

Halloween Candy Buy Back 2009 Newsletter #1

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From the desk of Dr. Chris Kammer

Hello dental friends,

Welcome to the 2009 Halloween Candy Buy Back! It's September and that means it's time to start preparing for this year's big event. The Halloween Candy Buy Back will once again be a huge public relations boost for your practice.

Last year we made it into USA Today and on the Today Show! It is my hope that Halloween will soon be owned by dentists across the country. I am excited to report that ***The Profitable Dentist Magazine*** has already run a story on us this year. Pickup the latest copy to learn more about what they said.



Last November we had an interactive post-Halloween teleseminar. This event allowed participants to share stories and to learn more about what happens to the candy they send to Operation Gratitude. If you'd like to hear more about what people are doing in their events have a listen. You can either download the mp3 file or play it online.

<http://instantteleseminar.com/?eventid=5010861>

***Send out press releases to publicize your event.
Monthly magazines need to know about your event now!!***

Don't worry about TV, radio and daily or weekly print media right now. We have plenty of time to alert them. But do get in touch with your local monthly magazines right now. Use the copy in my press release below. Customize it to make it all about you. In other words don't leave anything in your press release about me. You have my permission to take all these ideas and use them locally and personalize them to become the most talked about dental practice ever. Once you've customized your press release, call the magazine and find out who should be receiving this "wonderful human interest Halloween story that your readers will thank you for".

[Download our sample press release as an MS Word DOC](#)

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Remember always talk about how this story will serve their readers. They are more interested in that than in making you a star. Once you find out the magazine's contact person for this story then you must create a relationship with that person. Getting stories like this is not about sending a great press release. It is all about creating a relationship with the person who is responsible for this story. That means you must continually follow-up but not pester the writer. I can tell you that it is never enough to only send the press release and wait for something to happen. Nothing will happen!! You must make the call and be as helpful as possible to the writer. Make sure they received the press release. It is common to hear from them that they never received your press release (they get hundreds don't forget) so you will have to send it again. Don't be put off by that. Once they've received it ask them if this a story that their readers might be interested in? (of course it is!)

We're working hard with our friends at TNT Dental to develop a new website. The new site will have a better database of participating dentists and will be much easier to use. The best people at TNT Dental are burning the midnight oil to launch it and we expect to be ready very soon. In the mean time, offices registering at www.HalloweenCandyBuyBack.com will be included in our communications but will not be included on the web until the new site is ready. Please be patient, it won't be long now.

Excerpt from a recent email exchange

From: Robin Walsh
To: Dr. Chris Kammer
Subject: Halloween Candy Buy Back

I can't wait. I dont think I have stopped once since I started this ball rolling. Dr Lofgren is out of town and I am so excited to tell him how far we have already came on this project. I have received so many confirmations on raffle donations for the kids. We are doing one raffle ticket for every pound of candy, then have prizes to draw from with their tickets. So far main prize is an ipod. Several dinner coupons for free food as well.

Thanks again,
Robin Walsh

Robin is with Giving Back Dental in Springfield Missouri and she is having a blast ramping up the program for her first year. Her energy motivated me so I thought I'd share some of our conversion with all of you. This can be the most fun your team will have all year!

Sample of promotional materials

[Click to see a sample of the poster we put in our lobby last year](#)

3rd Annual HALLOWEEN CANDY BUY BACK

**Saturday November 1
from 11am to 2pm**

Bring your Halloween candy to the
Center for Cosmetic Dentistry and receive

GREAT GIFTS!

- \$1 Per Pound of Candy*
- Flashing Firefly toothbrush*
- \$100 in dental dollars*
- Kid's French Fries from Burger King*
- Kid's meal from Abuelo's*

*Some restrictions apply. Supplies limited.

All candy donations are shipped to our service men and women in Iraq



[Click to view other offices promotions and ideas from last year](#)

In the Next Issue

Ok, that's enough for now. In the next issue we'll recap the frequently asked questions from last year and we'll offer loads of great tips for a successful buy back. We'll also have some new suggestions from Carolyn Blashek, founder of Operation Gratitude and we'll let you in on a great deal on Firefly toothbrushes.

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.HalloweenCandyBuyBack.com and they will receive all the newsletters and updates too.

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