



# HOW TO RUN A SUCCESSFUL CAR WASH FUNDRAISER

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# CHAPTER ONE

## GETTING STARTED

As with any project, the amount of preparation one does will directly affect its outcome. Preparation is the key to a successful and unforgettable car wash fundraising event.

This chapter will discuss the first steps you need to take to ensure your event's success.

### **ORGANIZING YOUR CAR WASH**

First, you need to meet with your members and gain their approval to hold a car wash fundraising event.

Chances are you already have synergy in your group. You need to harness this synergy to make an effective team. If you already have a support structure in place, this will help tremendously.

The following pages include a number of assignments necessary to have a successful fundraiser.

### **CAR WASH FUNDRAISER COMMITTEE**

Establishing a car wash fundraiser committee is your first step. Here are the committee member assignments:

- Event Supervisor
- Publicity Coordinator
- Event Location Coordinator
- Environmental Coordinator
- Supplies Coordinator
- Ticket Sales Coordinator
- Volunteer Shift Scheduler
- Post-Event Coordinator

Job descriptions for each committee member begin on page 9. Make a copy of each description and review it completely with the assigned committee

member making sure that their duties and responsibilities are understood.

## PICKING A DATE AND A RAIN DATE

The first task of the committee is to pick a date at least six weeks in advance. Unfortunately, at times, circumstances out of your control may necessitate less preparation time. In these instances, don't worry. Simply speed up the time line and cut everything by a third.

Do not pick a date that falls on a three-day weekend, a religious holiday, during a county fair or during predominantly rainy months.

Check the Calendar section of your local newspaper for any major community events occurring on the same day as your planned car wash fundraiser. A conflict of interest may cause a decrease in attendance, and you could lose as much as 30% in revenue. But, if you coordinate a time and location that complements the other event (for instance, down the street a half mile) you could add 50% more cars.

**Tip:** Ask organizers of a community event if you can have your fundraiser in their parking lot and offer them 10% of the proceeds. This could almost double the number of cars washed.

You need to have a rain date. (This is a back-up date in case it rains the day of your event.) Three weeks later is good because you may want to do another fundraiser even if it doesn't rain. If your volunteers had fun or you didn't reach 100% of your projected earnings, another car wash fundraiser might be the way to go. But, make sure that your rain date doesn't conflict with any big events.

## HOURS OF OPERATION

We recommend that you keep the hours of the fundraiser to a minimum—10:00 am to 2:00 p.m. If you are doing a wash-a-thon type of fundraiser (see page 22) then you will want to wash as many cars as possible, so extend your hours from 8:00 a.m. - 4:00 p.m. With wash-a-thons, make sure your group washes every last car even if it comes through at 5:15 p.m. As long as there are cars, keep washing. Don't stop. You've already got the pledge.

## EVENT SUPERVISOR

As Event Supervisor, your job duties and responsibilities include:

1. Read through this entire guide and understand the tasks involved in organizing a successful fundraising event.
2. Pitch the idea to your organization and have it approved.
3. Recruit committee members. Finding volunteers can be a challenge but try to get some new people involved. Try to match the talents of your volunteers with the duties outlined for each committee member. For instance, an extroverted person would be good at public relations while a person with a bookkeeping background would be perfect to handle all the money. You will be pleasantly surprised to discover that people seem to enjoy working at car washes more than other types of fundraisers. People tend to associate car wash fundraisers with fun.
4. Create a time line starting six weeks before and up to one week after the event.
5. Look over the descriptions of other assignments. Make sure you feel confident that each volunteer is capable and willing to do his or her assignments.
6. Check to make sure assignments and deadlines are being met. Team follow-up is essential.
7. Act as a team leader, motivating and encouraging volunteers.

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8. Hold weekly update meetings with the committee.
9. Have tickets printed or make the tickets. Consider asking a local printer to become a sponsor by printing the tickets for half price or free in exchange for advertising on the tickets. Most print shops also do binding so you may be able to obtain this service as well. The advantage to allowing a printer to create your tickets is that they will do a more professional job. Professional tickets are more presentable and official and will greatly assist in the selling efforts. If you can't obtain a print shop, don't worry. Tickets are easy to make. The tickets should be eight to a page and printed on colored paper so they can not be easily duplicated. Be sure to pick a color that matches your organization's colors. You should include the location, date, time and price on each ticket that you print. Your group's logo should be in the top left hand corner of each ticket. Don't forget to put a rain date on the ticket (Also, work with your Publicity Coordinator to print flyers for distribution on the day of the event and to people who chose not to buy a ticket).
10. Cut the tickets and place them in piles of 20. Place a piece of thin cardboard the exact size of the tickets underneath each stack and staple one end of the cardboard to the tickets. Repeat until you have enough booklets of 20 tickets each for every member.

Tip: Print at least 100 more tickets than you anticipate selling. If the tickets are selling fast, you don't want to run out. It will break your momentum.

Make sure you feel confident that you can do all this. If not, either get the confidence or explain briefly the car wash fundraiser idea and give this book to a person who you know can take on this challenge.

## **PUBLICITY COORDINATOR**

1. Read and understand Chapters Four, Five, and Six of this guide.
2. Call local radio stations. Ask them to put the event on the Public Service Announcements (PSAs) schedule. Start this at least three weeks before your event.
3. Call all local publications that are applicable and submit information about your car wash fundraising event to the Community Calendar section.
4. Write a letter-to-the-editor of your local newspapers announcing the event.
5. Call local newspapers/reporters and let them know of your event.
6. Work with other local organizations to place announcements in their newsletters.
7. Fax out letters and sponsor sheets to local businesses.
8. Prepare flyers for event promotion.
9. Make signs advertising the event.
10. Make wrapped coffee cans for extra donations.
11. After the event, write a follow-up news release or letter to the editor announcing the amount of money raised and thanking everyone in the community for their support and distribute it to all local newspapers (Work with the Post-Event Coordinator on this to avoid duplicate efforts).

## **EVENT LOCATION COORDINATOR**

1. Read and understand Chapter Five of this guide.
2. Find a visible high traffic location. This is one of the first things that must be done. It's important when selecting a location to remember traffic count and visibility. Don't necessarily take the first location that comes along. Generally the best locations are harder to get. Fixed car wash owners

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have always known that it's best to find a location in the busiest part of town near the busiest intersection. Some suggestions include:

- Your organization's parking lot
  - A local gas station
  - A local supermarket
  - A community event center
  - A commercial shopping center
3. Work with the Event Supervisor and Ticket Sales Coordinator regarding the event location and the printing of tickets. Your group will need to start selling tickets three weeks in advance of the car wash and the location must be printed on the tickets.
  4. Speak directly with the property owner regarding the event. Discuss traffic flow and assure them that you will not block traffic. Also assure them that your event will not take any more than the necessary amount of parking spaces or cause them to have any complaints from the tenants. Emphasize that your event will probably increase business for the tenants and assure them that you will not trample their landscaping. Offer them a letter stating all of this.
  5. Speak to the property owner regarding event insurance and obtain insurance if the property owner desires (For dealing with the insurance agent, please see sample questions and answers below). Usually a gas station has an all inclusive insurance policy that covers special events, but not always. Sometimes they may have such a policy but are unaware of the exact coverage and, therefore, require additional insurance for your event. If your event is going to be held at a commercial shopping center, you will most likely need general liability event insurance for a car wash fundraiser which will cost between \$50 and \$75, but could be as high as \$150 if additional insurance certificates are requested. Most shopping center property managers will want to re-assign the risk of liability. They will need a letter from your group, a diagram of the layout, washing area and copy of the insur-

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ance. Do everything you can to reassure property owners that they are covered. It is good public relations.

6. One week before the event write a confirmation and thank-you letter to the property owner thanking them for their support.

Here are some sample questions and answers in dealing with the insurance agent:

**Question:** *What are the date, hours and location of the event?*

**Answer:** Our car wash fundraising event will be held on Saturday, May 22, 2001 from 10:00 a.m. - 2:00 p.m. at Joe's Gas Station, 123 Main Street, Anytown, USA 12345

**Question:** *How much money do you anticipate making the day of the event?*

**Answer:** Our organization anticipates making \$10,000 the day of the event (This may seem like your group's business only, but some policies, even event policies, could be based upon gross sales).

**Question:** *How much insurance will your organization need for your event?*

**Answer:** A good amount is \$100,000 single limit liability and \$300,000 aggregate. (Remember that the amount of liability required of your event is usually negotiable so speak to the property owner. If the property owner will accept this, it's a good amount of coverage. However, if the property owner wants more coverage, you will be required to obtain the additional insurance.)

**Question:** *Will you be moving cars?*

**Answer:** Yes, we may be moving cars (You may not have thought about moving vehicles, but your answer should be "yes" even if you will not be moving any cars. If a person gets out of their car and leaves the key in the ignition and walks over to buy a soda or hot dog, then theoretically you are in control of that vehicle. Legally speaking that

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vehicle is in your care, custody and control and this may require what is called a 'garage keeper's liability endorsement').

**Question:** *How many certificates of insurance will you need?*

**Answer:** You will need one for the property owner and one for your group. It may be a good idea to get one extra, just in case.

**Question:** *Do you need additional insured certificates?*

**Answer:** Yes. (This is a certificate of insurance - proof of insurance - indicating that the property owner is insured by the insurance carrier also. This is important because if someone slips and falls during your event and wishes to file a claim, the property owners are protected.)

Tip: Does your group belong to a national organization? It may be self-insured or already have insurance for such an event. This might save you some money provided that the limits of liability are consistent with the insurance requirements requested by the property owner.

## ENVIRONMENTAL COORDINATOR

1. Read and understand Chapters Two and Five of this book.
2. Make sure no car wash water goes into storm drains, ditches or waterways.
3. Work with the Supplies Coordinator to obtain vacuums, sand bags, etc., which will remove excess water and block off storm drains.

## SUPPLIES COORDINATOR

1. Read Chapters Two and Five of this guide and ensure that you understand them.
2. Collect buckets, hoses, soap, sponges, and towels from volunteers and members.
3. Collect signs from the publicity person before the event and mount them in highly visible locations the day of the event.

## TICKET SALES COORDINATOR

1. Read and understand Chapters One and Five of this guide.
2. Consider selling pre-sale tickets for your car wash. The advantages are as follows:
  - You know approximately how many cars to expect at your car wash.
  - 66% of ticket buyers never show up but you have already received the money.
1. You will have use of the money in advance even in the event of rain. Your rain date is three weeks away yet you have most of the money now.
3. Give at least one booklet of tickets to each member of your organization.
4. Keep a log of ticket booklets distributed to and money collected from each person. Make sure the number of tickets they received and the amount of money they collected match up.
5. Update the car wash fundraiser committee on ticket sales during weekly meetings.

## VOLUNTEER SHIFT SCHEDULER

1. Read and understand Chapter Five of this guide.
2. Ensure that enough volunteers have signed up to work the day of the car wash.
3. Create a sign-up sheet including volunteer name, shift working and home telephone number.
4. Call and confirm with each person the day before the event.
5. Have a few volunteers ready to work extra shifts in case some volunteers have emergencies arise the day of the car wash.
6. On the morning of the event, organize your volunteers and assign them individual tasks. If you have 20 or more volunteers who will be washing cars, divide them into a morning and afternoon shift, 10 in each shift. Have the first shift show up 30 minutes before the start of the event to help you set up. If you are doing a wash-a-thon type of fundraiser (see page 22) and you want to wash as many cars as possible, break your 20 people into four groups. Four people from 8:00 am to 10:00 am, six people from 10:00 am to 12:00 pm, five people from 12:00 pm to 2:00 pm and five people from 2:00 pm to 4:00 pm.
7. Throughout the event, assess the energy level of your volunteers. If someone looks like they are struggling, reassign them to a less strenuous job such as:
  - Picking up trash
  - Filling up buckets
  - Hanging up towels to dry
  - Collecting donations
  - Holding signs
  - Directing traffic

The most important thing is to make your car wash easy and fun for your volunteers. You want volunteers from your group to leave having had a positive experience. This makes it easier to recruit volunteers next year. If done correctly your annual car wash fundraiser will get easier and easier. And, each year, your car wash will generate more and more money for your organization.

## POST-EVENT COORDINATOR

1. Read and understand Chapter Six of this guide.
2. Make sure the car wash site is spotless when the car wash fundraiser is done.
3. Make certificates of appreciation for all committee members.
4. Make a certificate of appreciation for the gas station owner or the property owner.
5. Work with the Publicity Coordinator to distribute a letter-to-the-editor of your local newspaper publicly thanking everyone for their support.

## A GREAT IDEA! CAR WASH-A-THONS

If you don't want to have your members selling car wash tickets because they have been selling raffle tickets and candy all year, there is another way to make a lot of money for your organization. Have a Car Wash-a-Thon and wash all the cars for free. That's right! Wash all the cars for free!

Have your group ask people for pledges of \$0.01 to \$0.05 per car washed. Each pledge-giver then receives a free car wash coupon. Have family members pledge first. Typically, family members will pledge a higher amount per car. And, if others see high pledges, they will be more inclined to pledge a higher amount per car.

For those interested in giving a flat rate, have a separate sign-up sheet and have them fill that out. Always keep the two sign-up sheets separate. People tend to pledge or donate what previous people pledge or donate. If you obtain a few people giving you a flat rate, 10 more people will also go for the flat rate when they see that page and that could cost you in the long run. Always try for pledges first!

There is a sample pledge form, number of cars washed form and a flat rate sign-up sheet form in the Appendix section of this book.

# CHAPTER TWO

## ENVIRONMENTAL CONSIDERATIONS

### HISTORY

In 1972, Congress passed the Clean Water Act in response to the polluting of the nation's waterways from industry, sewage treatment plants and urban runoff. The Clean Water Act gave the states the power to begin solving this problem. Given this authority, the states enacted laws to begin healing our nation's waterways by targeting cities, counties, and businesses to implement pollution prevention programs.

To regulate water quality, the state of California created a State Water Resources Control Board (SWRCB) as defined by the Clean Water Act. The SWRCB's authority allows them to regulate any activity or factor that might affect the quality of state waters. This includes the prevention and correction of water pollution.

Recently, the SWRCB asked all state counties to apply for permits to discharge runoff into state waters, called National Pollutant Discharge Elimination System or NPDES Municipal Stormwater permits. As a requirement of the NPDES Permit, each permittee is responsible for developing programs and passing ordinances to control and reduce their local runoff/pollution.

In October 1998, the City of Los Angeles passed the Stormwater and Urban Runoff Pollution Control Ordinance, which regulates all stormwater-polluting activities. However, the City agreed to provide an exemption for "car washing performed as a charitable or social fundraising activity by scholastic, religious, or community organizations in the City of Los Angeles." This exemption is based on an understanding of the intrinsic value of car wash fundraisers to communities and youth throughout the City. The Regional Water Quality Control Board required the City to develop a set of "good house-keeping" pollution prevention practices for distribution to and implementation by these organizations to minimize stormwater pollution from car washing events.

## STORM WATER DISCHARGE AND CAR WASH FUNDRAISERS

During a car wash, dirty water containing soap and detergents, residues from exhaust fumes, gasoline and motor oils washes off the cars, flows off the pavement and into nearby storm drains (usually openings in the curb/gutter). Unlike the water we use in our homes and businesses which is treated at wastewater treatment plants, the water that goes into storm drains flows directly into rivers, bays, oceans and lakes without any kind of treatment. Alone, one car wash fundraiser event will create little, adverse environmental impact. But, collectively, car wash fundraiser events contribute significant amounts of water pollution.

To help ensure your compliance with municipal regulations, we suggest that you follow the "Good Housekeeping Practices" listed below for an environmentally successful car wash fundraising event. Using these practices, you will meet two equally important goals: (1) Raise a lot of money for your organization and, (2) Minimize the amount of soapy wash water that enters any storm drain.

NOTE: Both the owner/occupant of the property on which you conduct your car wash and your organization are responsible for implementing these practices. Ensuring that your group implements these practices will protect the site owner/occupant and should make them supportive of hosting car wash events of the future.

### GOOD HOUSEKEEPING PRACTICES FOR CAR WASH FUNDRAISING EVENTS

#### Good Housekeeping Practice #1:

Before beginning your car wash, remove all trash and debris from the car washing area.

#### Good Housekeeping Practice #2:

Use only soaps, cleaners, or detergents labeled "non-toxic", "phosphate free", or "biodegradable". The safest products for the environment are vegetable-based or citrus-based soaps.

### Good Housekeeping Practice #3:

Avoid the use of acid-based wheel cleaners.

### Good Housekeeping Practice #4:

Minimize the amount of water or soapy wash water running off the car washing area by implementing the following:

- Always shut off or kink the hoses when not in use.
- Whenever possible, select a site where the cars can be driven onto grass or gravel for washing. Or, select a site where wash water will drain onto grass, gravel, or landscaping, or into the sanitary sewer system. This will allow the soapy water to filter through vegetation and soil instead of flowing into a storm drain.
- Use a bucket of soapy water to resoap rags or sponges throughout the wash rather than adding more soap directly to the rag/sponge.
- Do not empty buckets of soapy or rinse water into the parking lot, street, gutter, or storm drains. Always empty buckets into the sanitary sewer system (e.g. sinks or toilets).

## **OTHER RECOMMENDATIONS FOR POLLUTION PREVENTION**

- If you choose a site that drains into a street, block off the storm drain with sandbags or wet towels and divert the dirty water, onto grass, gravel or an area where the water can pool and evaporate throughout the day. At the end of the day, pump any remaining water into a sanitary sewer drain. If no one in your group owns a water pump, ask local wastewater authorities if you may borrow a pump. Another option is to vacuum the water using a shop vacuum.
- Wring sponges and wash rags into buckets, not onto the ground.
- Clean up the site after the event. Have volunteers walk the perimeter of the site location picking up any trash and debris and dispose of it properly.
- Shake car mats into a trash can or vacuum them. Do not shake dirt from car mats directly onto the ground.

## WATER CONSERVATION

Water conservation is as important as ensuring that runoff from your car wash fundraising event does not flow into local storm drains. The average person uses 65 gallons of water to wash their car. This total can increase to 3,600 gallons of water used during a car wash fundraising event where hundreds of cars are washed.

The following are some suggestions for ensuring that you clean cars with the least amount of water possible:

1. When using a regular garden hose, turn off nozzles or kink the hose when you are not spraying a car.
2. Consider contracting with a local professional mobile car washer or car detailer. By spraying a car for 20 seconds to get it wet, soaping off the dirt and then rinsing the car for approximately 40 seconds, mobile car washers use only 2.4 gallons of water/minute/car (You may also be able to bring on a professional mobile car washer as a partner or sponsor. They get good publicity from being at your event! But, make sure the mobile car washer follows the good housekeeping practices on pages 27 and 28).
3. Use a pressure washer for your car wash. Large department stores have electric or gas powered units for \$300 and \$800, respectively. Or, borrow a pressure washer from a local painting contractor. Using a pressure washer you should be able to wash 20 cars with one five-gallon water bucket. This will reduce your wet/rinse cycle to a little over one gallon of water/car. With a pressure washer, you can wash 50 cars with the same amount of water you would use to wash one car with a regular garden hose - a significant amount of water saved!

Tip: If you use a pressure washer to wash/rinse a car, you will get a fine mist spray. The water can be applied evenly and will spread the water evenly on the asphalt causing the water to evaporate quickly and greatly reducing the amount of water reaching the storm drains.

## CHAPTER THREE

### TIPS FOR A SUCCESSFUL FUNDRAISER

Whether you choose to have a car wash-a-thon or a pre-sale ticket car wash, you should read this chapter. In this chapter we will discuss some tips for ensuring that your car wash fundraiser is successful.

#### SETTING GOALS

Setting goals for your car wash fundraising event is a good beginning. Goals that have been embraced by your organization will be a great motivating factor and keep your members focused. Here are a list of questions that should help you set realistic and attainable goals for your fundraising event:

- How much money do you want or need to raise with this event?
- How many people/kids are in your group?
- How many tickets will you need to sell or how many pledges will you need to receive to meet your goal?
- How many cars can your group wash?
- Would it be better to have a pledge drive or a pre-sale ticket drive?

#### MOTIVATION AND PEP TALKS

It is extremely important to keep your team motivated in the weeks leading up to the event. Motivation is especially important during ticket sales. Keep your sales people motivated by encouraging them to do their best. Three out of 10 people will buy a ticket, so to sell nine tickets, a person will have to ask 30 people. All 30 people won't say, "No." For those people who decline, encourage your sales people to simply hand the person a flyer and ask them to come to the event if they have time. Always encourage your sales people to thank every person they ask regardless of their answer.

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When giving a pep talk to your team members, use words like: awesome, winner, strike, conquer, and dominate. These are all intensely positive words and will hopefully motivate members to sell more tickets. Also, be sure to practice your pep talks. This may help you get additional ideas and assist you in becoming a master motivator.

The Event Supervisor and Ticket Sales Coordinator should meet with the sales team once per week for the first two weeks of sales and then twice per week for the last week. Ask them how they are doing and then sincerely listen. Listen for stories of success as well as failure. Listen to complaints and compliments. If they are encountering problems, suggest that they sell tickets in pairs. Also, suggest alternate locations.

## INCENTIVES

There are many incentives you can give to your members as they sell tickets.

1. Have a contest to see which member can sell the most tickets. 1st prize - \$50, 2nd through 4th prize - \$20.
2. Allow sales people to lower the price of tickets from \$5 to \$4 after they sell 20 tickets, then down to \$3 after they sell 30 tickets. The tickets will become easier to sell and the first place prize of \$50 will become easier to win.
3. Make every fifth ticket represent the salesperson's commission. When this ticket gets sold, the salesperson simply keeps the money. That's the same as paying them a 20% commission, which is good and fair.

Tip: If you lack a significant amount of members to sell tickets, consider recruiting a paid sales force from a local youth employment service.

## **FAMILY SUPPORT**

If you belong to a youth group, be sure to enlist the help of parents and family. Family will help keep the kids motivated, provide supervision and transportation during ticket sales. Family can also help kids sell tickets. Every member of the family should be given the opportunity to try to sell tickets at his or her place of work, worship, and recreation.

## **TEAMS WITH A GAME PLAN**

Placing sales people in teams of two is a great way to have your members sell tickets. Remember! People join groups to feel like they belong. Placing people in teams will help them feel like they belong. It will build cohesiveness for your group and members will have fun with friends all at once.

Having a game plan for your ticket sales team will also help. We suggest that you use a large format board to map out where each member lives. Then have your members target between 75 and 100 houses and/or businesses near their homes. Make sure that people commit to knocking on every door within their assigned area. Teams work well in this situation.

Be careful that your teams do not overlap into each other's areas. It can be very demoralizing and discouraging for sales people if residents say "No" because they have already been solicited by another member of your group. Also, it can be embarrassing and demonstrate a lack of organization.

## **OTHER LOCATIONS**

Here is a listing of additional locations for selling tickets:

- Local bowling alley or your local golf driving range.
- Outside major grocery stores.
- Medical centers with individual doctor's offices.
- Regional shopping centers.
- Pizza places after softball games.

- Small business clusters, office complexes or high rise office buildings.
- Soccer, baseball, basketball, hockey and softball games.
- Local farmer's market.
- Service clubs such as: Rotary, Kiwanis, Optimists, Soroptimists, Elks, Lions, Mesonic Masons, Toastmasters, Promise Keepers, and Networking Groups.
- Senior citizen groups and citizen/city sponsored committee meetings.
- Bingo nights for any organization.
- Monthly car clubs.
- Craft shows, bazaars, trade shows, chamber of commerce.

If you are a school sports team, or associated with schools, here are some additional ideas:

- Back-to-School Night
- PTA Meetings
- High School Football Games
- Baseball Games
- Track Meets
- Basketball Games
- Wrestling Matches
- School District Office

**Special Note:** With all of the above-mentioned locations, be sure to obtain permission from the appropriate manager/owner before soliciting people.

## CHAPTER FOUR

### PUBLICITY

Publicizing your car wash fundraising event is key to raising money. The more people are informed about your event - the better your chances are that people will participate.

#### PUBLIC SERVICE ANNOUNCEMENTS

The Federal Trade Commission requires radio stations to air Public Service Announcements (PSAs). Your group can benefit from this by taking advantage of this free advertising. Simply call your local radio station and ask for the community service desk or the public relations person. In the text for the PSA, be sure to list all pertinent information: Who, What, Where, When, Why and How, but keep it brief.

Be extra-courteous to radio people because radio time is valuable and often there are usually more requests than available time. If you want a spot, offer to wash the radio station van for free. Or give away free tickets on the radio in exchange for airtime. If the radio van comes to the car wash, the disc jockey or driver may be able to get a live air link. This will add additional customers, which translates into more money. Three to four PSAs at peak driving times during the week before your event on a local station can translate into up to 50 extra cars.

#### LOCAL NEWSPAPERS

There are several different ways that you can list your event in your local newspapers. Here are a few suggestions:

- Place an ad in the classified advertisements for non-profit groups. This should be a minimal cost.
- List your event in the community calendar section.
- Call the newsroom of the paper or write a brief news release/ advisory about your car wash fundraising event and submit it.

## CABLE STATIONS

Local cable television stations broadcast local news. Car wash fundraiser events with big lines make good news the day of the car wash. Pre-wash stories work if the reason for raising the money is newsworthy. Of course, a story's newsworthiness will vary from station to station.

## NEWSLETTERS

All service clubs, corporations, colleges, hospitals, government agencies, and parent club organizations etc. have newsletters. Ask every company you can think of if you can place a small article (even one paragraph) about your car wash in their newsletter. You should do this outreach at least four weeks before your event. These newsletters are usually published monthly.

Tip: By networking with other people, you will better your chance of participating in joint projects, thereby elevating both groups. If a local corporation likes the opportunities you provide them, they may adopt your group as their favorite charity. Always look for the win-win possibility in every situation.

## FAXING

Faxing out cover letters and sponsor sheets to local businesses is another great way to generate additional revenue. You can obtain fax numbers for local businesses in the following ways:

- Get a list from the local Chamber of Commerce
- Ask the city hall business license section for a list

In your cover letter, be sure to thank the business in advance for sponsoring or pledging money for your event and offer free car washes to everyone in their company if the company fills up an entire sponsor sheet. Also, be sure to include a contact name and phone number of someone within your organization who can answer any questions or send additional sponsor forms. You may find that some companies will not only fill out the original faxed form but may call for more.

## FLYERS

Flyers are a great way to advertise inexpensively. Find a local print shop that will sponsor your event. Here are some places where you can hand them out:

- Soccer fields
- Softball games
- Office complexes
- Bulletin boards around town
- Realtor mailboxes in their offices
- To everyone who doesn't buy a ticket

### IMPORTANT: DO NOT PLACE FLYERS ON CARS!

Ask your local pizza delivery restaurant and other delivery restaurants to attach flyers to their boxes or put them in their take out bags. Ask grocery store managers to have clerks put one flyer in each bag of groceries. Ask the local video rental store to do the same thing.

If a mobile detailing company or mobile car wash company is helping you, hand out their flyers, too. The company will get some free advertising and it is good public relations.

## SIGNAGE

The Supplies Coordinator will post the signage on the day of the event.

Signs should be on brightly colored poster board and handwritten in bold black ink. Use wide letters and very few words. The words should be able to be read from 20-30 yards away while driving in a car at 25-35 mph. Include "CAR WASH" in big letters and a positive word such as: *Great, Big, Low Price, Wow, Cool, or Best.*

## DONATION CANS

Get a large size coffee can and wrap it with bright yellow paper. Write 'DONATIONS' on the can in blue magic marker. Cut a hole in the top of the plastic lid. Also, write 'Thank You' on the can in smaller letters.

## CHAPTER FIVE

### THE DAY OF THE EVENT

In this chapter, we will go through the tasks for the day of your car wash fundraising event.

#### THE NIGHT BEFORE

Make sure committee members call all the people associated with this fundraiser the night before your event. This includes:

- Volunteers
- Sub-committee members
- Owner of the Event Location
- Parent Supervisors
- Media
- Professional mobile car washer or car detailer

Remind people about the following: their job duties for the event, any supplies they signed up to bring, the time everyone is meeting (30 minutes before the start time) and the location of the event.

Important: Make sure that you will have all necessary supplies, and signage ready to go the night before the event.

#### LAYOUT/TRAFFIC FLOW

Your layout is very important and inevitably determines how many cars you can wash. The single most important aspect of your car wash is to keep the cars moving. And, it's very important to lay out your traffic flow before you start and remain consistent throughout the day. Chaos will ensue if cars begin pulling in the wrong way or you change your layout in the middle of the day. You don't want this. If you've done your marketing correctly, have a good location and sold tickets/pledges, you will have unlimited cars to wash. Now you must wash them efficiently.

At your event location, try to find an area large enough for two rows of cars to be washed at once. Make sure your garden hoses reach and go all the way around both sets of cars. When things get busy, you will be glad you set it up this way.

Your drying area should be at least three car lengths from your washing area. This way if some of your volunteers take longer drying a car, they won't hold up your washing. You do not want your washing area to slow down because that will make your line become longer. Long lines translate into people driving by and not stopping which ultimately means lost revenue.

Remember! The more cars you wash, the more money you will make for your group—so keep things moving!

## SUPPLIES

This section provides recommendations for each item you will need for your event.

- Soap
- Sponges (5)
- Towels (3 per volunteer)
- Five-Gallon Buckets (3)
- Garden Hoses (2)
- Clothesline
- 1 pint of Rubbing Alcohol
- Spray Bottles (3)
- 3 gallons of distilled water
- Large Coffee Can
- Clip Boards (2)
- Whistle with Strings (2)
- Stop Watch
- Squeegees (3)
- Chamois (2)

Tip: Go to the local McDonald's a week before your event and ask the manager for one of their five-gallon pickle buckets to use for soapy water. They are green but who cares. They are free. McDonald's may also give you a giant water dispenser filled with fruit punch for the day of your event. And, ask them for coupons to hand out at your fundraiser to help their business.

Instead of sponges, you can use lamb's wool squares. They look like car wash mitts except they are square and about a foot in diameter. These are available at any large auto parts store.

You will need about 150 feet of garden hose. Put the longest section on last. Hopefully it will be 75 feet in length. People drive over the hose ends and ruin them because they smash the brass fittings. The ends will leak and lower your hose pressure. If you plan on having lots of cars at your event, you may want to buy a 'y' garden hose fitting (under \$3.00) and then get 300 feet of hose and run two hoses each 150 feet long. Do not use a plastic hose reel. It gets in the way and gets damaged easily.

Have each volunteer bring three old towels that they do not need back. Do not use nice bath towels. Use the worst towels to dry rims all day and the nicer towels for chrome and windows. When the towels get too wet hang them on a clothesline or drape them over a wall to dry.

Instead of conventional window cleaner, buy one pint of rubbing alcohol, a few gallons of distilled water and three large-size squirt bottles. In your squirt bottles, add one part alcohol to five parts distilled water to create window cleaner. You should have two people

Tip: Make sure that all cars leave with perfect windows and mirrors. This will increase tipping by 10% to 20%. Even if the cars are not perfect, if the windows are, it's a good car wash.

in charge of windows and chrome. Assign them squirt bottles with window cleaner and one squeegee each.

Time the average wash and dry of one car. If you are washing faster than drying, remove a wash mitt from the bucket and assign that extra person to another task. If cars are drying faster than they are being washed, hand a soap mitt to one of your dryers and have them wash for a while.

Give a chamois to a supervisor in the dry area for dark colored and expensive cars. This extra special treatment should cost more so have the donation can person stand by while you work. Without asking for an extra tip, you will increase your chance of getting a large tip by 50%.

## **SUPERVISION OF VOLUNTEERS**

When people think about car wash fundraisers, they think of fun, water fights, etc. A few water fights and some fun are OK, but remember you are there to make money so don't get carried away.

If your organization is a youth group, have one parent supervising the activities in each of these areas:

- Washing Area
- Drying Area
- Moving Cars
- Food Sale
- Money Table/Donation Cans

The easiest way to control a group is to assign a task to each person. Since we recommend that your car wash be from 10:00 a.m. to 2:00 p.m. divide your washers and sign-holders in half. In other words, if you have 25 people in your group, have 13 work from 10:00 am to noon, while 12 people hold signs, and at noon have the groups switch. If you've done well at marketing, you will have a lot of cars to keep your group busy and that also will minimize the water fights. If things get out of hand, start switching people around to do different jobs.

Think about task assignments before the day of the event. Taller kids should be dryers rather than washers because you need them to dry on top of mini-vans and utility vehicles. Use your most outgoing members to hold signs for the first half of the car wash and then switch them to soaping cars at noon. They will bring in energy half way through the shift and will help to increase everyone's energy levels.

**NOTE:** Make sure you don't drop towels or sponges on the ground in between using them. They pick up sand and small pieces of gravel, which can really destroy a car's finish. Remember that you need to make happy customers so they come back next time!

## **SIGNAGE**

You will need eight to 10 signs strategically placed around your event location and a couple on the streets with the highest traffic leading directly to your site, perhaps one-half mile or so away. Make three to four smaller signs to be hand-held at your site location.

## **PUBLIC ADDRESS SYSTEM (OPTIONAL)**

If you have a really energetic auctioneer/comedian/radio type in your group, have them keep everyone energized during your car wash. A public address system also helps when you are playing music, such as "At the Car Wash." This makes the event fun and memorable.

## **DONATION CANS**

Have these available at the cashier's table or have someone holding one near the drying area.

## **SALE OF FOOD**

Selling food at your car wash fundraising event is another great way to raise additional funds. If you choose to sell food (hot dogs, baked goods or pancakes) at your car wash, be sure to charge everyone (even volunteers) for food. If you don't, volunteers will eat up 100% of your food profits. People burn up a lot of calories washing cars and get hungry.

A bake sale is the hardest type of extra activity to have at a car wash fundraiser. Try to find someone in your group who has organized a successful bake sale. Their experience will prove invaluable. Have them supervise the bake sale event with separate volunteers and monies.

Ensure that your food sale has a prime location and let volunteers take trays of goodies to people in line or in the drying area. Do not allow food sales in the wash area. If you allow people to get out of their cars to purchase food, have them leave their keys in the car. This will allow customers to browse the food area while you wash and dry their car.

If your fundraiser is at a school or church with a cafeteria, you may want to consider a pancake breakfast. The most important thing to remember is to keep car keys when people are eating. Ensure that there is plenty of space to park washed cars or they will stack up and the lot will be full.

## **FLYERS**

Distributing flyers the day of the event is important. If your car wash gets slow, send members of your group to each grocery store nearby and to each fast food restaurant to pass out flyers.

## **CASH MANAGEMENT**

You should have the person in charge count the money with another person present so that the exact amount of money raised can be verified. Keep donation can money, food sale money, car wash ticket money and drive-up money separate.

## **MEDIA**

Assign one point person for the media, should they arrive at your event. Having only one person speaking to the media ensures that a consistent and positive message is delivered.

It's also important that you provide a photo opportunity of members of your group actually washing a car for any print or television media who participate.

## COUNTING CARS

If you are doing a wash-a-thon car wash, you must count the exact number of cars so you know how much to collect from your pledges. (Please see the Appendix for example sheets.) For whoever counts cars, this will be their only job. Do not let them get side tracked or help you wash vehicles when you are busy or someone needs to run to the bathroom. In cases of large groups every car missed could be \$100 or more in lost revenue. Make sure that whoever does this job realizes its importance.

## VACUUMING

Don't vacuum cars unless you have a lot of extra people to do the work and a lot of extra room. Vacuuming takes a long time and once you start you're committed to vacuum everyone's car who wants it. You'll get mini-vans with Christmas tree pine needles and customers who expect every needle removed. If you decide to provide vacuuming, do it after the cars are washed, not before. Also, do it in an out-of-the-way area so the wash-only customers can leave. You will also need another supervisor for vacuuming activities. If you decide to vacuum cars, you will need the following supplies:

- Three 25-foot or longer extension cords. (Find the outlet before the event. You may need longer extension cords.)
- Three (or more) shop vacuums.
- Three extra window cleaner bottles.
- Carpet brush.
- Carpet spot remover.

## CHAPTER SIX

### POST CAR WASH

The activities that take place after your event will ensure total success and help in your efforts next year.

#### CLEAN UP

It is imperative that your group cleans up the entire site location before leaving the event. Good locations for car wash fundraisers are hard to find. If you don't clean up the area and leave it trash-free, you not only hurt your group's chances of having future car washes at that location but you also hurt other non-profit groups in your city who may also need money as much or more than you do. You should also wash down the area with a hose or pressure washer if possible to clean off any mud. When rinsing the parking lot make sure that you follow the Good Housekeeping Practices listed in Chapter Two.

Collect all the towels and save them for your next car wash. Make sure to untie the clothesline you used to dry the towels. Don't cut it down.

When your group leaves the site, there should be no evidence that you were ever there.

#### EARNINGS ANNOUNCEMENT

Announce the event earnings to your group membership as soon as possible. By announcing the money earned, members will feel good about their accomplishments. A successful fundraising event can help to build unity, cohesiveness and a sense of teamwork within a group. It is also a great way to build confidence within individuals.

## SAYING THANK YOU

Send thank you letters to all the people who helped with your group's car wash fundraising event. They include, but are not limited to:

- The owner of the site location
- The printer of your tickets
- The insurance broker
- Any corporate sponsors
- Governmental agencies
- Your committee members

## CERTIFICATES

You may want to give certificates to some people who made your fundraiser possible. If you give one to the insurance agent or gas station owner, buy a couple of inexpensive frames and frame them. Have the person that designed your tickets make the certificates. You can buy special paper from *Office Depot*, *Staples* or *OfficeMax* quite inexpensively. If you have a local stationery store, ask for a 20% discount and mention them in your next newsletter. Maybe you can give them a free business card ad in one of your programs for a free package of blank certificates. You should also give certificates to your committee members. Present them at the annual banquet.

Be creative and think of something special when thanking the site location property owner. Here are some ideas:

- A plaque of appreciation
- A Chamber of Commerce award nomination
- A County or City resolution of appreciation

Be sure to thank any local government employees who helped with the event. Present them with a letter or certificate of appreciation.

## LETTERS TO THE EDITOR

Write a letter to each local newspaper (Do this in partnership with the Publicity Coordinator for your event). The first sentence should state, "We were overwhelmed by the support we received from local businesses, our city and the community," and say things like: "What a great town we live in", "This was the most successful fundraiser ever", "The weather cooperated and boy did we have fun", "We were exhausted because we washed so many cars", and "Everyone came together to support a great cause". (Sample standard thank you letters are in the Appendix section of this book.)

Make sure that you thank all the appropriate people in your letter:

- School District Personnel
- School Principal
- Gas Station Owner
- Local Government Employees and Officials
- Your Team
- All Your Sponsors or Contributors
- The Public
- The Car Wash Customers
- Environmental People
- The Printer
- The Graphics Person

## COLLECTING PLEDGES

Try to make sure the same people that received the pledges knock on the same doors to collect them. With corporate pledges, the leader of your group or the treasurer should go to the company to personally collect the funds and thank them for supporting your group. If your members are reluctant to go back to collect pledges, send them in teams of two or three. If someone refuses to pay, look sad and tell him how hard you worked. In the Appendix Section of this book you will find a sample receipt for pledge donations.

## EVALUATION

Reconvene the committee, if possible. Be objective and ask the members these questions:

- *What went wrong?*
- *Did you meet your ticket goals?*
- *How were pledges?*
- *What complaints were made?*
- *Was the property owner happy?*
- *Did we use due diligence with wash water run off?*
- *Did we cause a traffic problem?*
- *How long was the line of cars?*
- *Was our team exhausted?*
- *Did people enjoy themselves?*
- *How much money did we make?*
- *Could we have made more?*

Then ask yourself these four questions:

- *What could we change for next year?*
- *What problems would that solve?*
- *Would this create other problems?*
- *Was there anything left out of this book that you believe was significant?*

Have everyone be honest in their evaluation of this event. This information will be invaluable for next year's group. If you belong to a national organization, send your basic plan and evaluation to them. Other chapters of your organization may be planning a car wash fundraiser.

## SETTING NEXT YEAR'S DATE

Put this book and your evaluation pages in a folder with a piece of paper recommending a tentative date for next year's car wash fundraiser. Give this folder to the treasurer of your group. This way it won't get lost and it will be automatically transferred to next year's treasurer.

Remember, when picking a date for next year, do not pick a date that falls on a three-day weekend, a religious holiday, during a county fair or during predominantly rainy months.

# APPENDIX

## SAMPLE THANK YOU LETTER FOR PROPERTY OWNER

(Your Group's Logo Here)

Our group, your group's name, would like to extend our sincere appreciation for the privilege of using your address property for our annual car wash fundraiser. We raised well over \_\_\_\_\_\$\_\_\_\_\_ at this years event. We realize that without your generosity and selflessness none of this would have been possible. Your property, with its excellent location and well maintained appearance, provided us with the extra kick needed to make this years car wash fundraiser the biggest and best to date.

Not only did we raise funds needed to sustain our organization, but we were able to let our members feel good about earning the monies personally. This fundraiser helped unite our group in a way that could not have been possible without your assistance.

After the fundraiser, each member helped clean up, leaving your property even cleaner than we found it. It was their way of saying thanks. I just had to write you and tell you how pleased I am to know that there are property owners in our community such as you who are willing to go above and beyond the call of duty. From the bottom of my heart, I wanted to thank you and let you know your kindness did not go unrecognized. Thank you!!!

Truly yours,

Your Name

Your Group Title

Your Group Name

**SAMPLE THANK YOU LETTER**  
**FOR INSURANCE AGENT/BROKER**

(Your Group's Logo Here)

I wanted to write to you and personally thank you for your assistance in finding us the lowest liability insurance rate for our car wash fundraiser. You went above and beyond the call of duty to help our group and for that we are grateful. We raised a lot of money at our car wash fundraiser and we couldn't have done it without your help.

It's so refreshing to have local businesses like yours in our community that really care. You made the difference. We felt very safe knowing we had adequate coverage for our event 'Just in case'. It gave us total peace of mind.

We will make mention of your gallant efforts in our next newsletter. I will be glad to recommend your company to all of my friends when they need insurance.

Thank you again so much.

Truly yours,

Your Name

Your Group Title

Your Group Name

**SAMPLE THANK YOU LETTER  
FOR THE LOCAL CAR WASH**

(Your Group's Logo Here)

We wish to thank you for your assistance with our annual car wash fundraiser. We realize that your car wash needs dirty cars to succeed. We know we washed more than our fair share and we appreciate your understanding. We were glad to hand out your coupons and are sorry if we took any business away from you during the weekend of our annual car wash.

We assure you that after washing some three hundred plus cars some of our members never want to wash another car as long as they live. I'm sure they will be bringing their cars to you from now on.

Thank you for all your encouragement and support. It made all the difference in the world.

Sincerely,

Your Name

Your Group Title

Your Group Name

# SAMPLE PLEDGE FORM

## CAR WASH FUNDRAISER PLEDGE FORM

### FUNDRAISER FOR

(Name of Group)

Address	Name	Phone No.	Pledge Amount Per Car	Comments

# SAMPLE RECEIPT FOR PLEDGE DONATIONS FORM

## RECEIPT FOR DONATION

To: \_\_\_\_\_

### **CAR-WASH-A-THON**

DATE: \_\_\_\_\_

AMOUNT DONATED: \_\_\_\_\_

GROUP NAME: \_\_\_\_\_

GROUP PHONE NO. \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

NON PROFIT NO. \_\_\_\_\_

## RECEIPT FOR DONATION

To: \_\_\_\_\_

### **CAR-WASH-A-THON**

DATE: \_\_\_\_\_

AMOUNT DONATED: \_\_\_\_\_

GROUP NAME: \_\_\_\_\_

GROUP PHONE NO. \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

NON PROFIT NO. \_\_\_\_\_



**SAMPLE NUMBER OF CARS WASHED FORM**

**CAR WASH VERIFICATION SHEET**

**FUNDRAISER FOR**

(Name of Group)

<b>#</b>	<b>Car Type</b>	<b>License No.</b>	<b>Color</b>
<b>1</b>			
<b>2</b>			
<b>3</b>			
<b>4</b>			
<b>5</b>			
<b>6</b>			
<b>7</b>			
<b>8</b>			
<b>9</b>			
<b>10</b>			
<b>11</b>			
<b>12</b>			
<b>13</b>			
<b>14</b>			
<b>15</b>			

## AUTHOR'S BACKGROUND

**Lance Winslow III** is the Founder and President of Car Wash Guys International, Inc. (a world-wide mobile car wash franchise system) and The Detail Guy, USA (a domestic mobile detail franchise). Over the last twenty-two years, Lance has been in the mobile cleaning business. Lance started at age twelve washing aircraft with a bucket of water and a sponge. His company, Speedy Waxers and later called Aero Speed Waxing, operated at three different airports. This company was sold to finance Aero-Auto Wash in 1985. From 1981 to 1985 Lance sold aircraft under the name Speedy Aircraft Finders, became a private pilot at age seventeen and started the first computerized aircraft multi-listing service. During this time Lance was also the Western Regional Advertising and Marketing Representative for a major general aviation newspaper. He then operated Aero-Auto Wash until April 1990. In June of 1989 Lance Winslow founded THE CAR WASH GUYS.

Lance Winslow, over the past decade, has landed fleet washing contracts with the following firms: AT&T, GTE, Pacific Telephone, The Gas Company, Federal Express, County of Ventura, Cities of Ventura, Fillmore, Oxnard, Pt. Hueneme, Simi Valley and Camarillo, U.S. Postal Service, California Highway Patrol, Cal Trans, Chevron, Union 76, Texaco, Conoco, Exxon, General Motors, Northrop, Hewlett Packard, Everest & Jennings, State Farm, Nabisco, Orowheat, Frito Lay, Gallo Wine, Coca Cola, Emery Express, G.I. Trucking, Viking Freight, Willig Freight, CWX, Ryder Transportation, Penske Leasing, Mother's Cookies, Coors, Budget, Avis, Hertz, Dollar and Enterprise Rent-A-Cars, etc., etc. He has also sold aircraft cleaning contracts to the U.S. Air Force, FBI, California Air National Guard, small charter outfits, FBO's and flying clubs. He has experience washing trains, boats, heavy equipment, concrete and graffiti removal. He has acquired corporate employee washing contracts at Oracle, 3-Com, Countrywide Funding, Cisco Systems, Blue Cross, Litton, Teredyne, Intel, Card Service International, AMD, Imation, Amgen, Disney, Fujitsu, Motorola, Wells Fargo, and State Farm for The Car Wash Guys. Recently acquired fleet washing contracts include SFO Airporter, United Airlines, Smart Shuttle, City of Brisbane, City of Calabasas, Las Virgines School District, Laidlaw, Durham Transportation, Department of Water and Power (Los Angeles), Metrotrans, Glentrans, Oak Park School District and Music Express.

Lance was a Junior Olympic AAU track and field champion starting at age ten, ran a 4:12 mile in high school as state champion and received a track scholarship to college. He continues running to this day. In high school Lance was class president, four year varsity letterman and voted Most Likely To Succeed. Lance received a 4.0 grade point average in college.

In the past five years, Lance has raised over \$500,000 for non-profits groups and kids organizations through car wash fundraisers. In 1995 he rode his bicycle from Oregon to Mexico, 1200 miles, in six days in a pledge drive for the Special Olympics. He was Deputy Grand Marshall and Honorary Sheriff for the county's largest parade and largest non-profit faire west of the Mississippi. Lance has been active in the Optimist Club International and Kiwanis Clubs. He understands local politics having run in two consecutive elections for a city council seat. Lance was appointed to the county's Council on Economic Vitality. He founded the Neighborhood Mobile Watch Patrol which involves small businesses, chambers of commerce, police departments and cities. The entire program is privately funded. In 1992 he also introduced a program where local businesses could sell their products on the Internet, providing jobs, additional revenue for civic groups and increased sales volumes for many local merchants. During the aftermath of the Northridge, CA earthquake, Lance reconstructed a water purification plant for Unilab, a medical clinical laboratory testing corporation.

Lance's companies belong to over twenty chambers of commerce and his franchisees coordinate and participate in over 120 car wash fund-raisers a year for non-profits groups at no charge. His innovation in marketing has propelled THE CAR WASH GUYS to celebrity status in many cities. Known for his enthusiasm, exuberance and motivation, Lance Winslow is a sought after speaker for MBA programs at top colleges and universities. However, he says "My first and foremost responsibility is to THE CAR WASH GUYS team."

Lance hand wrote 6011 pages of manuscript that makes up the entire 2316 pages of the Operations Manuals used by franchisees to run their mobile car wash businesses. Most of this book is actually contained throughout that manual.

Following exhaustive research and comprehensive comparisons of franchise case law, legislative updates and hundred's of other franchisor documents, Lance wrote his own Uniform Franchise Offering Circular (UFOC), Franchisee Agreement with all exhibits. The ninety plus page legal document was approved by the California Department of Corporations in three working days. A feat never done before in California. Lance became a franchisor at age thirty-two.

Most recently Lance was elected to The Board of Directors of the American Association of Franchises and Dealers (AAFD). He also serves on the Fair Franchising Standards Committee. This committee advises the Federal Trade Commission (FTC) and various Senate sub-committees on law changes necessary to protect franchisees. This committee has extremely powerful lobbying abilities in the franchising industry. Lance also works closely with the International Franchise Association (IFA) and the president of the American Franchise

### **Association (AFA).**

Lance has also co-authored a book "Franchising 101 - The Complete Guide" published by Upstart Publications. This book is co-sponsored and distributed by the Association of Small Business Development Centers (ASBDC). Over one million copies will be sold and distributed to individuals attending government run seminars and who are interested in starting a business or buying a franchise. Lance is featured in the book "Chicken Soup for the Entrepreneurial Soul." He has also appeared on many television and radio shows including a one hour PBS Livelyhood Special.

Lance led Car Wash Guys International through the rigorous screening of the United States Small Business Administration (SBA) to become an approved franchisor eligible for franchisee funding. A task that fewer than 6% (less than 250) of all franchisors in the United States have accomplished.

Lance is 100% owner of Car Wash Guys International, Inc. He doesn't have to answer to stock holders, partners or venture capitalists; only to his team members and their customers. The Detail Guy, USA is also a very closely held corporation.

THE CAR WASH GUYS have always been contributing members to the citizens and neighborhoods which we service. These time tested principles have provided us with good will and prosperity throughout the years. By integrating continuing community service with business development, we have created a strong bond between our company and our loyal customers. We are actually part of the fiber which makes up our towns. By involving young and old, rich and poor and people of all backgrounds and experiences, we have united towns with our untiring exuberance by sponsoring car wash fundraisers and various community events. Our team truly believes it is important to "give a little back as you grow".