



St. Jude Dream Home® Giveaway

Trane Dealer Engagement Guide



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ALSAC • Danny Thomas, Founder
Finding cures. Saving children.



Mark Wagner
Vice President of Trane Sales
Residential HVAC
Ingersoll Rand
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www.trane.com

TO OUR UNSTOPPABLE DEALER PARTNERS,

Trane is proud to have entered a strategic partnership with St. Jude Children's Research Hospital[®] as a national sponsor of the 2014 St. Jude Dream Home[®] Giveaway. Through this partnership Trane will donate heating and cooling products for a number of custom-built homes to be given away throughout the year through local raffle drawings. The funds raised will help support the hospital's lifesaving mission of finding cures and saving lives.

The St. Jude Dream Home Giveaway is one of the largest single-event fundraising efforts for St. Jude Children's Research Hospital. Each year, St. Jude Dream Homes are built in cities across the country in partnership with local home builders and businesses, like Trane TCS dealers, using mostly donated materials, supplies and labor. When complete, the homes are opened to the public for tours and given away through the sale of \$100 raffle tickets.

I am pleased that Trane HVAC systems will be installed in a number of St. Jude Dream Homes across the country in 2014. And, I'm very proud to know that our strategic partnership will, in part, help St. Jude Children's Research Hospital to provide families with the knowledge and comfort that they will never receive a bill from St. Jude for anything.

Trane dealers have an opportunity to raise awareness of the incredible work that St. Jude Children's Research Hospital is doing, along with Trane's strategic partnership of the St. Jude Dream Home Giveaway, by spreading the good news in their local communities. In this Dealer Engagement Guide, you will find everything you need to generate excitement in your city.

Thank you, in advance, for making the 2014 Trane and St. Jude Dream Home Giveaway partnership a success.

Mark C. Wagner
Vice President, Trane Sales



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St. Jude Dream Home[®]
Giveaway



Dealer Engagement Guide

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About the St. Jude Dream Home Giveaway



Established in 1991 by Dr. Donald Mack, a pediatric physician from Shreveport, Louisiana, the St. Jude Dream Home Giveaway is one of the largest annual fundraisers for St. Jude Children's Research Hospital, which treats young patients with life-threatening diseases.

This year, approximately 30 Dream Homes, valued between \$300,000 and \$600,000, are being built in key markets across the country using mostly donated materials, supplies and labor.

Upon completion, the homes are open to the public for tours and given away through the sale of \$100 tickets. The St. Jude Dream Home Giveaway is promoted on a local and national level, and in its more than two decade history, the program has built and given away more than 340 homes and raised more than \$270 million for St. Jude Children's Research Hospital.



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Trane and St. Jude Dream Home Giveaway Markets

Sneak Peek Date and Giveaway Date

April

- 3/6 and 4/13 – Mississippi Gulf Coast (Biloxi)
- 3/6 and 4/16 – Peoria, IL
- 3/20 and 4/27 – Monroe, LA

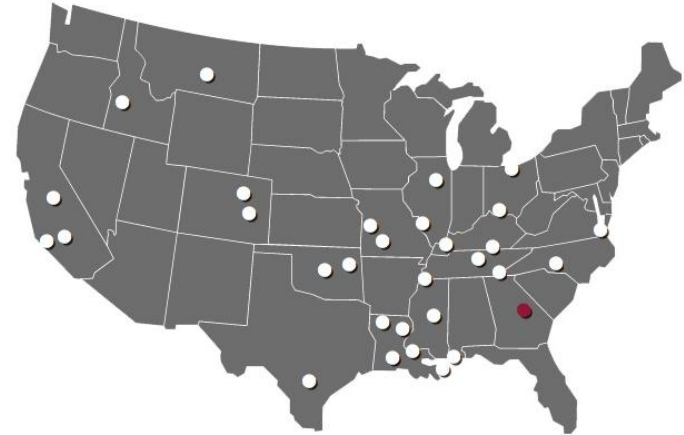
June

- 5/15 and 6/29 – Acadiana, LA (Lafayette)
- 5/15 and 6/26 – Bakersfield, CA
- n/a and 6/22 – Baton Rouge, LA
- n/a and 6/01 – Charleston, WV
- 5/15 and 6/22 – Chattanooga, TN
- 5/21 and 6/19 – Cleveland, OH
- 5/8 and 6/08 – Central Coast, CA (Santa Maria)
- 5/8 and 6/22 – Memphis, TN
- 5/15 and 6/22 – Nashville, TN
- 5/29 and 6/29 – New Orleans, LA
- 5/22 and 6/29 – Springfield, MO
- 5/15 and 6/29 – Tulsa, OK

*Markets and Dates Subject to Change



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If there is a Dream Home Giveaway scheduled for your area, you may be contacted by Trane for participation and installation of select Trane HVAC equipment.

stjude.org/dreamhome



Trane and St. Jude Dream Home Giveaway Markets

Sneak Peek Date and Giveaway Date

August

•7/3 and 8/10 - Shreveport, LA

September

•8/1 and 9/14 - Bowling Green, KY

•8/14 and 9/21 - Jackson, MS

•7/24 and 9/05 - St. Louis, MO

October

•9/4 and 10/09 - Charlotte, NC

•8/21 and 10/12 - Kansas City, MO

•9/5 and 10/05 - Paducah, KY

November

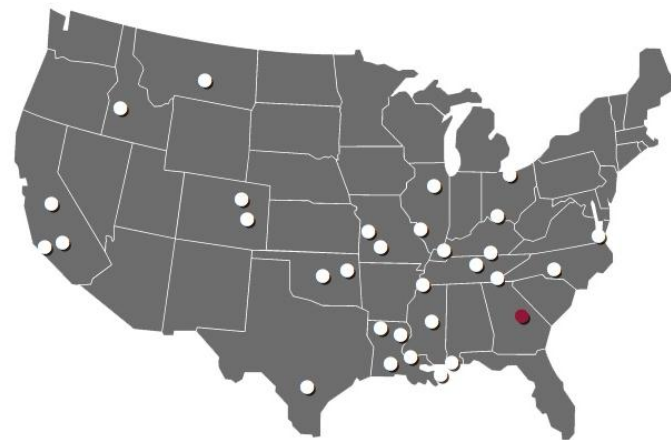
•9/25 and 11/19 - Fresno, CA

•10/2 and 11/13 - Denver, CO

December

•n/a and 12/1 - Chicago Showplace

*Markets and Dates Subject to Change



If there is a Dream Home Giveaway scheduled for your area, you may be contacted by Trane for participation and installation of select Trane HVAC equipment.

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Trane's Support of the St. Jude Dream Home Giveaway



For more than 100 years, Trane has been known for its reliability in providing home comfort to families with its heating and cooling products. This year, as a national sponsor of the 2014 St. Jude Dream Home Giveaway, the company is providing its reliable heating and cooling systems to a number of custom-built St. Jude Dream Homes nationwide in support of the lifesaving efforts of St. Jude Children's Research Hospital.

Trane will provide primarily 14 SEER split systems for the homes and an XL624 connected control compatible with Nexia™ Home Intelligence. If the regional standards specify a higher efficiency system, or builder specifications require it, then Trane will consider providing the requested system.

Each Dream Home will be promoted locally via TV, radio, print, social media and direct mail, as well as web-based and grass roots marketing efforts. Each home will be given away locally live on TV along with additional donated prizes such as automobiles, motorcycles, furniture, fine jewelry, groceries, vacations, artwork and others valued at \$1,000 and above. You have an opportunity to bring the St. Jude Dream Home Giveaway excitement to life in your dealership.

The Trane team is actively promoting the giveaway in key markets and may contact you for your participation.

Trane media contacts:

Danielle, Schumann, Carmichael Lynch Spong, (612) 375-8532, Danielle.Schumann@clynch.com

Julie McLean, Ingersoll Rand, (903) 730-4409, Julie.McLean@irco.com

Visit www.stjude.org/dreamhome for more information.



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St. Jude Dream Home Giveaway and Trane Key Talking Points



One of the best ways to communicate Trane's support of St. Jude is to engage your sales team in the conversation.

In order to comfortably talk about the program, your team must be knowledgeable about the St. Jude Dream Home Giveaway.

On the next two pages, we've provided key talking points that your sales team should refer to when speaking about Trane's sponsorship of St. Jude.



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Trane Key Talking Points

Trane

- Trane is proud to be a national sponsor and the exclusive HVAC provider of the 2014 St. Jude Dream Home Giveaway.
- Trane dealers nationwide are lending a hand to St. Jude Dream Home® Giveaway in support of the St. Jude Children's Research Hospital®.
- Local Trane dealers are providing the service of installing heating and cooling products from Trane in St. Jude Dream Homes in select cities.
- HVAC donations are being made as part of a partnership with St. Jude Children's Research Hospital and Trane, a leading global provider of home comfort solutions and services and a brand of Ingersoll Rand.
- As a national sponsor of the St. Jude Dream Home Giveaway, Trane is providing heating and cooling products for custom-built homes that will be given away throughout the year through local raffles.
- The funds raised through the St. Jude Dream Home Giveaway will support the efforts of St. Jude in finding cures and saving lives.
- Trane is proud to provide lasting comfort for those families who win the St. Jude Dream Home Giveaway, and ultimately support St. Jude in providing families with some level of comfort knowing that they will never receive a bill from St. Jude for anything.



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St. Jude Key Talking Points



St. Jude

- St. Jude Dream Home Giveaway is one of the largest single-event fundraising efforts for St. Jude, which is leading the way the world understands, treats and defeats childhood cancer and other life-threatening diseases.
- Each year, about 30 St. Jude Dream Homes, each valued between \$300,000 and \$700,000, are built in cities across the country in partnership with local home builders and businesses using mostly donated materials, supplies and labor.
- Once completed, the homes will be open to the public for tours and given away through the sale of \$100 raffle tickets. Established more than two decades ago, the St. Jude Dream Home Giveaway program has built and given away more than 340 homes and raised more than \$270 million for St. Jude Children's Research Hospital.
- Giveaways will be held April through November in more than two-dozen cities, from Peoria, IL to Bakersfield, CA; from Tulsa, OK to Charlotte, NC.



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St. Jude Dream Home Giveaway Dealer Toolkit



Trane has compiled several items for your use in highlighting the St. Jude Dream Home Giveaway in your city. The following materials are available for dealer use and will complement the Trane media outreach campaign currently underway.

- Newsletter article highlighting Trane's sponsorship and local dealer participation
- Social media best practices for Facebook and Twitter
- Downloadable St. Jude Dream Home® Giveaway Video – tagged with Trane logo
- 2014 St. Jude Dream Home® Giveaway fact sheet
- St. Jude Dream Home® Giveaway proud sponsor logo for use in online marketing and print advertising to promote Trane Residential and Dealer involvement with the St. Jude Dream Home® Giveaway
- St. Jude Dealer Flyer
- St. Jude Dream Home Giveaway news release worksheet (for our use with news release template)
- St. Jude Dream Home Giveaway lapel pins available for purchase
 - <http://giftshop.stjude.org>
 - Photo available on website
 - \$5 each
 - Silver: 2911SLV00
 - Gold: 2911GLD00
- Also, look for the St. Jude Dream Home Giveaway Dealer Checklist for tips!

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Get Social

Your website and social media networks are great platforms to use in educating your customers about Trane's support of the St. Jude Dream Home Giveaway. How can you bring the St. Jude Dream Home Giveaway to life for your dealership? Here are some tips:

- Leverage all of your own online and social media channels – Twitter®, Facebook®, website, eNewsletters, etc. to inform your customers about Trane's support of the St. Jude Dream Home Giveaway program
- Trane posts frequent updates about the St. Jude Dream Home Giveaway to its Facebook page, which you can easily repost or share
- Follow or "Like" the St. Jude Dream Home Facebook page for content ideas you can share with your customers
- Consider embedding the St. Jude Dream Home® Giveaway video in your website or social media networks – video is available through Trane's St. Jude Dream Home® Giveaway Dealer Toolkit

*Remember to only use pre-approved social media posts



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Trane added 4 new photos.

The Trane Heartland DSO represents Trane at the St. Jude Children's Research Hospital Dream Home Bricks and Sticks event in St. Louis!

Thanks Trane Heartland DSO!!



Unlike · Comment · Share · March 7 at 11:46am · 🌐

👍 Trane, Gulfshore Air Conditioning & Heating Inc, Steve Young, Nelson Enrique Rojas Flores and 58 others like this.

📄 18 shares



Q&A

Q: Can I use the St. Jude logo in my advertising?

A: You may use the “Proud Sponsor St. Jude Dream Home Giveaway” JPG logo, as found in the Dealer Toolkit, in online marketing and print advertising to promote your involvement with the St. Jude Dream Home.

Q: How can I learn more about the St. Jude Dream Home in my area?

A: Visit www.stjude.org/dreamhome

Q: Why isn't there a St. Jude Dream Home Giveaway in my area?

A: Individual state lottery laws determine which states are prospects for a St. Jude Dream Home Giveaway campaign

Q: Can we buy tickets to win a St. Jude Dream Home?

A: Trane/Ingersoll Rand employees and affiliates, and their families, are not eligible to win a Dream Home.

Q: How will the local market media know I am involved with the St. Jude Dream Home Giveaway?

A: Trane will facilitate all media outreach. Please fill out the dealer news release worksheet for our use in completing the news release on your behalf.

Q: There is a St. Jude Dream Home Giveaway in my market. What do I do next?

A: Use the convenient St. Jude Dream Home Giveaway Dealer Checklist for a complete listing of next steps in the engagement process.



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If you have further questions, please contact
TraneChannelCommunications@Trane.com



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St. Jude Dream Home Giveaway Dealer Checklist



After reviewing the St. Jude Dream Home Giveaway schedule (pages 5 & 6) and determining if there is a home being built in your market, what do you do next?

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If there is a St. Jude Dream Home Giveaway in your market and if you're interested in participating, please contact your distributor as soon as possible.

Then, reach for the St. Jude Dream Home Giveaway Dealer Checklist included in the Dealer Toolkit. The Dealer Checklist is a convenient tool that will help you make the most of the experience and help us to garner the most possible exposure for your dealership.

Please contact your distributor with any questions or reach out to Julie McLean, Ingersoll Rand, at Julie.McLean@irco.com



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**Thank you for
your contribution
to the success of
this partnership!**

