

Hello Buyback Friends!

Smelling the crisp air. Seeing the sun set a little sooner. All this means – it's time to prepare for the Halloween Candy Buy Back as fall is upon us. As I write to you all, I started to reflect on how Halloween Candy Buy Back got started and how it has grown because of the commitment you and your office continually show to improving the health of our kids and supporting our troops.

### **How the Buyback Got Started**

In 2006, I was working with a PR company and putting out monthly press releases to educate the public about modern dentistry. Since it was October, and Halloween was coming, my PR company wrote a release about how all that sugar causes cavities and I was worried about communicating that same old story because it was not new and different enough. To get the attention of the masses you have to try new things and send out new messages or at the very least you must "wrap" them differently. I thought it would be unique for a dentist to buy back the excess Halloween candy from kids and then ship it to the troops overseas to support them and brighten their day. Well apparently it was just what the media was looking for because

### **The story was picked up throughout Madison and all over the state of Wisconsin!**

People all over town who were hearing about it were telling me what a great idea it was. I had never received so much TV, radio, print, and street buzz from a PR event. After we held our event and shipped the candy to the troops, two months later we received pictures that really brought it home for me about how meaningful and supportive our candy was to our servicemen and women overseas. It was at that moment I decided that this event was so much fun and too amazing to just keep to myself. It must be shared with the entire profession! It then became my mission to start emailing dental teams all over the country and I also set up the [www.HalloweenCandyBuyback.com](http://www.HalloweenCandyBuyback.com) website to share every detail about holding a successful buyback. Upon discovering the good works of [Operation Gratitude](#), I decided to make them the official recipient of the treats collected from across the country. In 2007 we had about 150 participating dentists listed on our site. Over the years that number of participating offices became thousands! It was always my goal to have this event be our dental profession's response to the "dreaded" candy-filled holiday of Halloween. YOU are making that a reality with your support and I can't thank you enough for keeping it going.

### **Big News This Year**

Operation Gratitude will be shipping their [one millionth](#) care package on December 7th from their location in Van Nuys California. I'll be there for the celebration and I would like to invite you all to participate. Let's send 100,000 toothbrushes this year as well. I think our profession would like to be known for **sending oral care items** in addition to the candy treats that are a part of the care packages sent. They are also accepting small stuffed animals, like Beanie Babies, which are used to befriend the children in these war torn lands.

### **Ensuring your office is listed**

Would you like to join the fun of Halloween Candy Buy Back? Are you wondering if your office is listed and listed with the correct address? Right now, go to the [home page](#) and put in your zip code and make sure your office is listed if you intend to hold the event. If your office doesn't show up you will need to register it on the home page link. Let's work to get the word out to as many as possible.

**\* ATTENTION HCBB PREVIOUS YEAR PARTICIPANTS: If you haven't registered in 2013, [please do it now](#) then give us 48 hours to get it live on the site. (Changes to your registration listing should be sent to: [hcbb13@gmail.com](mailto:hcbb13@gmail.com)).**

### **Lagniappe:**

In honor of my new assistant, we've decided to honor her home state of Louisiana and introduce a bit of French. Lagniappe means "something extra." Now, here's the extra that you can do in addition to the candy collection:

#### ***Collect Toothbrushes!***

How perfect is it this year that instead of a candy goal that we smash every year, we've done it before but let's make it bigger & better. We still want your candy, of course, but we are requesting all dental offices also voluntarily [send in a minimum of 100 toothbrushes with their candy to Operation Gratitude](#). We hope that your supply reps will come through for you with a donation. Please tell them about your involvement and get them excited about contributing. Our goal is to send [150,000 toothbrushes to Operation Gratitude](#) so they can put one in each care package. Special thanks to [Sunstar Americas Inc.](#) for starting us off with **5100 brushes!** Don't forget there's always room for gratitude letters to our soldiers.

Also I'm thrilled to have [Xlear Spry](#) back as our xylitol sponsor. Not only do we reward the kids with \$1 per pound (up to five lbs. in my office though some offices allow more) and give them the fun Halloween themed brush, we also replace some of their candy with [xylitol candy treats from Spry](#). It's a great opportunity to educate families on the healthy preventative benefits of xylitol.

**\* The coupon code "Halloween" is set up for a 10% discount off RETAIL on all of the SparX items through October 31<sup>st</sup> and is valid online only.**



We are very pleased to have [Tess Oral Health](#) back as our toothbrush sponsor. They have awesome [Halloween-themed brushes](#) that you can imprint with your office logo and info. Order them now and you can give them out to the children in your practice through the month of October! Use this link: [Order Tess Toothbrushes](#)



#### **What's new:**

Look out for changes that are forthcoming to the website. We are making changes to (1) streamline the information that's provided, (2) update photographs to include your information and (3) promote a friendly office challenge – more like a Wall of Fame. Plus, we are working to have more media notices posted online to ensure your office can promote and execute Halloween Candy Buy Back with as little stress as possible. ***Do you have ideas on how to improve the site and involvement of more practices? Then write and let us know: [hccb13@gmail.com](mailto:hccb13@gmail.com) to reach us with all the swifty ideas that you and your staff have been pondering on. Let's make each year – better.***

#### **Wall of Fame:**

We would love to hear from you and your office or the community as a whole. Tell us, show us, what you are doing and how your event is being received by the local community. Are you seeing larger than ever turnouts? Are you receiving more letters than before from the children to the soldiers? Did your office have a costume contest? Any local celebrities come out to weigh the candy? Did any children donate their money earned back to the cause? ***We want to hear and see any feedback that you have to provide at this time.***

#### **Publicizing:**

Can't think of a new way to reach more people? How about a no-cost amount of publicity via review sites like Yelp and Google Reviews? You can easily post your Halloween Candy Buy Back event to one of many public review sites by clicking, [Yelp](#). Adults may post regularly on this site, but they have children or know someone who can benefit from this event tremendously. Furthermore, it will get your practice out in the community for more recognition. Or submit your notice to the local papers that publicizes community events for free via community pages or local events. ***Check out the next week's newsletter to learn more about media outreach and publicizing your Halloween Candy Buy Back. Don't forget to follow up with every outlet that receives your press release.***

- Here is our [Press Release](#)
- Check the website next week for an additional template Press Release

#### **HCBB in the Media:**

[CNN interviewed](#) one local dentist regarding Halloween Candy Buy Back and Operation Gratitude. Check it out.

#### **Next Newsletter:**

- Media updates and garnering publicity for your HCBB
- Additional calls for your flyers, feedback and photographs
- Additional discounts from Sponsors and products that you may want to buy
- Tips, tricks and FAQ's answered to increase the publicity for your HCBB

So until the next newsletter, as always, let your dental light shine!!

Dr. Chris Kammer

[Lifetime Family Dentistry](#)

8313 Greenway Blvd Ste. 150

Middleton, WI 53562

608-827-6453 (82-SMILE)

Email: [hccb13@gmail.com](mailto:hccb13@gmail.com)