles and attempt to walk up. With the right layout, there is no need – nor opportunity - for the consumers to get out of their cars at any time during the process. Make sure all participating event volunteers are wearing safety vests and/or the same bright recognizable clothing to a.) be more visible to drivers, and b.) easily identify an event authority

#### **C. Consider Your Environment**

Depending upon your regions climate and weather for the event day, be sure you plan accordingly. Make sure you have proper shade, coverage and water on hand at all times. You may want to consider the use of "easy up" canopies at each station to provide shade and cover in case of inclement weather. Also plan on having plenty of bottled water available for both consumers and staff working the event.

### **4. LAW ENFORCEMENT SUPPORT**

If you've already held a shredding event, you'll be able to anticipate the amount of traffic you will have. If you haven't, this is not a problem.

Simply notify your local police department in advance (2-3 weeks) of the event. Provide the details of your event (date, time, length of event) and they will decide what level of support is needed. Work closely with the department and keep them apprised of any changes or modifications to your plans.

### **5. SECURING INSURANCE**

The first question that comes to mind when bringing a big, intimidating paper-eating machine to your event is the subject of liability. What if someone inadvertently gets hurt? We recommend contacting your insurance broker and inquiring about a rider to your policy for each event.

Although insurance policies vary, in many cases, your general BBB liability policy has a rider that covers you for "off site" events. It is possible that a particular the venue (i.e., community college or university) will ask to be named as an additional insured for the event only, in which you would receive a binder to that effect from your carrier. But again, check with your insurance representative for their guidance. Ultimately, this should be an easy and affordable element well worth securing.

## **6. EXPANDING THE THEME**

It is important to be consistent in using the nationwide name of this event. However, you can expand the theme without changing the name.

Develop a theme that is easy to execute, easily recognizable, credible, fun...and something your volunteers are comfortable in doing. If your staff is behind the idea, that's half the battle.

## **7. LOCAL PROMOTION**

In addition to the national marketing plan outlined in the "Overview" section of this toolkit, Tool Kit 2 contains templates for BBB-branded, effective promotion and public relations support – for web, print and electronic applications.

We recommend that you start now by listing and prioritizing key media outlets you wish to contact that will best spread the word. Additionally, a strong media partner – like the local television or radio station – will pay huge dividends before, during and after your event.

Since this is a community-based event for a worthy cause, see which of your media companies might be receptive to a "barter-style" agreement – exchanging space/time for event recognition. It may not be available but it doesn't hurt to ask.

### ***Checklist for how to "touch" your potential local partners and the public***

- Leverage your local website
- Blast fax to your Accredited Businesses
- Newsletter articles
- Adding a promotional line to you – and your staff's - email signatures
- Voice mail greeting and "on hold" messages
- Flyers: in your lobby, handed out to local business and kiosks located at malls, shopping centers, grocery stores and community event boards
- Leverage the strength of your BOD and Accredited Businesses.... Ask them to post flyers in their locations & reader boards, add the event information to their advertisements as a community service...ask high traffic business to place a banner announcing the event at their locations
- Engage the help of your local sponsors to help spread the word
- PSAs through local media: newspapers, radio and TV (...AND their respective websites)
- Outreach to community groups (Lions Club, FOE, Kiwanis, etc.), business organizations (Chamber of Commerce) and local government
- Place banners at the event site two (2) days in advance which say "Secure Your ID Day here Saturday, Free Shredding"

## ***On-Site Event Promotion***

CBBB will develop and provide signage design templates for this event, which you will need to print and then post. These will be easily found on the BBB "Secure Your ID" Day Resource Page on the Intranet. Here are some basic guidelines:

### **Signage**

- Directional signage at various points around the vicinity of the event guiding people in.
- Think high: anything you can do to put an eye-catching alert above street-level...balloons, signage placed at tops of buildings/strung across the street, large flags.
- Banners and Sandwich Boards also work well

### **Other On-Site Attention-Getters**

- Promotional T-shirts worn by all volunteers – **MUST BE IN SAFETY GREEN OR ORANGE – NO EXCEPTIONS** (CBBB will provide design, but you will need to print) **NOTE: BBB Brand Store vendors have t-shirts, signage and other support materials.**
- Local celebrities (Mayor, elected officials, radio/TV personalities)
- Local media
- Outrageous costumes. e.g., a clown directing traffic into the site

### **What type of educational and promotional materials should be handed out?**

Individual BBBs may provide local sponsors' and your own BBB content to the public. Educational brochures are available from the Federal Trade Commission (FTC) at <http://bulkorder.ftc.gov/>

NOTE: Order FTC materials 6-8 weeks in advance

You might want to consider also including anything that will help participants remember the BBB. This can be pens, pads of paper, key chains or other small items with your contact information. Think of items tied to the theme of this event that can be used as an often-referenced guide or educational tool. For example, a refrigerator magnet that lists proper ID theft authorities and organizations or steps to help prevent ID theft. Or, creating and adhering labels onto your water bottles with the BBB logo, event name, your contact information and event website address is another great way of promotion.

## ***Maximizing Your Promotional Momentum Following the Event***

This is where having a good local media partner is invaluable. Quickly compile all the statistics you can:

- Amount of tonnage collected
- Types of materials collected
- Number of vehicles attended
- Breakdown of consumers vs. businesses (if known)
- Notable participants

Also consider any possible "human interest" stories that the event created. (i.e., identity theft victims with their own stories, etc.). Utilize the CBBB-provided press announcement template and fill in the gaps.

Get this information out quickly to all of your key local media outlets and follow up with your key media relationships (TV, radio, newspapers). **Be sure to capture/collect any and all coverage and be sure you send copies to all of your local sponsors. Plan on sending copies to CBBB as well, as it will help in promoting future events.**

Work with your local National Foundation for Credit Counseling partner to participate in their "Protect Your Identity" week events.

## **8. SETTING YOUR BUDGET**

Determine the amount of promotion and other kinds of resources you will need for your event. This will likely include:

- On-site promotional materials, such as the cost to print signs, t-shirts, orange traffic cones, traffic vests for volunteers, etc.
- Paid advertising, if you can afford it
- Cost of any local BBB materials you want to provide the public.
- Refreshments for staff and volunteers, etc.

From here you can determine your budget. Look for companies who may be open to bartering or donating items and could help supply your promotional needs.

## **9. SECURING LOCAL SPONSORS**

Create a list of local businesses that have a stake in ID theft and privacy education, either through their products and/or services. In addition to your obvious short list of local businesses, credit unions are great prospects for sponsorships, because many of their own programs and the very nature of their business is community-based.

Make sure you customize your outreach to targeted companies with their best interests in mind. Do a little research beforehand to see if you can uncover any information about the company as it relates to ID theft and security – then leverage this information in your pitch.

**Attached as an Appendix to this ToolKit are two templates you may use in your efforts to secure local business and/or media sponsorship.**

## **10. STAFFING**

In addition to your in-house staff, this is a great opportunity to engage your Board of Directors. Here is an opportunity for your Board not only to see you in action, but participate as well. Have your Directors come in crazy outfits and help direct traffic, wear sandwich boards and/or hand out information. *Remember, in addition to a strong community service as well as promotion for your local BBB, these events are a lot of fun.*

***Ideally, about 16 volunteers will serve your event well***

- ***(4) Designated "Runners"***: Go back and forth from the incoming cars to the shredder trucks, providing guidance, boxes and communication to help provide orderly facilitation of the event
- ***(4+) Distributed between Boxing & Tallying Stations***
- ***(4) Traffic Cops***: Help to create an orderly traffic flow and manage any "jams"
- ***(3-4) Greeters***: Will also distribute Goody Bags
- ***BBB CEO*** can serve as the "Grand Master" overseeing the entire event, pitching in where/when needed, speaking with media and greeting participants and potential new BBB Accredited Business prospects.

## **11. TIMELINE**

The more time that you dedicate to planning for your event will significantly reduce the chances for problems, oversights and any last-minute chaos. We all know that last minute problems are inevitable. However, the more advance preparation you do, the “big things” you’ll be dealing with the day of the event, which will help you give your full concentration for last-minute details.

Start planning today!

<b>Six weeks out</b>	<b>Four weeks out</b>	<b>Last two weeks</b>
Receive BBB Tool Kit #1	Finalize prep (checklists)	Last minute details
Site selection	Alert law enforcement	Volunteer prep meeting
NAID partner introduction	Customize & order promo artwork	<b><u>Event Date:</u> October 17, 2009</b>
NFCC Partner Introduction	Buy/place media	
Develop theme	Order promo items	After event Press Release
Media plan	Remind law enforcement	Follow-Up with local media
Obtain a media partner	Review safety procedures with volunteers	Share media coverage with sponsors & CBBB
Solidify budget	Prepare Press Announcement	
Align vendors	Distribute PSAs	
Acquire sponsors	Reach out to Community bulletin boards	
Receive BBB Tool Kit #2	Alert BBB partners/confirm attendance	
Acquire/confirm sponsors		

## V. Frequently Asked Questions

**Q: How long should my event be?**

**A:** The answer depends on the amount of traffic you expect your event to generate. These events to date have typically run 2-3 hours.

**Q: How much can each car bring to my event?**

**A:** The choice is yours. We recommend 2-3 boxes/bags of paper-based materials, which is equivalent to approximately 50 lbs. or 1-2 cubic feet....essentially, about as much as one person can carry in their arms.

**Q: What are good materials for my BBB to include in an educational package we hand out?**

**A:** Consider including:

- Names/numbers for local and national authorities to contact in the event of an actual identity/security breach
- Promotional materials from local sponsor companies
- Local BBB newsletters, upcoming events and partnership information.

Also consider "fun" items for consumers and small businesses that carry an inherently long shelf-life and serve as reminders of your local BBB as an active champion of ID Theft & Fraud Prevention. Refrigerator magnets with a document destruction schedule have been very popular at past events.

**Q: What type of materials can be shredded?**

**A:** Paper records of any kind – anything that tears. Binders should be removed but staples, paper clips, and small metal clasps are permitted. Files with plastic tabs and envelopes with plastic windows are also permitted.

**Q: How and when will I know which NAID member I should work with?**

**A:** A comprehensive list of NAID (National Association for Information Destruction) members has been posted on the Intranet at <http://www.intra.bbb.org/operations/shredday/index.asp>

\*Please note: CBBB has not pre-selected any NAID members to work with BBBs. You are free to choose your own NAID member partners(s) in your area, and secure their agreement and cooperation to be YOUR partner for the October 17th event.

**Q: Besides my own staff, who else should I get to volunteer?**

**A:** In addition to my in-house staff, this is a great opportunity to engage your Board of Directors. Remember, in addition to a worthy community service as well as promotion for your local BBB, these events are a lot of fun. Here is an opportunity for your Board not only to see you in action, but participate as well.

Your paid sponsors may also wish to have employees volunteer and your NFCC partner may be willing to bring volunteers as well.

**Q: What other unique ways can I promote my event?**

**A:** One idea is to pre-print labels to adhere to waters bottles handed out at the event. Labels would include BBB logo, your contact information, event URL and date for the next BBB "Secure Your ID" Days event. You can ask your Abs with reader boards to promote the event three (3) days in advance. In addition, you could have a contest among board members to see which can provide the most extra promotion through their business or connections.



# "Secure Your ID" Days

Identity Theft Prevention & Education Events

## *Sponsorship Opportunity*

**BBB of XXX** invites you to partner with BBB by sponsoring **BBB "SecureYour ID" Day.** This community-level identity protection is, occurring simultaneously in communities across the US and Canada on **Saturday, October 17<sup>th</sup>**. This is an excellent opportunity for **XXX** to take an active and tangible role in a community service initiative that directly benefits our shared community and marketplace.

### **What is BBB "Secure Your ID" Day?**

A BBB-branded Identity Theft & Fraud Prevention and educational initiative. Coordinated centrally by the Council of Better Business Bureaus and executed by participating community-based BBB's across North America. Features on-site document destruction and distribution of ID theft prevention educational materials.

**Bottom Line:** Partner with national organizations BBB, the National Association for Information Destruction and the National Foundation for Credit Counseling in delivering practical identity protection tips and resources to the local community in the framework of community service document shredding events.

**BBB of XXX** is part of a network of BBB's across North America collaborating to produce this North American-scale event, which will be promoted using both national and local media, marketing and advertising tools.

### **Sponsor Benefits**

- Co-branded association with the BBB and its national sponsor partner
- Strengthens/reinforces your brand profile as an identity protection mentor & solution-provider
  - Your expertise and specific solutions are showcased to an open, receptive audience
- Turn-key: Maximum exposure with minimal drain on your resources
- Your company logo or identifier will be prominently featured on all *locally-placed* promotional, marketing and media materials supporting the events, including:
  - PSA's
  - Local BBB web site
  - Post your company banner at the event site
  - Event promotion in the BBB's e-newsletters to local BBB Accredited Businesses, with approximately **XXX** distribution
  - Thousands of event flyers distributed around the local market, including:
    - Local Newspapers
    - Senior Centers
    - Assisted Living Centers
    - Your Retail Branches
  - **Other advertising / marketing tools local BBB plans to use**

**Investment:            \$XXX**

## Local Media Partner Proposal Template



# **“Secure Your ID” Day**

*Identity Theft Prevention & Education Events*

## **Media Partner Proposal**

**BBB of XXX** invites you to discuss a non-cash media partnership between BBB and **XXX**, to help your viewers, listeners and readers avoid identity theft. This BBB initiative, **BBB “Secure Your ID Day”**, will take place nationally – with a local community presence in this market – on **Saturday, October 17<sup>th</sup>**. BBB feels that this is an excellent opportunity for **XXX** to take an active and tangible role in a community service project that directly benefits your viewers/listeners/readers.

### **What is “Secure Your ID” Day?**

BBB-branded ID Theft & Fraud Prevention initiative coordinated centrally by the Council of Better Business Bureaus and executed by participating local BBB’s across North America. Features on-site document destruction and distribution of ID theft prevention educational materials.

### **National Partners:**

- National Association of Information Destruction (NAID)
- National Foundation for Credit Counseling (NFCC)

### **National Marketing Support**

- BBB-issues national press announcement
- Promoted on BBB-US web site ([www.us.bbb.org/secureID](http://www.us.bbb.org/secureID))

### **Media Partner Benefits**

1. Leverage the exposure cast by the national media positioning this worthy event as a timely, relevant and much needed community service. Your audience will be reached from many angles (national & local), however, benefiting local media most.
2. Well-organized media kit allows for simple implementation and newsworthy content.
3. Partnership with the heritage and enduring legacy of BBB – The preeminent leader in advancing marketplace trust. Your logo prominently appearing on all *locally-produced* and distributed promotion materials:
  - Event signage, banners
  - Local BBB website
  - Local press releases and PSAs
  - Event flyers
  - Promotional materials targeting local BBB Accredited Businesses
4. Association with key national identity theft stakeholder – National Association of Information Destruction (NAID)– in addition to local community business leaders.
5. Well-orchestrated event that is part of a simultaneous event spanning North America.

### **What BBB Needs from Media Partner**

- **XXX** Promos (mix of :60, :30 and :10’s) rotating 5a-Midnight
  - Over seven days before each event
  - Over two days following each event, giving key event highlights, such as how much material was responsibly destroyed
- Promotional feature on station’s home page
  - For two weeks before each event
  - For one week after each event, giving key highlights
- Event coverage during morning, noon and evening local news casts, plus early morning news show the following day