

## Vehicles for Change Honored for Outstanding Tagline

HALETHORPE, Md. (November 13, 2012) - Vehicles for Change's tagline "Help Drive Change" was selected as a 2012 award winner in the advocacy category of the 2012 Getting Attention Nonprofit Tagline Awards by over 3,300 voters (nonprofit professionals and interested others). It was lauded for being a satisfying and motivational play on words while exemplifying the organization's mission: Vehicles for Change repairs donated vehicles and awards them to low-income families in Maryland, Virginia and Washington D.C for employment purposes. The Baltimore-area nonprofit relies on cars donations from the public.



"We wanted the tagline to represent VFC's mission and also demonstrate to the public the impact their vehicle donation would have on the community," said Jen Harrington, marketing director of Vehicles for Change.

The 18 winners were selected from 63 finalists drawn from 1,400 nonprofit taglines submitted for the 2012 program. "Help Drive Change" serves as the tagline for VFC's social

media campaign.

"The winning taglines in the 2012 Getting Attention Nonprofit Tagline Awards showcase how powerfully taglines can work as a first step in organization or program branding, or as a highly-effective tool to lead a fundraising campaign, develop excitement around a special event, freshen up a nonprofit's messaging, emphasize its commitment to its work and/or revive tired positioning," says Nancy Schwartz, blogger at GettingAttention.org (<http://www.GettingAttention.org>) and president of Nancy Schwartz & Company (<http://www.NancySchwartz.com>).

"This clever tagline is a satisfying and motivational play on words. That's a tough balance to find, and this tagline does it well, painting a crystal-clear call to action" Schwartz added.

Since its formation in 1999, Vehicles for Change has impacted the lives of more than 14,000 individuals by awarding more than 4,000 cars to low-income families in Maryland, Washington and Virginia. The organization's 2011 study found that 73 percent of Vehicles for Change car buyers were able to obtain a better paying job and/or increase their income by an average of \$7,000. There are more than 81,000 low-income households without a car in the Baltimore metro area.

**About Vehicles For Change, Inc.**

Vehicles For Change, a nonprofit organization committed to selling refurbished cars to low-income families at minimal cost, was founded in 1999. Vehicles For Change awards cars to worthy families throughout Maryland, Washington and Virginia.

For more information about Vehicles For Change, or to donate a vehicle, visit [www.vehiclesforchange.org](http://www.vehiclesforchange.org) or call (410) 242-9674.

Follow the organization on Facebook at [www.facebook.com/vehiclesforchange](http://www.facebook.com/vehiclesforchange) and Twitter @vehicles4change.

**About the Getting Attention Nonprofit Tagline Awards**

Schwartz launched the award program in 2008, motivated by the findings of the Getting Attention Nonprofit Tagline Survey. The survey probed styles, usage trends, what's working and what's not in nonprofit taglines based on data provided by 1,900 nonprofit communicators working in organizations across 12 vertical sectors.

The award program came about when 72% percent of survey respondents said their tagline doesn't work or they don't have one at all.

This fourth round of the Getting Attention Nonprofit Tagline Awards Program is supported by two generous sponsors: Change.org, sponsoring the advocacy campaign category, and See3 Communications.

**About Getting Attention/Nancy Schwartz**

The Getting Attention blog and e-newsletters ([www.gettingattention.org](http://www.gettingattention.org)) are no-charge, high-value sources of ideas, tactics, and tips for nonprofit communicators focused on helping their organizations succeed through effective marketing. Publisher Nancy Schwartz also speaks, trains and consults to help nonprofit organizations connect more strongly with their supporters, and motivate them to act. More at Nancy Schwartz & Company ([www.nancyschwartz.com](http://www.nancyschwartz.com))

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