

Top Tips – make your scheme a success

Get The Word Out

- Send a free fonebank recycling envelope and letter home with every pupil and teacher or donor.
- Contact your local press using the downloadable press releases.
- Mention the scheme in assemblies.
- Remember friends and family can donate too, so spread the word.
- Encourage parents to support your campaign with handsets from their own companies.
- Advise that they can obtain information about the scheme from the fonebank.com/schools website, or we can send them additional information to aid their effort.



Remember the recycling envelopes can hold a few handsets. You can also donate phones without envelopes by visiting www.fonebank.com/schools.

Make Use of the Downloadable Materials

There are useful materials to download at www.fonebank.com/schools

- Letters to send to parents and guardians explaining the scheme
- Press Releases to promote the scheme or report a success story
- Posters to put up around your school
- Teaching materials to tie in with your school's recycling scheme

Set Up a Clear Collection Point

Use a strong cardboard box to store any phones that are brought in to school – it's best to place it somewhere secure, such as with the secretary at reception. Use the poster provided to draw attention to this and also mention where the collection point is in the letter you send out.



Set Yourself Targets and a Deadline

- Don't lose momentum, 4 to 6 weeks is usually plenty of time to collect the phones.
- It's great to take advantage of any opportunities to make additional announcements promoting the recycling scheme at fundraising evenings, assemblies, fetes etc.
- If the campaign is going well (or even not so well), then let people know. For example, if you have collected 50 handsets, tell people that you hope to collect 100 before the end of the campaign. This should hopefully encourage more donations!
- As soon as your deadline is up, call us on 0800 298 9069 to arrange a free collection.

For more information go to www.fonebank.com/schools