

Drive 4 UR Community Event Planning Guide

2025



Table of Contents

01

Welcome

- [About D4URC](#)
- [Key Dates & Deadlines](#)

02

Registration

- [Program Overview](#)
- [How to Register?](#)
- [Community Organization Partner Requirements](#)
- [Charity Guidelines](#)
- [Pre-Approved Charity List](#)
- [Selecting a Date and Location](#)

03

Best Practices

- [Create a Plan / Event Success Tips](#)
- [Event Staffing](#)
- [Team Communication](#)
- [Vehicle Needs](#)
- [Event Planning / Promoting](#)
- [Event Planning Check List](#)

04

Event Process

- [Electronic Waiver Mandatory Training](#)
- [Electronic Waiver Process](#)
- [Event Portal](#)
- [Event Kit and Promotion](#)
- [Event Staging](#)
- [Donation Fulfillment – Validation Information](#)

05

Contact Info

- [Contact Information](#)



01

Welcome to Drive 4 UR Community

Driven by Ford Motor Company

About Drive 4 UR Community

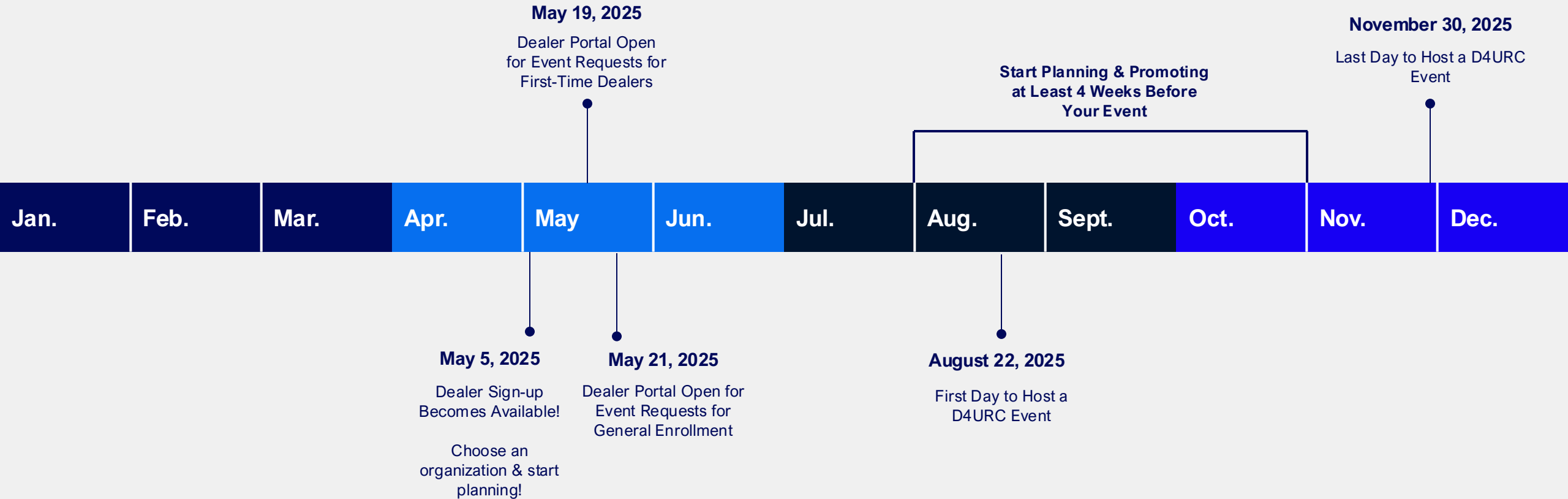
Drive 4 UR School began in 2007 as a way for Ford to give back to communities across the country. The idea was simple: local Ford Dealers and schools collaborate to host a one-day test-drive event. Drive 4 UR Community launched in 2012. For each valid test-drive, \$20 was raised for the benefiting school.* More than \$50 million in donations, and thousands of events later, participants are still test-driving for a cause about which they – and Ford – are equally passionate.

In 2025, Drive 4 UR School will adopt the Drive 4 UR Community name, expanding to allow dealers to participate with either a school OR a community organization. For each valid test-drive, \$30 will be raised for the benefiting school/organization (up to \$6,000)!

*No purchase necessary. Must be 18 years of age or older with a valid driver's license and valid automobile insurance. Donation of \$30 per valid test-drive, up to 200 total test-drives, for a maximum total donation of \$6,000 per event. Limit one (1) donation per person and one (1) donation per household. If the benefiting organization does not cash their donation check within 180 days of issue, Ford reserves the right to donate the funds to another organization of their choice.



Key Dates and Deadlines



02

Registration

Driven by Ford Motor Company



Program Overview

How Does it Work? Program Overview

Dealers work with a local school or community organization to host a one-day test-drive event. For every valid test-drive, Ford donates \$30 to the school or community organization, up to a maximum donation of \$6,000. Dealers may host only one event in fall 2025.

How to Register

A limited number of events will be available on May 19 to **first-time dealers** who have not participated in the new program since 2023. General enrollment opens May 21. When enrollment is full, registration will close. Only dealers may enroll for events.

To participate, dealers must follow these steps:

1. Log into the dealer portal once registration opens to your dealership: d4urc.com.
2. If your dealership does not have an account, you will need to create one.
3. Provide essential details, including the dealership and partnering organization's event date, location, partner organization, and lead contacts. Your event request will be reviewed for approval.
4. Complete any required training or documentation for the event.

The portal guides dealers through registration to ensure all information is correctly submitted.

My EventsMy AccountContactFord DRIVE 4 UR COMMUNITYLog Out

Request An Event

Please fill out the form below, providing information about the event date, and organization. Please make sure that you have contacted your organization(s) and have agreed on an event date prior to submitting this form. Please complete all fields of the event request form. For official rules and details please read the [Terms & Conditions](#). Press the "Submit Event Request" button when complete.

Enrollment Period:
Fall 2025

Event Date:
month/day/year

Your event date must be between August 22nd and November 30th and be at least 30 days away.

Event Location:

Please select the option that best describes the location of your event. Please note that your event location must be held within your dealership's PMIA/county zone. Post approval of events held at locations outside of your dealership's PMIA/county zone will require future event approval in the same location.

Check Terms:
☐ I confirm that I have read and acknowledge the restrictions associated with PMIA/county zone.

Benefiting Organization Name:

School Address:

App/Suite/Other:

City:

State:

ZIP Code:

Organization Contact First Name:

Organization Contact Last Name:

Organization Contact Phone:

Organization Contact Email:

Secondary Contact First Name:

Secondary Contact Last Name:

Secondary Contact Phone:

Secondary Contact Email:

Proposed Funding Purpose:

Please outline how the benefiting organization will use the donation.

Check Repayable to:

All checks will be sent to the Dealer Contact at the Dealership Address provided.

Kis Shipment Location:

Additional School or Organization (Optional):

If you are working with an additional school or organization, please enter the name here. Otherwise, please leave this field blank.

Electronic Waiver Acknowledgement

Electronic Waiver Process: In an effort to continuously advance the program, all events in 2025 will be using electronic waivers to capture participant test-drive information. Please make sure you review the electronic waiver process and prepare dealership/volunteer staff. Training is **MANDATORY** in order to be prepared for this process. Dealers who have not properly trained will be subject to event cancellation. By enrolling in a Drive 4 UR School event, you are agreeing to utilize electronic waivers.

Note: Ford will NOT be sending devices for electronic waiver events.

☐ I understand that my event will be assigned electronic waivers and I will NOT receive devices to administer.

☐ I understand that I must be fully trained on the electronic waiver process or my event may be subject to cancellation.

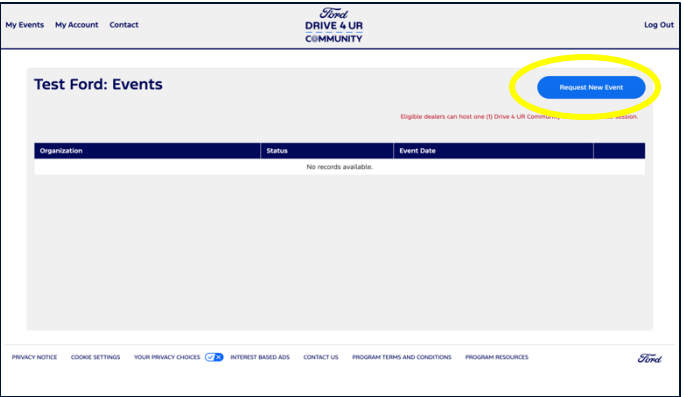
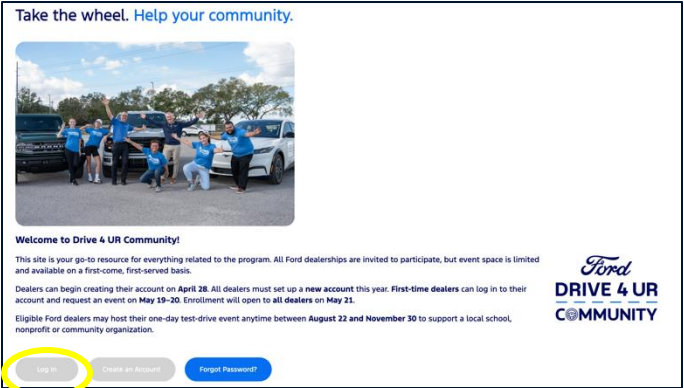
Terms & Conditions

☐ I agree to read and acknowledge the terms and conditions.

Submit Event Request

Cancel

PRIVACY NOTICECOOKIE SETTINGSYOUR PRIVACY CHOICESINTEREST BASED ADSCONTACT USPROGRAM TERMS AND CONDITIONSPROGRAM RESOURCESFord



Community Organization Partner Requirements

- Events that are benefitting community organization are typically a nonprofit or philanthropic in nature.
 - Consider organizations that support Ford Pillars of Building and Rebuilding communities. Organizations will be vetted by Program HQ for approval.
- Schools are also eligible to participate, provided the funds are going back to directly benefit the students in some way (athletic groups, art groups, scholarships, PTO/booster groups, etc.).
- Dealers are encouraged to identify and partner with local organizations, such as schools, booster clubs, or sports teams. Tips for finding a suitable organization include:
 - Seeking groups that are well-connected in the community and can leverage their networks to invite key supporters to promote and attend the event.
 - Prioritizing organizations that align with the dealership's values or goals.
- Once an organization is selected, dealers should communicate the event goals and expectations to establish a mutually beneficial partnership.

Note: These partnerships should align with Ford's core pillars, focusing on initiatives that strengthen communities and drive positive, lasting change. By collaborating with like-minded organizations, we can support projects that foster growth, inclusion, and sustainability, reinforcing Ford's commitment to making a meaningful impact.



Charity Guidelines

Before hosting a Drive 4 UR Community event, charity organizations must receive Ford's approval. Immediate approval is granted to organizations already on the pre-approved charity list. Those not on the list must go through a vetting process during enrollment, and approval notifications are typically provided within five to seven business days. To be eligible, organizations must be in good standing with recognized charity verification sources like GuideStar or Charity Navigator. Funds raised must be used for initiatives within the United States, and organizations should operate with a minimum 85/15 cause-to-overhead cost ratio.

Guidelines for Choosing a Charity:

- Must be in good standing with charity verification sources (e.g., GuideStar, Charity Navigator).
- Funds raised must support initiatives within the U.S.
- Must meet the 85/15 cause donation to overhead cost ratio.

Suggested Areas of Outreach Include:

- American heritage (museums, music, historic landmarks, etc.)
- Community life (public parks, zoos, etc.)
- Hunger and shelter (food banks, soup kitchens)
- Support of American Armed Forces
- Community sports/fitness leagues
- Cultural institutions (art, symphony, opera, Smithsonian, etc.)

Organizations or Initiatives Not Eligible for Drive 4 UR Community Include:

- Religious or sectarian programs (e.g., religious education, mission trips); however, programs such as soup kitchens or homeless outreach may be vetted on a case-by-case basis
- Direct payments to colleges (scholarships and community outreach via fraternities or sororities are permitted)
- Chambers of commerce or business-related organizations unless tied to nonprofit efforts (e.g., scholarships or community betterment)
- Political organizations or activities influencing legislation, elections, or voter registration
- Organizations that discriminate or unlawfully limit services based on race, religion, gender, or other protected classes
- Gift auctions or non-sanctioned sports leagues (e.g., beer leagues)
- Organizations with services or messaging considered controversial or sensitive
- Individual sponsorships or personal fundraising
- Advocacy-based groups and campaigns
- Labor groups
- Loans for small businesses
- Profit-driven enterprises
- Renovation, building, or update funding not central to the organization's mission (may be reviewed on a case-by-case basis)

Pre-Approved Charity List

- 4-H Clubs
- Alzheimer's Association
- American Cancer Society / Relay for Life
- American Diabetes Association
- American Heart Association
- America's Promise Alliance
- American Red Cross
- Armed Services YMCAs
- Big Brothers Big Sisters
- Juvenile Diabetes Research Foundation (JDRF)
- League of United Latin American Citizens
- The Leukemia & Lymphoma Society
- Make-A-Wish Foundation
- March of Dimes
- Muscular Dystrophy Association
- NAACP (National Association for the Advancement of Colored People)
- National Multiple Sclerosis Society
- Operation Homefront
- Boys and Girls Club
- Christopher and Dana Reeve Foundation
- Community Food Banks
- Disabled American Veterans
- Dr. Susan Love Research Foundation
- Feeding America
- Focus Hope
- Future Farmers of America
- Girl Scouts of the United States of America
- Governors Highway Safety Association
- Grammy Foundation
- Habitat for Humanity
- Junior Achievement
- Juvenile Diabetes Research Foundation (JDRF)
- League of United Latin American Citizens
- The Leukemia & Lymphoma Society
- Make-A-Wish Foundation
- March of Dimes
- Muscular Dystrophy Association
- National Association for the Advancement of Colored People
- National Multiple Sclerosis Society
- Operation Homefront
- The Pink Fund
- Rotary Club
- Salvation Army
- Service Mustangs
- Shriner's International
- Special Olympics
- Susan G. Komen for the Cure
- Tots for Tots
- United Negro College Fund (UNCF)
- United Way and all affiliates
- YMCA/YWCA
- Young Survivor Coalition

Selecting a Date and Location

Pick a Date

- 2025 session dates
 - August 22 – November 30
- A firm date is required to enroll your event.
- All test-drives must occur on the same day of the registered test-drive event and at one location.

Pick a Location

- The event location must be within the dealer's primary market area (PMA). Ford Motor Company will review each event to assure the participating school or organization is within the dealership's PMA. Events scheduled outside of PMA boundaries are subject to cancellation by Program HQ. Dealerships can verify which schools or organizations are within their PMA by contacting their market representative manager.
- Historically, events held away from the dealership have generated more test-drives.
 - Create a low-pressure environment for participants by holding your event at the school or organization you're collaborating with. Doing so enhances the feeling of supporting the school or organization and often generates a bigger crowd available to take test-drives.



03

Best Practices

Driven by Ford Motor Company

Create a Plan/Event Success Tips

Dealer



To help ensure a smooth event:

- Logistics: Plan the venue layout, test-drive routes, and vehicle placement to create an efficient flow for participants.
- Scheduling: Develop a detailed schedule that includes setup, event times, and cleanup.
- Materials: Open event kit as soon as it is delivered. Prepare all necessary promotional and event materials to avoid delays.

School/Organization



To maximize participation and help ensure smooth execution:

- Recruit volunteers and engage with their closest supporters to invite them to test-drive on event day.
- Promote the event using social media, email campaigns, and local advertisements.
- Encourage participants to preregister prior to the event date.
- Engage with the community on the event day by creating a welcoming atmosphere and providing helpful information about the vehicles.

Event Staffing

Dealership:

Dealer Event Coordinator (Lead):

- Ensures all activities flow smoothly between the dealership and the partnering organization. The event coordinator should be the person who will be attending the event and running it.

Additional Dealer Support (2):

- Responsible for being a part of the organization of the event, promoting the event, and coordinating with dealership staff.
- Ensure the dealer staff and school or organization staff running the event have access to the Dealer Portal and understand the electronic waiver process.
- Manages check-in and check-out process.

Product Specialist – Dealership

- Rides along with participants in the test-drives to give product information and answer any questions they may have about the vehicle.

Organization:

Organization Event Coordinator (Lead):

- Ensures all activities flow smoothly between the dealership and the partnering organization. The event coordinator should be the person who will be attending the event and running it.
- Recruits and manages the volunteer staff.
- **For Electronic Waivers** – this person will work with the dealer to access to the Dealer Portal and ensure the rest of the volunteers understand the electronic waiver process.

Additional Organization Lead (1):

- Coordinate with volunteers, promote the event, work with the Dealership to plan and execute.
- One organization lead must be the main lead who will be on site for the event.

Volunteers:

Organization & Dealership Volunteers:

- Assist with participant check-in, directing participants, and more. Volunteers are critical to bringing in participants for the test-drive event. They should engage people who arrive at the event location.

Registration Liaison – Organization & Dealership

- Greet and thank people for participating in the test-drive.
- Provide information about the test-drive process (route, timing, vehicles available to drive, etc.).
- Ensure participants complete a pre-drive and post-drive survey and submit the completed forms/surveys after the event has ended.

Staff in charge of checking participants in and out *need to watch the training video* to ensure a good understanding of how the process works.

Team Communication





Vehicle Needs

Event Timing and Vehicle Needs

- Plan for a full day (at least seven hours).
- Inventory permitting, dealers are required to bring a minimum of one (1) electric vehicle, one (1) hybrid, and one (1) gas powered vehicle on-site during their event.

Ideal Vehicle Lineup for EV-Certified Dealers:	
1 Ford Bronco®	(ICE)
1 Explorer®	(ICE)
1 Bronco Sport®	(ICE)
1 Ranger®	(ICE)
1 F-150®	(Hybrid)
1 Escape®	(Hybrid)
1 Maverick®	(Hybrid)
1 Mach-E®	(EV)
1 F-150 Lightning®	(EV)
1 Super Duty®	(Ford Pro™)



Event Planning/Promotion

Post on social media to promote and advertise your event.

- You can also encourage attendees to share their participation (i.e., check-in) on their channels to bring more attendees to your event.
- Use the Event Portal Digital Assets.

Test-Drive Route

- Plan a route in advance that gives participants the ability to test-drive on multiple road types.
- Use the provided directional signs to ease confusion for participants while driving.
- Designate a dealership representative to accompany drivers during the test-drives if preferred.

Encourage Participation

- Make it fun! Create a friendly competition to see who can bring the most participants or reach out to local businesses to see if they can contribute giveaways or food and beverages.
- Emphasize to your school or organization that the more people they get to attend the event, the greater donation they'll receive.

Consider holding your event in conjunction with other activities to generate more traffic, buzz, and additional support.

Examples of additional initiatives could include bake sales, car washes, dances, etc.

- Provide nonalcoholic beverages and snacks. This will encourage attendees to linger longer at the event, creating more opportunities for test-drives, donations, and social media buzz.
- Provide games and activities (cornhole, giant Jenga, etc.) to keep participants and guests entertained while on-site or waiting to take test-drives.

Event Planning Checklist

Event Stage	Checklist
Pre-Event	<ul style="list-style-type: none"> <input type="checkbox"/> Select an organization, date, and event location (within your PMA) <input type="checkbox"/> Enroll your event <input type="checkbox"/> Open your kit and familiarize yourself with its contents <input type="checkbox"/> Log into the electronic waiver portal and get yourself and event staff familiar with how to use it (if applicable) <input type="checkbox"/> Communicate with your school(s) or organization to coordinate promoting your event <input type="checkbox"/> Create a schedule for your event day to ensure proper staffing <input type="checkbox"/> Promote your event on social media and utilize PR materials
Event Day	<ul style="list-style-type: none"> <input type="checkbox"/> Arrive before the start time to set up vehicle display, registration table, and any other components of your event <input type="checkbox"/> Ensure all participants complete both pre-drive and post-drive electronic surveys <input type="checkbox"/> Promote your event throughout the day by updating social media and encouraging your volunteers and attendees to do the same
Post-Event	<ul style="list-style-type: none"> <input type="checkbox"/> Store reusable event kit items to be used for possible future events <input type="checkbox"/> Share the success of your event by posting on social media or reaching out to local news outlets <input type="checkbox"/> Wait three to four weeks after waivers are sent in to receive your check and do not share donation total with the school or organization until it is confirmed by Program HQ

04

Event Process

Driven by Ford Motor Company

Electronic Waiver Mandatory Training

All events will utilize the electronic waiver process in 2025.

The electronic waiver process provides a quicker delivery of private offers to consumers, timely donation checks to school(s) or organization and limits the number of incomplete or rejected participant waivers.

Communication

All participants taking a test-drive must complete both pre-drive and post-drive survey using the provided link, and a test-drive is required for the waiver to be considered valid.

Planning

- Instructions for how this electronic waiver process will work, including your unique event access information and training materials, will be provided about **30 days prior** to your event.
- It is **MANDATORY for you to watch the training video** and become familiar with the electronic waiver process prior to your event.
 - **Dealers who do not watch the training video and complete the training process prior to their event will be subject to event cancellation.** Program HQ will be following up with dealers on this training.
- The training video, training guide, flowcharts, and webinar instructions can be found on your event portal.



The training process is mandatory for all Drive 4UR Community test-drive events. Non-completion will cause your event to be cancelled.

Electronic Waiver Process

For Electronic Waiver Validation, a test-drive is required.

Before the test-drive:

- All participants **MUST** provide their personal information **AND** sign the electronic waiver.
- NOTE: Participants will need to provide an email address **OR** phone number in order to receive the post-drive survey.
- Dealer staff must verify driver is 18 years of age and has a valid driver's license and valid automobile insurance.

After test-drive is completed:

- Dealership staff member accompanying the participant selects which vehicles were driven to validate that the test-drive has been completed.
 - Dealership staff member **must** also mark their initials in order for the waivers to be valid.
- Dealership staff checks out the participant so they can receive the post-drive survey. They must complete the post-drive survey in order to count towards their donation.
 - The donation will be made only if all the information on the **pre-drive and post-drive surveys** of the form is complete.

Program HQ will validate test-drive forms and process payment.

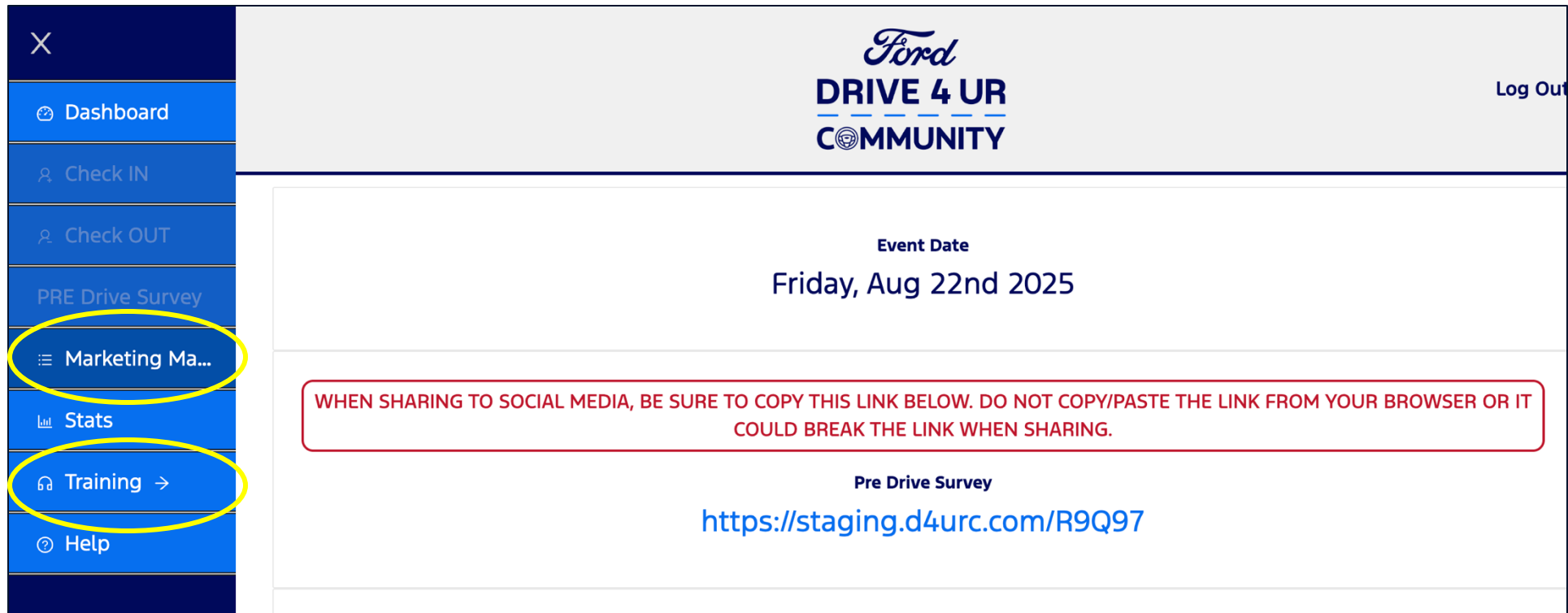


All participants taking a test-drive must complete both pre-drive and post-drive survey in order for their donation to count.

Event Portal

The dealer portal is a central hub for planning and managing the event. Features include:

- Training: Resources to train staff in using the portal effectively.
- Training needs to be completed, upon login, to get access to all of the resources provided in the portal.
- Promotional Materials: Templates for flyers, social media graphics, and more.
- Event Planning Tools: Guides, checklists, and FAQs to support a successful event.



The screenshot shows the Ford Drive 4 UR Community Event Portal interface. On the left is a dark blue sidebar with a white 'X' icon at the top. Below it are menu items: 'Dashboard' (with a clock icon), 'Check IN' (with a magnifying glass icon), 'Check OUT' (with a magnifying glass icon), 'PRE Drive Survey' (with a magnifying glass icon), 'Marketing Ma...' (with a list icon, circled in yellow), 'Stats' (with a bar chart icon), 'Training →' (with a graduation cap icon, circled in yellow), and 'Help' (with a question mark icon). The main content area has a light gray header with the Ford logo, 'DRIVE 4 UR COMMUNITY' text, and a 'Log Out' link. Below the header, the 'Event Date' is displayed as 'Friday, Aug 22nd 2025'. A red-bordered box contains the text: 'WHEN SHARING TO SOCIAL MEDIA, BE SURE TO COPY THIS LINK BELOW. DO NOT COPY/PASTE THE LINK FROM YOUR BROWSER OR IT COULD BREAK THE LINK WHEN SHARING.' Below this box, the 'Pre Drive Survey' link is shown as <https://staging.d4urc.com/R9Q97>.

Event Kit and Promotion

Event Kit

Open your event kit as soon as it is delivered and become familiar with all creative and promotional materials.

Dealers should hold onto these kit items for possible reuse:

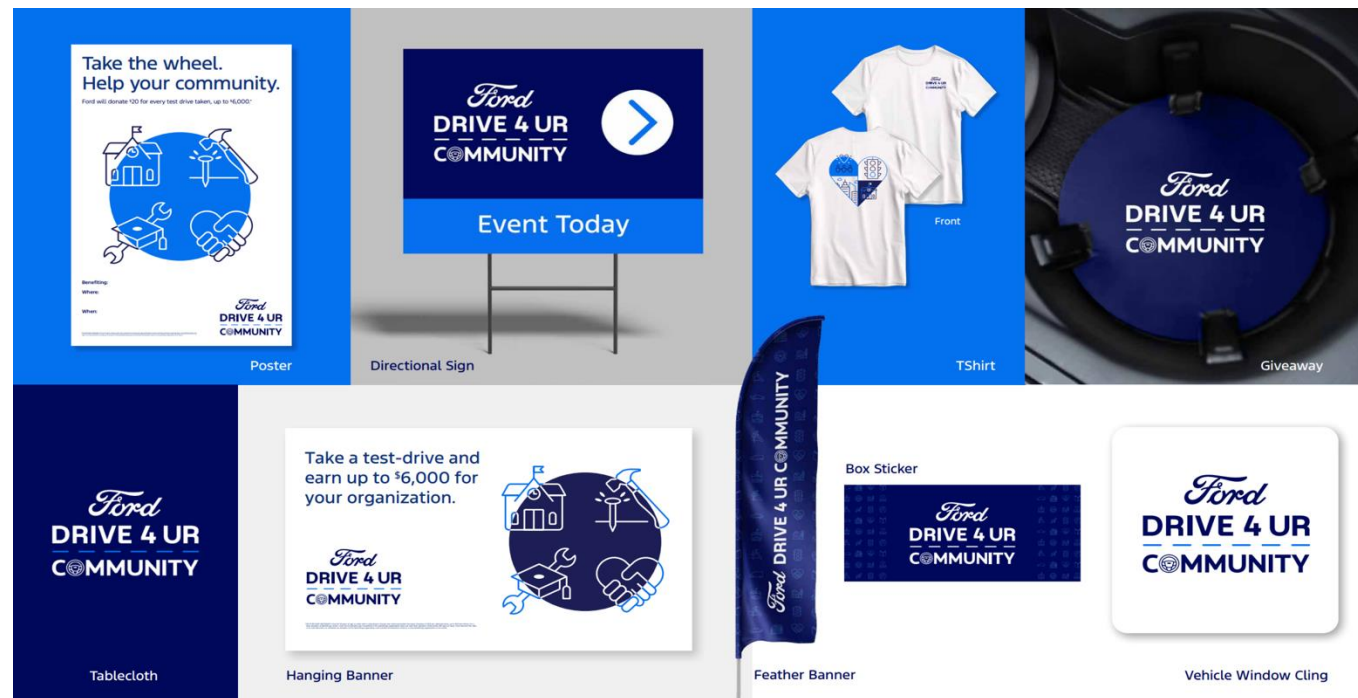
- ☐ Directional Signs
- ☐ Banners and Rope
- ☐ Feather Banner
- ☐ Tablecloth

Promotion

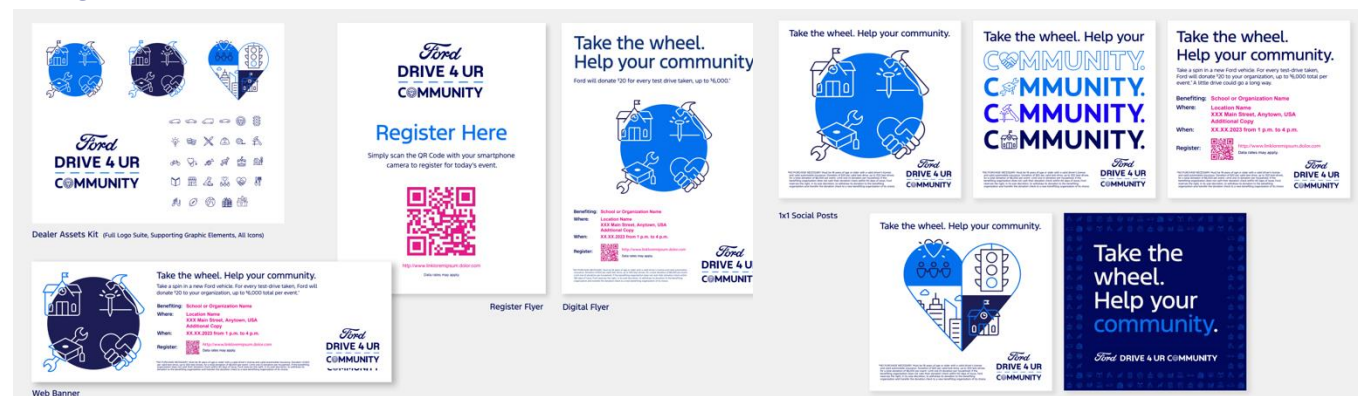
For helpful resources to promote your event, check out the digital assets located your dealer portal. This becomes available 30 days prior to your approved event.

Tents and tables are not provided but are encouraged to be on hand (provided by dealer or organization).

Kit Materials



Digital Materials



Event Staging

The following provides a description of space and roles to help you host a successful event using all the event kit items to their fullest potential. Some of the items can be used in multiple ways. Because every event uses a different type of space, feel free to use this as a guide while tailoring these suggestions to what will work best for your event.

Entrance

- Place one of the directional signs at the main entrance of the event to help people find the event and attract unplanned traffic.
- Use the other directional signs to denote the test-drive route.

Registration Area

- Choose a high-traffic, open area to set up a table and 3 x 5 banner to draw attention when attendees arrive; banner can be hung on any other visible surrounding structure.
- Place a feather banner near the registration area to attract attention.
- Make sure to have all necessary materials readily available at the registration table, including the photo/video notice, waivers (if applicable), pens, clipboards, why buys, giveaway items, and any information you'd like to provide about the benefiting school or organization.
- Have the pre-drive waiver/survey link posted so participants can access and complete it on their own devices.

Test-Drive Staging Area

- Dealers should bring a full lineup of available vehicles, so attendees have a wide variety to test-drive.
- Line up vehicles and use car clings to denote which vehicles are available to test-drive.

Dealership Staff

- Dealership staff should be available near the test-drive staging area to answer any questions attendees have about the vehicles and accompany them on the test-drives.

Volunteers

- Volunteers can wear the t-shirts provided in the event kit to make them easily visible.
- Volunteers should be stationed at the registration table as well as throughout the event to welcome guests, guide them to the registration area, and assist them to properly complete their waiver/survey forms.

Donation Fulfillment – Validation Information

On average, 10 to 15 percent of test-drive waivers are deemed invalid. For this reason, Program HQ strongly encourages dealers and organizations to refrain from announcing the donation amount until confirmed by Program HQ.

The most common reasons waivers may be deemed invalid include:

- Duplicate households (e.g., if two people from a household both test-drive, only one donation is valid)
- Incomplete waivers
 - Participants must fill out both the pre-drive and post-event electronic waivers, including required information such as home address.

Due to privacy regulation of Ford Motor Company, Program HQ cannot specify which waivers are deemed invalid.

Checks can only be issued to one school or organization. Please provide information on where checks should be mailed and to whom it should be made payable.

- Checks cannot be issued to dealerships or individuals; however, the check can be mailed to the dealership, allowing the dealership to present the check to the school or organization.
- Checks will be delivered six to eight weeks from the event date.



05

Contact Information

Driven by Ford Motor Company

Contact Information

For any additional questions, please
contact Program HQ.

hello@d4urc.com





Ford