

## **Holiday Card Program FAQ**

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***“I received a card package in the mail the other day. Is that for the AMA Motorcycle Hall of Fame cards?”***

Be careful. Don't be fooled by imitations. The AMA Hall of Fame has produced a holiday card program for nearly 10 years. This year, we did things differently with a new online program so more of the net profit will go to support your AMA Hall of Fame.

However, our previous program partner is conducting its own card program this year. If you receive a card package from another company that is nearly identical to the Museum's past packages, please note that the product is not associated with your AMA Motorcycle Hall of Fame and none of the proceeds from that program will support our efforts to preserve the heritage of American motorcycling.

***“Why is the program online this year?”***

We decided to put the program online this year for several reasons.

1. This year, you can create your own card. Our online interface supports photo uploads. So, if you're not a fan of the settings or motorcycles in the images we've selected, you can upload an image of any machine you like and create your own personalized greeting.
2. Additional personalization. This year you can choose the holiday message you want inside your card (or chose from 10 stock messages), plus your own personalized salutation. If you choose one of the photo-upload cards you also can add a personalized caption to your photo.
3. Instead of sending out direct mail packages to our members and donors, which costs thousands of dollars, we can significantly reduce this expense and generate more funds for the AMA Hall of Fame.
4. An online program is a “green” program. We are eliminating waste and being a good steward of the environment.

***“I don't want to place my order online, or I don't own a computer. Can I still order cards?”***

Yes! Contact the AMA Hall of Fame at (614) 856-2222. Leave your name and contact information, and we will send you a flyer showing our card designs and the easy three-step process to placing an order over the phone. Please note, because of the nature of the program that there are certain features and benefits you will not be able to enjoy if you place your order over the phone.

***“Can I do photo-upload cards over the telephone?”***

The photo-upload cards are only available online through the Holiday Card website.

***“Why isn't my favorite motorcycle featured on the cards?”***

As much as we would like to include everyone's favorite machine, that is just not possible. We have faced this challenge for years, and that is one of the reasons we struck out on our own with this new flexible program. The photo-upload cards allow customers

to create their own card with an image of any motorcycle they choose. Plus, you are not limited to images of just motorcycles. Create a card with your family picture, your pet or just about anything you treasure.

***“Are there any limits to what I can put on my card?”***

Because the card you are sending out is associated with your AMA Motorcycle Hall of Fame, you cannot upload images that are sexually explicit or add messages that contain profanity, racial slurs or derogatory statements.

***“Why are all the motorcycles in the available card designs Harley-Davidsons?”***

Although this is a common question, the majority of card images are not of Harley-Davidsons. Out of the eight cards with motorcycle images, there are five that do not have Harley-Davidson images:

1. Card # 1009 is a 1969 Honda CB750 (*the 2009/2010 Museum Raffle Bike*)
2. Card # 1209 is a 1927 BMW
3. Card # 0609 is a 1941 Indian four cylinder
4. Card # 1109 has an Indian Four and Scout (*unknown years*)
5. Card # 10009 has two motorcycles with sidecars of unknown brand or make

***“Why are all the motorcycles vintage motorcycles?”***

Based on 10 years of experience with our holiday card program, vintage bikes were consistently the best selling images. With the vast number of modern machines, street machines, off-road machines, sport bikes, cruisers, etc., in the marketplace, it is not practical to come up with a single line of cards that reflect the riding passions of all riders. So instead of trying to do this, we created the photo-upload cards that allow you to have a card with your favorite machine.

***“How does the Toys for Tots card with the donation work?”***

This year, your AMA Motorcycle Hall of Fame partnered with the Marine Toys for Tots Foundation (learn more about Toys For Tots at [ToysForTots.org](http://ToysForTots.org)). This organization is near and dear to the hearts of many enthusiasts. We hope to include more organizations in the future as the program grows. Two dollars from every box of the “Santa’s Ride” card #0109 sold will go to the Toys for Tots foundation as a donation from the AMA Motorcycle Hall of Fame.

***How do I order cards?***

Visit [MotorcycleCards.net](http://MotorcycleCards.net) or contact the Hall of Fame at (614) 856-2222 for further information.

Thank you for your support!