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Welcome to the 2008 Halloween Candy Buy Back!

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Dr. Chris to appear on Fox & Friends national TV show!

From the desk of Dr. Chris Kammer

Hello Dental Friends,

It's October and it's time to put the Halloween Candy Buy Back on the front burner!

Here are answers to the most frequently asked questions I'm receiving this year:



What day should we hold the Buy Back?

Last year most offices held theirs on Thursday, November 1st including our office, and we ran ours from 3:30pm until 6:00pm. This year many offices will be holding it on the Monday after Halloween and others over the weekend. We will be holding our hccb on Saturday, November 1st from 11am until 2:00pm. We have chosen to limit the time to a few hours in order to pack all the excitement into a short period of time and to have less disruption during our normal office hours.

Can we use a bathroom scale to weigh the candy?

You can use a bathroom scale if this is your only option, and a larger postal scale would work as well. We borrow a butcher's scale which is accurate to the hundredth of a pound and of course we round up!

How much do we pay for the candy?

Some offices accept candy and do not give a financial incentive, and other offices pay \$2 per pound. At my office we offer \$1 per pound which is the most common among other offices as well.

Where do we get the money to pay for the candy?

Some offices have sponsors that are covering their expenses but most, like my office, are donating their own money towards this great cause. Last year we collected 700 pounds of candy from 177 kids for \$627. Some of the candy was donated, and several children donated their money toward the shipping cost of the candy.

How much money should we expect to go through?

We listed the amount of candy collected by all the office who reported that information to us last year. The list is here www.thesmileexperts.com/halloween. It appears as though the average

is approximately 500 pounds although some offices collected as much as 6000 pounds!!

What else do we offer the kids?

Almost every office gave Firefly Toothbrushes from the Dr. Fresh company (see below for more information on how to obtain Firefly toothbrushes). In addition to this, many offices gave coupons for free fries or a free kids meal from a local restaurant. We had three local restaurants donate coupons last year. Make some calls! You'll be surprised to find many businesses eager to donate. Make sure your sponsors get the publicity and the thank you's they deserve.

How do we ship the candy to Iraq?

There is no need to ship the candy to Iraq. You should ship your candy to Operation Gratitude and they will address hundreds of thousands of gift boxes each with an individual soldier's name on it (see below for more on Operation Gratitude).

Who pays to ship the boxes to Operation Gratitude?

A few offices have sponsors that are covering their shipping expenses, but most, like my office, are donating their own money towards this great cause.

There is a great deal more information available online in last year's newsletters. They can be found at www.dentalproshop.com/halloween/news. There are 10 newsletters online, be sure to read them all!

Tips From My Staff

1. Over estimate for goody bags and give-aways! More kids will come this year than last year, and even more the year after that! It is better to **be over prepared** for the throngs of candy donors than to unexpectedly run out of supplies.
2. Have your **shipping boxes ready and waiting**. The candy can be dumped into them right away rather than transferred at a later time. This makes it much easier on you and your staff! And the kids can see how much others have given and how their own donations will be sent. You'll get *shock* factor, trust me!
3. Find a local business to **donate boxes** to the cause! You can offer to promote THEIR name with your event, and most are eager to help with this cause. Finally, the same-size boxes are MUCH easier to pack up and send.
4. Ask local businesses to **co-sponsor the event with donation of coupons, samples, etc.** Do this as early as possible. Don't wait for them to find you! You have to cold-call or stop in, then follow up once or twice, and finally stop by to pick up the donations. Make sure to mention that you will be promoting them to all of these families and through the media in exchange for their generosity.
5. Send a **personal letter of appreciation** to all your sponsors along with pictures of the event, your business card, and even a great offer for their employees.
6. **Make sure your patients know** what you are doing! From sending out a short letter to your active patient database to letting it all take place in your office while patients are waiting, your patients will appreciate what you are doing and hopefully bring their own children in.
7. **Cash donations are always welcome!** Ask your favorite banks or credit unions to chip in to help defray those expensive shipping

- costs. You want to be the fun collection center, not the entire factory!
8. Find out if major distributors, such as the vendors you buy your dental supplies from, will **donate toothbrushes, toothpaste, and dental floss** for the soldiers! They will need it after eating all the candy you send. You can be sure that **business people** will see the value in donating for this terrific, popular cause. Make it a community event!
 9. At least one office provided **a big card for children to sign** for the troops. What a great idea this is, and how easy would it be to set up a small table with posterboard and markers? Or find some inexpensive, blank cards that the kids can write their own message in. This creates fun for small children and will win big points with the soldiers. Just think of the servicemen and -women who open a package with a card like this! Make their day brighter and their jobs a little easier with a heartfelt greeting from home. Make color copies if you are sending multiple boxes.
 10. Ask parents to fill out **informational cards** while they wait in line to weigh their candy. Then your staff can just take the card, write down the weight of the donation, and keep it for your tracking information. Make sure to get the child's age and name and the parent's **phone number and e-mail address**. It will give the parents something to do AND free up your staff to have more fun with the kids! Give out something as an incentive, such as the chance to win an iPod or a big gift from your office. Find out if someone can donate a door prize like this!

Contact Information

Make sure you are listed on the [National Halloween Candy Buy Back page](#). If you are not listed please email your company address and contact information to Scott at scott@thesmileexperts.com in order to be listed. I will promote this page on national news so be sure you are on there!

Order toothbrushes now!!! DR. Fresh is offering a BUY ONE GET ONE FREE promotion on the 3-case pack (144 pieces @ \$1.25 apiece), which is normally \$180.00 plus shipping. With this promotion, you will receive 288 toothbrushes for less than \$0.63 apiece! To take advantage of this special, limited-time promotion, **orders must be placed through the customer service phone number,**

1-866-373-7371

This offer is not available to on-line shoppers. Be sure to mention that the toothbrushes are for the Halloween Candy Buy Back program!

Ship your candy to Operation Gratitude! Operation Gratitude (www.opgratitude.com) is a non-profit organization that sends gift packages to our troops in Iraq. They request Halloween Candy to include in holiday gift boxes they send in December. They accept donations from October 1 to December 15, and their address is:

Operation Gratitude/California Army National Guard
17330 Victory Boulevard
Van Nuys, California 91406
ATTN: Charlie Othold: 818.437.6201

In the next issue we'll share some great success stories from last year and I'll tell you more about how I got booked on Fox & Friends national

news show to promote the Candy Buy Back!

Until then, let your dental soul shine!

Thank you one and all,

Chris

PS Please remember to share all of your great ideas with me so we can all put on the best Halloween Candy buy Back possible! Please share this newsletter and event with your colleagues. They can register at www.dentalproshop.com/halloween and they'll receive all the newsletters and updates too.

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