



SUITS FOR SOLDIERS FAQ

October 18 – November 30, 2016

"The measure of our worth is not what we have done for ourselves, but what we have done for others."

–John C. Tyler
Farmers Co-Founder and WWI Veteran



How does participating in this campaign benefit my agency?

Suits for Soldiers aligns Farmers business objectives with a cause that supports the communities we serve. The program raises awareness and consideration about Farmers among veterans.

Why choose to support transitioning veterans?

Over 1 million military personnel will be making the transition from the military in the next couple of years and we want to assist them as they transition into civilian life by providing them with proper business attire for interviews. The goal for 2016 is to collect 50,000 gently used, dry cleaned men's and women's suits for transitioning veterans.

Who do I contact if I have further questions or ideas on the campaign?

Darryl Peete at DarrylPeete@FarmersInsurance.com or call our dedicated phone number at 866-604-3573.

Can I keep collecting suits past November 30?

The last day to collect suits for the 2016 Suits for Soldiers campaign is November 30

Can we only collect suits for men only?

We are collecting gently used dry cleaned men's and women's professional attire.

What types of suits and/or business attire can we collect?

We are collecting gently used dry cleaned men's and women's professional attire:

- Matching men's and women's business suits (skirt or pant).
- Separates: skirts, pants, blazers, blouses, dresses.
- Clothing should be in good condition - no stains or holes
- Clothing should be within current fashion trends.

What do I do with the suits collected?

- If you have collected over 50 suits, host a Suit Giveaway event with a local military non-profit.
- Take the suits to participating local Farmers Employee Service Center. List located in resource section of Suits for Soldiers page on Agency Dashboard.
- Deliver the suits to a selected Army Reserve Facility.
- Schedule a pickup with an organization that supports the military. Options are listed on the Suits for Soldiers page of the Agency Dashboard.

For participating Army Reserve facilities and suggested non-profit partners for events, call Darryl Peete at 866-604-3573.

How will you track the number of suits collected?

District or Territory Sales Offices will be reaching out to Agency Owners on a regular basis to get count of how many suits have been received.

If I didn't get a kit how can I order?

Go to AdBuilder in the Agency Marketing section and search under Suits for Soldiers

Where should I store the suits I collect in my office?

You should display the suits prominently in your office to raise awareness to clients who come in. You can purchase clothing racks online or at various retail stores

How do I engage my customers?

Based on the success of the 2015 program we recommend reaching out to the following organizations to gather support for the event:

- Business Organizations (Local Chamber of Commerce, Networking Groups, Industry Associations).
- Community Groups (PTO/PTA, Youth Sports Organizations, Booster Clubs).
- Local Organizations (Elks Club, VFW, Fraternities/Sororities, Boy/Girl Scout Troops).
- Township Representatives (Local Committees, Municipal Managers, Union Members).
- We also received overwhelming support from local cleaners, clothing stores and tailors.

How do I connect with local non-profits that support the military?

For suggested non-profit partners that support the military, call Darryl Peete at 866-604-3573.

What do I do if the suits are not dry cleaned when I get them?

Consider partnering with a local dry cleaner to help support the campaign.

What if I am asked for a tax donation receipt?

A portion of all of our donations are going to army reserve transitional offices, military recruitment fairs, and other military organizations therefore, *we are unable to provide tax-deductible receipts.*

You can respond by thanking them for donating to our Suits for Soldiers campaign on behalf of the thousands of transitioning veterans who will be recipients nationwide who are grateful for their donation.

