

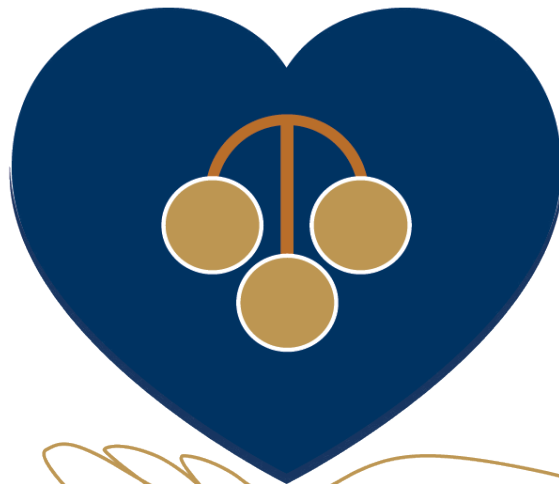
THE PAWNBROKER'S GUIDE TO NATIONAL PAWNBROKER DAY

CELEBRATE. ELEVATE. DO GOOD.

EVERY YEAR ON DECEMBER 6

DEC
06

As a pawnbroker, you are part of a 3000-year-old profession! Today, pawn is a \$3 billion industry just in the US alone. Most stores are family-owned and operated, and many are multigenerational. You can't get more American than that! Use this guide for ideas on how to give-back to your community, and celebrate your store, your team, your customers and your community.



#PawnGives

Create a philanthropy event on **Pawnbroker Day** to show your community you care. In addition to helping a worthy cause in your town, you showcase the positive aspects of pawn. You may also entice new customers to visit your store!



IDEAS

1. Food Drive – Have people bring canned/boxed food to your store. You can incentivize them with a discount coupon in exchange for their donation. Donate the food to a local food pantry.

2. Toy Drive – Work with your local childrens' services to gather toys for children in need. Ask people to bring an unwrapped toy to your store.

3. Animal Shelter Drive – Don't forget your furry friends! Work with a local shelter to create a list of items needed...

old towels are always in demand! On Pawnbroker Day, host an adoption event at your store. Be sure to invite the press! Who can resist puppies and kittens?

4. Music Drive – Work with local schools to understand what their music departments need. Get the word out to the community that you will be taking donations of instruments.



5. Coat Drive – Ask for gently used, clean coats in every size. You can also frame this as a "Winter Gear" Drive and ask for hats, scarves, gloves and mittens too.

6. School Supply Drives – Help your local schools by asking for much-needed supplies such as pencils, notebooks, binders, crayons, paper towels, hand sanitizer and more. Many teachers have given out the supplies they had at the beginning of the year. You can help them stock up for the second half of the school year.

7. Online Drive – Have a specific local need or charity that needs cash? Start a GoFundMe. Make sure you promote this via all of your digital channels.

8. Blood Drive – Work with your local Red Cross or other agency to have them park their collection vehicle at your store for a day.

Planning & Promoting Your Drive

PLAN:

Tap a few employees to help you plan, creating a mini-committee.

- Decide WHAT kind of drive you want to have.
- Decide WHEN you want to have the drive.
- Decide WHERE you will have the drive (inside your store? Outside?)
- Decide WHO you need to partner with, for example local school, local humane center, etc
- Reach out to them ASAP!

Decide whether or not you will offer any deals/incentives along with the drive. In the end, you also want to drive people into your store:

- \$1 off coupon for every canned food item, or animal shelter item
- Free TV (or something) for every puppy adopted, musical instrument donated
- Drawing for an item. Every donator gets a raffle ticket and is entered to win

DONATIONS:

- Decide where you are going to store donated items and where and when you will deliver them to the charity.
- Before you load up and deliver, make sure you take lots of pictures of your staff with the donations for social media!

Decide whether or not you will offer any deals/incentives along with the drive. In the end, you also want to drive people into your store.

PROMOTIONS:

Promote your drive through a variety of channels

- Digital – Social Media and your website
- Local Pennysaver-type publications
- Store signage
- Signage/flyers posted at your drive partner's facility, such as the animal shelter, school or churches
- Put a flyer in every bag you give to a customer letting them know about any deals or raffles you have planned.
- Don't forget the press!

Promote Your Event ~ Get Press Coverage!

How to ask a reporter to cover your event:

1. Know your reporters! Spend a few minutes googling the reporters of local morning shows or the feature editors of your local paper. Gather their email addresses and phone numbers

2. Start early! You want to give the media about four weeks of lead time to plan to visit your store.

3. Send emails one-by-one. This is not the place to send a mass email with 10 reporter names in the To: field. Most reporters want an exclusive, so you want them to think that you are reaching out to them.

4. Subject line. Keep it interesting, with a taste of what the event is about.

5. Keep it short! The first paragraph should be the who, what, when, where of the event.

6. Second paragraph is the **why** of the event or the value of the event.

7. What appeals to TV?

- a. Visual interest. Lots of instruments you are donating. Puppies from the shelter you're a fundraising for. Kids who are benefiting from toy drive
- b. Think bright and colorful!
- c. Have several people for them to interview...yourself, the head of the cause you are donating to, local officials, etc.

8. Follow up. Send the email, but then call and ask for the reporter's producer (for TV) or the reporter (for print). Leave messages if you must but persist until you get someone on the phone.

9. Make sure you publicize your event through social media and advertising. **You want a crowd!**



Sample Email for TV Coverage of Event

Event Email Template To: Localreporter@localtv.com

Subject: Make it short and to the point!

Puppies invade Joe's Pawn Shop

Hi Sally,

First paragraph is the who, what, when, where, and why of the press release. Many times, this is all that gets read by the press.

On Saturday, December 11, from 10 am - 3pm, Joe's Pawn Shop is hosting an adoption event and fundraiser to benefit the Your Town Animal Shelter. We will have plenty of puppies, as well as YTAS representatives for the event.

OFFERING A DEAL? PUT IT HERE.

Joe's Pawn will give a free TV to anyone who adopts a puppy and will donate \$1 for every can of dog food or other supply brought in on that day. We will also offer a "Shop for a Cause Sale" storewide on that day.

I'd like to discuss TV coverage with you and give you more information.

Best,

Joe Smith
Joe's Pawn Shop
555-555-5555
joe@joespawn.com



EVERYBODY LOVES PUPPIES!

Press Release for **AFTER** the EVENT

Subject: Make it short and to the point!

Example: Joe's Pawn Gifts Local Schools with Musical Instruments

PICTURE! A picture of your donation at your store. Try to get a spokesperson/official to be in the picture with you. Make sure you identify all of the people in the picture.

First paragraph is the who, what, when, where, and why of the press release. Many times, this is all that gets read by the press.

YOUR TOWN, OKLAHOMA (December 6, 2022) – Joe's Pawn located in the downtown area of Your Town gathered and donated 50 musical instruments to Your Town Elementary School to help foster a love of music in students. Many schools do not have funds for arts programs and musical instruments are costly. With this donation, Joe's Pawn hopes to encourage students to participate in music.

QUOTE! Need a quote from Joe's Pawn!

"We have been collecting gently used musical instruments from our customers, churches and other pawn businesses for six months. We are proud to support musical education in our local school," says Joe Smith, Owner of Joe's Pawn.

MENTION WHO HELPED!

Sally's Pawn owner Sally Jones contributed seven guitars. "We have had these in our shop for awhile and are happy to see them get a new life in the hands of Your Town Elementary," says Ms. Jones. Local churches, including First Methodist, Second Baptist and Third Presbyterian also asked their congregations for donations. "As children leave home for college, many instruments are left at home and are now finding new lives with students," says Reverend Bill Howard of First Methodist.

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About your stor

About Joe's Pawn Joe's Pawn is a family-run business now in it's third generation. The store was opened in 1942 and has been a part of the Your Town community for more than 80 years. Joe's Pawn specializes in helping customers with their short-term financial needs in a confidential manner. Joe's Pawn is located at 123 Main Street in historic downtown Your Town.

Add a bit about National Pawnbroker Day

National Pawnbroker Day celebrates the hard-working owners and employees of neighborhood pawn stores. According to the National Pawnbrokers Association, there are approximately 11 thousand pawn stores, most of which are family-owned, multi-generational businesses. Pawn brokers are licensed and regulated to offer consumer credit secured by personal property. Pawn loans do not require a credit check and never negatively affect a customer's credit.

For More Information Contact

Joe Smith

Joe's Pawn Shop

555-555-5555 joe@joespawn.com

While you are focusing on customers during **National Pawnbrokers Day**, don't forget the people who are critical to your success – your employees! Show your appreciation by celebrating them all week. Don't forget social media! Post plenty of pictures of your employees during the week. People share this fun stuff, so your store is seen as a great place to work and shop. **#NationalPawnbrokersWeek**
#PawnHelpsCommunities

1. KICK-OFF TO NATIONAL PAWNBROKERS DAY

Bring cupcakes and party food. Make some decorations in your staff areas with balloons and signs. Explain to all your employees the National Pawnbrokers Day is about them, as well as your customers.

2. PIZZA PARTY!

Food is always appreciated, so order in pizza (or whatever is a favorite at your store). Get creative, by bringing in breakfast treats rather than lunch. Or take people out for lunch. Don't forget to do this for every person and every shift.

3. SWAG

Load up branded coffee mugs with treats and gift cards or get everyone a new branded shirt. For extra excitement, wrap gifts in identical boxes and deliver to your employees a few days before with a tag that says, "Do Not Open Until NPD!" This will build a sense of excitement when you do a countdown, and everyone opens their gifts at once.

4. SNAP CUP

Decorate a bowl or vase and put slips of paper by it. Ask employees to write a nice thing about every one of their colleagues and put in the cup. Everyday read out a few of the comments.

5. DRESS-UP DAY

Decide on a few themes such as movies, characters, pajamas or activities and ask your employees to dress the part. Include prizes! If a customer wonders why everyone is wearing pajamas, you can engage the customer by talking a bit about National Pawnbrokers Day.

6. TEAM BUILDING

Use NPD to do short teambuilding exercises.

7. BALLOON POP

Short and sweet way to celebrate your employees. Put a slip of paper with the name of a prize in a balloon. Employees pop the balloon to see their prize. Be sure to give good prizes like store credit, gift cards or a grand prize on NPD.

Make sure to have enough so the last person to pick is not getting what is left over!

8. RECOGNITION

Make a poster for each employee. Be sure to include their photo. Hang the posters around the store and encourage customers and colleagues to write messages to/about the employee on the poster. Highlight one employee every day on your social media.

9. PARKING SPOT

Unveil an "Employee of the Month" prime parking spot. Going forward, award this spot every month to a deserving employee.

10. BOSS FOR A DAY

Hold a drawing (or let everyone take turns) for Boss of the Day. That person will shadow you and take on all the things you do in a day. By experiencing the Boss Life, your employee will gain insight on what it really takes to run your store, including long hours, paperwork and staff management

TEN TIPS FOR CELEBRATING EMPLOYEES

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Questions?

digital@nationalpawnbrokers.org

