

## **FREEDOM DAY USA – Business Participant Guidelines**

Prior to signing up for this wonderful day of acknowledgement and thanks, please read through the following guidelines. Signing up to participate means your acceptance of the do's and don'ts. THANK YOU!

### **Health Care Providers and Professional Services Do's and Don'ts**

1. DO offer some free services and DON'T put those services toward the patient's insurance.
2. If the procedure or service will go beyond the specific day, DON'T start the procedure unless you are willing to complete it for free. We would advise you try to stay within what can be accomplished during that visit that day and not go beyond what is comfortable for you and the patient.
3. We DON'T want or encourage offers like "free orthodontic exam" or "free oral cancer screening" as the only service you are providing for free as most dental offices do that for "free" anyway.
4. We DON'T want any 'free' offers made with the intent of selling something in the future.
5. Here is what we DO know. We want everyone involved doing the right thing. There might be situations when you cannot proceed without some future cost to the patient. Use your best judgment. Let the person know how you can help. The National Committee as well as all the State and City Coordinators are not going to be able to monitor all of these individual situations. Be professional and make a difference. DO remember the goal of Freedom Day USA!

### **Retail Donators Do's and Don'ts**

1. DO offer a 'free' item, from a cup of coffee to a free sandwich. If it is a free food item or meal, be very specific in your offer. An example would be "between the hours of 1 and 3 pm to the first 50 customer's free hot dog and soda combo #3. We think that is terrific!
2. DO offer something above and beyond your "normal" sale situation and offer a greater discount. What we DON'T want is a participant offering just enough to get them into your place of business to buy more.
3. DO offer a raffle for some type of product for qualifying military Perhaps an expensive clothing store might want to raffle off a free dress or sweater. DON'T make the raffle contingent on buying anything. Make whatever you are offering very specific.
4. All offers of a discount will be evaluated by the National Committee to see if we feel it is appropriate. If you are offering a discount it must be profit free.
5. National Committee reserves the right to gratefully and gracefully decline your offer.
6. We are ALL in this to say Thanks.

We want all participants to know that we understand and fully appreciate everyone's efforts. What we DON'T want is for this to appear as anything less than a day of 'thank you' to our active military, their families, and veterans. If you DO a great job on Freedom Day and the people who visit your place of business want to patronize you and your services or buy your products in the future, that is great!