

Getting Started...

Set a Goal – Every successful fundraiser starts with establishing a clear objective. First determine how much money your organization plans to raise and calculate how many items you'll need to collect to achieve your goal. NOTE: There are more than 100 million used cell phones in the US and the average American discards his/her cell phone every 12-18 months.

Think Ongoing – Experience has demonstrated that although many parents and others will donate their used consumer electronics and jewelry immediately it may initially take several regular reminders before the majority of prospective donors remember to donate / bring / send their items. Once parents and others are conditioned to associate your school or organization with an ongoing recycling fundraiser the results can be overwhelming. Subsequently, an ongoing recycling drive produces much better fundraising results than a short (1 to 2 day event) or even a multi week effort.

Define your "target audience" Generally speaking, your target donors will be one or all of the following:

- Parents, Relatives and Congregations
- Business Donors (local business collection points)
- Local Community members and Neighborhoods
- Company Employees

Each of these target donor groups must be approached in a different manner.

Family and Friend Donors

Again, using a school fundraiser as an example, studies indicate parents are the largest supporters of fundraising activities. Unlike other school fundraisers, however, a Recycling Fundraiser collection program does not require parents to make a cash contribution or purchase something they often do not want. A Recycling Fundraiser drive simply asks them to donate something that is of no practical value to them and yet permits them to claim a tax deduction for a "donation in kind". They not only help their child's school, they benefit the environment and often cut down on the clutter in their own homes. Everybody wins!

To execute this strategy it is important to appeal directly to the parents, either by mailing or sending a letter home (see link for school letter) to them explaining the reason for the fundraiser and the benefits of the program.

Business Donors

Enlisting business supporters can greatly help launch your recycling fundraiser. Schools and organizations that have business supporters are generating three times the number of donations compared to those that don't have any.

How do we go about getting Business Supporters? For starters have parents ask their employers. Many corporations regularly upgrade their employees' cell phones and laptops and welcome the possibility of a tax write-off. Corporate IT, Human Resources and Shipping & Receiving departments are generally responsible for the procurement (and storage) of their employees used cell phones and laptops. Lastly, many businesses that appeal to teenagers make for great collection / drop-off points, e.g. Blockbuster, Wendy's, movie theaters, etc. These businesses generally are willing to host a collection box and display one of the FREE color posters ReCellOne provides. After all, it helps the environment, it benefits your school or organization and it demonstrates that local businesses are willing to give back to their communities. In fact, local newspapers and television stations have provided free publicity for such events.

Neighborhood Canvassing

A common strategy to expand the prospective donor base is to canvas local neighborhoods. Identify the neighborhoods you wish to canvass and break them down into manageable subgroups you can assign to people. Next, assign parent leaders in each target neighborhood. Each parent leader will help coordinate students assigned to canvas their respective neighborhood(s). We strongly recommend canvassing neighborhoods on weekends, as this is convenient for both the parent leaders and prospective donors. Where younger children will be doing the canvassing, it is important they are accompanied by a parent to ensure their safety.

Review the "School Announcement" letter with participating parent leaders and students. It makes a great script for door-to-door collectors. Role-playing exercises in which one person acts as the door-to-door 'collector' and another person acts as the 'donor' are a good means of familiarizing your canvassers with the program and the questions they may experience from donors. Special emphasis should be placed on the tax-deductible donation receipt section at the bottom of the script.

Company Internal employees

Please see the e-mail script -link for use within your organization

A Final Note

While many prospective donors are sympathetic to your fundraising cause and are concerned about the environment they may need some extra incentive. Fortunately, we can help. A Recycling Fundraiser drive provides prospective donors with the opportunity to save money on their taxes in the form of a tax write-off. While a donor's used items may only represents a few dollars in fundraising revenue for your organization it could mean much more in tax savings for the donor. You cannot specify what the donor should claim as a tax deduction as this is dependent on the model, age and condition of the item they donate. A relatively new item in good condition, however, could easily justify a large deduction, which would provide a significant tax savings.