

USING COMMUNITY CONNECTIONS TO PROPEL BUSINESS

Car wash operators and vendors have a good track record of contributing to their communities – not only with the businesses they operate, providing a service and employing people, but in their charitable giving. Baseball fields, theater programs and other community activities or events are often decorated with the logos and business names of car wash operators and vendors. This type of philanthropic mindset is not only good because it’s the right thing to do – it’s good for business in terms of gaining exposure and name recognition.

Recently, the Midwest Carwash Association decided to actively support their members' participation philanthropically by organizing monthly marketing toolkits that are chock full of template customer emails, localized press releases and sample social media posts. April was focused on generating donations for local diaper banks – and generating new customer leads and growing customer loyalty. In the months ahead, the MCA will provide members with additional resources to support philanthropy for civil servants, health care and more!

This effort builds on earlier marketing communications and public relations coordinated by MCA’s firm, Byrum & Fisk Advocacy Communications, over the past year. That included press releases and social media posts about back-to-school discounts for K-12 educators and support staff, along with honoring the service of those who have bravely served our country or are currently active in the U.S. military on Veterans Day.

In April, the MCA hosted a networking event “Communicating About Your Car Wash” at the Lansing Brewing Company in Michigan where Byrum & Fisk Advocacy Communications Partner Mark Fisk gave a TED-talk style speech to the group assembled.

“With the growing pressures on local, independent car washes, it’s never been more important to tell our story and communicate,” Fisk said.

MCA encourages more car wash operators and vendors across the Midwest to join the association in order to take advantage of these new communication resources! ●



➤ MCA Launches Jobs Board

Membership in the MCA allows you to list job openings with your company **for free!** The MCA will share this information on its Facebook and LinkedIn pages to help further the reach of your job posting. If you are not yet a member, we ask you to join the MCA today to enjoy that perk, or pay \$25 per/posting.

Enter a New Listing



View All Jobs Board Postings



➤ Annual MCA Golf Outing Set for September 24

Save the date for the upcoming annual MCA golf outing, which will be held at Eagle Eye Golf Course in Bath Township, Mich. A variety of sponsorship opportunities are available (along with lots of prizes). All MCA members

get two golfers registered for free – yet another reason to join the MCA today.

