

RECYCLE FORWARD

Moving technology from closet to classroom



Collection Drive Packet



Recycling earns your
school cash to buy
new technology.



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These items can be collected from Home • Work • Businesses • Family • Neighbors • Friends

www.recycleforwardnow.org

Drives Work!



Collection Drives are a great way to get your whole community involved in your campaign. Set a school goal to increase your outreach and put new technology into your classroom.



*On average, drives help increase dailing school earnings 500% during a collection. Plus they are fun!

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How to Organize Your Collection Drive



1. Agree on a collection drive date and confirm with school administrators.
 - * Choose a Saturday to kick-off your campaign and continue to collect for the next 4-6 weeks.
 - * Your kick-off day should be staffed with plenty of volunteers.
2. Call a representative from Cartridges for Kids (Recycle Forward affiliate,) at 1-800-420-0235 to confirm drive dates.
 - * This is an important step that will properly prepare us for planning of your drive needs.
3. Announce the goal/incentive/prize: drives that earn over \$200 or that bring in over 100 cell phones will be given a \$50 bonus check!
 - * Let your participants know what the incentive is, when you kick off your drive.
 - * While you can have as many drives as you want, we will only supply the \$50 bonus check once per school year.
4. Publicize your Collection Drive.
 - * Personalize the pre-written press release provided at recycleforwardnow.org and send it out to your local media to feature to the community.
 - * Send out e-mails to parents and local community members about the drive. There is a suggested template on recycleforwardnow.org for your use.
 - * Make a morning announcement at school and spark competition amongst classrooms.
5. Fill out the Recycle Forward Flyers.
 - * Fill out the drop off information on the Recycle Forward Flyers and make photocopies to send home with the students.
 - * Encourage each child to drop off flyers at 5 local businesses and have their parents hang up flyers at their place of employment.
6. Solicit Support from Local Businesses.
 - * Local businesses are some of the largest consumers of the items you are campaigning to recycle.
 - * Ask for support through donations of recyclables through their Community Relations or Marketing Department.
7. Follow the shipping instructions that are located on recycleforwardnow.org.
8. Call Cartridges for Kids (Recycle Forward affiliate) at 1-800-420-0235 to report collections results, or to organize pick-up for large drives.
 - * Be sure to keep track of your shipping dates and tracking numbers.
 - * Your items will be tallied and a Collection Drive Results Email will be sent with your results.
 - * Within 30 days, the money raised from your drive will be available to use on Digital Wish.
9. Publish your drive results with your local media and thank all participants!



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Drive



We recycle the following items year-round:

Empty Inkjet Cartridges
Empty Laser Cartridges
Used Cell Phones
Laptops

Video Game Consoles
Video Games
Digital Cameras

iPods
DVD Movies
GPS Systems
PDAs/Palm Pilots



Help our school earn new technology

If we reach our goal of _____
between _____ & _____
we will win _____ !

If the contest makes over \$200 or brings in over 100 cell phones,
a \$50 bonus check will be rewarded!



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