

Halloween Candy Buy Back 2009

Newsletter #2

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From the desk of Dr. Chris Kammer

Hello dental friends,

Welcome to the 2009 Halloween Candy Buy Back! It's mid September and that means it's time to ramp up preparations for this year's big event.

We have a lot of new dentists this year with lots of questions so here is a list of the most frequently asked questions:



How do I get my office listed on the website?

Register at www.halloweencandybuyback.com. If you have registered and you still don't show up please contact TNT Dental. TNT has taken over the website and Joe Morcerino is our contact there. His toll free number is 877-882-3211 x107 and his email address is joe@tntdental.com.

How do I change my listing on the website?

Please contact TNT Dental with all website related questions. Our office no longer has the ability to make additions or changes to the website.

What day should we hold the Buy Back?

There is a discussion about this on the Facebook page and it looks like most are either doing it Sunday, November 1 or Monday November 2. Our office will buy candy on November 2nd but we will continue to accept donated candy throughout that week. 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.

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 bought over 700 pounds of candy for \$1 per pound. The money comes out of our advertising account and is the most effective advertising our office does all year.



[Official toothbrush of the Buy Back](#)



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How much money should we expect to go through?

This will depend on the size of your community and the amount of press you receive. It appears as though the average is approximately 400 pounds. Last year we had \$1000 on hand and we spent about \$800 of it. This year we will have \$1500 on hand.

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 can 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).

Where do we get the money to ship 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 shipped over 700 pounds of candy at our own expense. There is a discussion about this on Facebook where some offices have suggested other options that don't cost anything at all. Please become a fan of Halloween Candy Buy Back on Facebook for more on this.

There is a great deal more information available online the newsletter archive. 2007 newsletters are here www.dentalproshop.com/halloween/news and 2008 newsletters are www.dentalproshop.com/halloween/08. There are 10 2007 newsletters and 4 2008 newsletters in the archive, be sure to read them all!

Top 10 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 www.halloweencandybuyback.com. If you are not listed please register. If you've registered and you still don't show up contact TNT Dental at 877-882-3211. This page will be promoted in the national news so be sure you are on there!

Order toothbrushes now!!! DR. Fresh is offering a BUY ONE GET ONE FREE deal for offices participating in the Candy Buy Back so be sure to take advantage of this limited time offer. See <http://drfresh.com/candybuyback/> for more on this great deal. 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

here are some other items Operation Gratitude would be happy to forward to our troops:

Beanie Babies or other small stuffed animals
Small packages beef jerky
Single serving boxes of cold cereal
Individual packets of hot cereal
Hand-knit/crochet scarves and hats
Computer flash drives
Lip balm, toothpaste, toothbrushes and roll-on deodorant
Personal letters of appreciation

In the Next Issue

Ok, that's enough for now. In the next issue we'll look at some of the media coverage we are receiving and we'll list tips from other offices.

Until then, let your dental soul shine!

Thank you one and all,

Chris

PS Please remember to share all of your great ideas with us on Facebook 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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