



From the desk of Chris Kammer

It's NOT too Late!!

We have one week before the event and you're probably stressed or thinking of being stressed. Don't Fret.

ONE WEEK BEFORE HALLOWEEN CANDY BUYBACK:

1st – Thank your staff and office personnel and especially your HCBB point person. *They are working hard to make this a success and they're personal interest keeps the community invested!*

2nd – Take a Deep Breath and put on a smile as you prepare for your Halloween Candy Buyback. Make this event FUN for everyone each and every day that leads up to your event.

3rd – Have you sent out your Press Release? Don't wait for them to call you!! You must get on the phone now and follow up with them. *See 2013 Newsletter #3 as it emphasizes and lays out the steps to take to reach the Media or personnel member. Here's the link:*

<http://www.halloweencandybuyback.com/assets/docs/newsletter-2013-03.pdf>

4th – Have you secured the equipment you will need for the day? You know.... A scale, boxes, papers for the "Letter to the Troops" and any

decorations that you want to have in place? Make sure you have enough volunteers to help. Have someone at the letter-writing table to encourage kids to write to the troops.

5th – Consider donating a toothbrush to the troops for every pound of candy you collect like this amazing Buyback Superstar:

Thank you Dr. Brett Wood!

We are awarding you the HCBB Superstar status for including one toothbrush for the troops with every pound of candy shipped from Wood Orthodontics in Selma, Alabama. Now that's the spirit!!

If you're totally new then you can follow these steps OR if you're an experienced trooper please write to let us know what you're doing so we can continue to spread the knowledge and joy of the best practices for this event.

Thank you Robin Walsh!

Here's some advice from another HCBB Superstar status award winner Robin Walsh from Wilkinson Dental in Missouri.

- 1) Have FUN! If you don't have fun you are doing it wrong!
- 2) Create your **FLYER** and **LETTER** to give to businesses. *There are stock template flyers available in MS Word. Click on "File" then choose "New." A new dialog box will appear and you can choose "Templates on Office Online" or "On my Computer." From there select "Flyer" or "Other Document" and fill in the template with your specific information.*
- 3) If you are going to have **POSTERS**, get them designed and ready to give to places that donate, have them hang them in their places of businesses (I hang the largest ones in the most frequented places)
- 4) **BANNERS** (4x8) made to hang at our office to hang the day of the event. I also have a (2x5) banner made for the kids and everyone to sign, this I usually send in my boxes to Operation Gratitude. This year I plan on hand delivering our signed banner at the millionth package event at Operation Gratitude.

- 5) We have **T-SHIRTS** made with our theme on them for all the staff to wear at the event.
- 6) If you need help on **SHIPPING** costs call your local U-Haul or shipping companies for donations of **BOXES** and/or to handle shipping it for you. Large trucking companies usually make monetary donations to help.
- 7) Contact local **SCHOOLS** to see if they will start having the kids write letters to send in your boxes. I contacted our local Catholic Schools and it is done in one email and all schools participate. We sent over 250 letters last time. *It's okay to reach out to solicit this involvement as it's a community event and everyone doesn't have to physically arrive at your HCBB to support.*
- 8) Contact local businesses to donate **PRIZES**, food certificates, snacks for the kids the day of the event. *These items help fill your Goodie Bag or provide giveaways*
- 9) Have your boxes ready to go on a scale when they drop off candy. When the scale hits the weight limit, we seal it up immediately and set aside for the shipping company to pick up. Tape your business card on each box to show it came from your office.
- 10) If you did the event raffle style, draw for prizes when everyone has gone home. It will take too long if the kids stay there, especially if you have lots of prizes. I made a spread sheet to keep track of the names, age, weight of candy donated, Phone # and prize they won.

Thanks Robin, we appreciate your great tips! Now here's some more...

WHO ARE YOUR CELEBRITY GUESTS? HAVE YOU CONSIDERED...

CONTACTING YOUR LOCAL NATIONAL GUARD, ARMY, NAVY, AIR FORCE, MARINES. They love attending the event and the kids love getting to meet them.

CONSIDER CONTACTING YOUR LOCAL VFW OR DO YOU KNOW OF ANY VETERANS THAT CAN ATTEND? Have your local Veterans attend and they will be grateful plus help you spread the word.

DON'T BE AFRAID TO ASK FOR DONATIONS, PEOPLE ARE VERY INTO GIVING ESPECIALLY FOR THINGS THAT INVOLVE KIDS AND/OR TROOPS. Challenge yourself every year to outdo the year before. We send letters to people whom we know probably won't reply back but one of these days, one of them will just because we're continually asking!

Where do we get the money to ship the candy?

Some offices have sponsors that are covering their expenses but most, are likely donating their own money towards this great cause. Some offices are sitting out the Buyback because of the shipping costs. That is such a shame because there are many people in your practice and community that would love to help you with that but you have to ASK!! Don't be shy, they all want to be involved in your effort. 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.

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). *However, if you know a soldier – get it directly to that service man or service woman. They can help you spread the word. Or have them sign up with Operation Gratitude.*

DISCOUNTS:

Introducing our newest sponsor providing sugar-free chocolates. The World's first all Chocolate...Complete, Wellness & Weight Loss Program. All Natural, Sugar Free, Diabetic Friendly, Sweetened with Xylitol or Stevia, Physician Formulated.
For Guilt Free...Healthy Indulgence

Great for Teeth & Gums, Pain & Stress Relief, Weight Loss, Natural Energy, Meal Replacements, Immune Boosting & Overall Enhanced Health Benefits.

For more Information contact the National Representative: John Petek at 262-827-9380 or Email: John@HwaTwa.com or visit the website www.MyHealthyDeliciousChocolate.com

Xlear Spry

Not only do we reward the kids with \$1 per pound (up to five pounds in my office although some offices allow more as we once did) and give them the fun Halloween themed brush; we also replace some of their candy with SparX xylitol candy treats from Spry. It's a great opportunity to educate families on the healthy preventative benefits of xylitol. **Remember, Xylitol is not safe for dogs.** * **The coupon code "Halloween"**



is set up for a 10% discount off RETAIL on all of the SparX items through October 31st 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](#).



Professional Development -The Oral Systemic Connection: Three years ago I started an organization to promote the oral systemic connection. The American Academy for Oral Systemic Health (www.aaosh.org) is really growing and on the move. Our most recent scientific session in Las Vegas sold out! I will be out on the road in the months to come to promote to our profession, the rock solid connections, and the life saving dentistry we can be offering our patients. If you like the Halloween Candy Buyback program; I double your money back guarantee that you will be supercharged by the ideas I present in my Gums of Steel- Hygiene Transformation- Oral Systemic program. As a Halloween Candy Buyback

office you are eligible for special rates for the US dates. For more details contact us at drchris@thesmileexperts.com.

US Lecture Invite

I will host a full day seminar in Chicago on Nov. 22nd and Los Angeles, CA on Dec. 6th (the day before Operation Gratitude's Millionth Package Celebration). Each day will run from 9a-4pm and will cover oral-systemic health, transforming your hygiene department, medical testing in the dental office and marketing and PR during this challenged economy.

London Lecture Invite

I will be in London at the British Dental Association on November 16, 2013, lecturing on oral-systemic, Gums of Steel and the transformation of your hygiene department, as well as my "Dynamic World of Dentistry" topics above.

**Now get out there and Rock the Buyback!!!
(I know you will!!)**



Thank you for your support and my best to all of you,

Chris

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