

## TOP TIPS

### 1 Use The Downloadable Materials

- Editable letters to send to parents and guardians explaining the scheme.
- Before and After 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.

### 2 Promote Your Campaign

- Send the editable letter to every pupil, teacher and school donor.
- Contact your local press using the downloadable press releases.
- Mention the scheme in assemblies.
- Encourage parents to support your campaign by donating handsets from their own companies.
- Advise that they can obtain information about the scheme at [fonebank.com/schools](http://fonebank.com/schools).

### 3 Set Up a Collection Point

- Use a strong cardboard box to collect any mobiles that are brought in to school.
- Place it somewhere secure, such as with the secretary at reception.
- Use the poster to advertise the collection point and mention it in the letter you send out.

### 4 Set a Deadline

- Don't lose momentum, 4 to 6 weeks is usually plenty of time to collect the phones.
- Use every opportunity to promote the campaign, such as fund raising events and fetes.
- Let people know how the campaign is going. If you have collected 50 phones, say that you hope to collect 100 before it ends. This should hopefully encourage more donations!
- As soon as your deadline is up, call us on 0800 298 9069 to arrange a free collection.

## IDEAS

### Be Creative

The tips above are just a guide. There are plenty of other ways to run a successful scheme. Here are a few ideas that other schools have tried and tested to good effect:

- Bring in a mobile in exchange for wearing non uniform - Ideal for a short effective scheme
- Tie in your collection with an educational recycling day.
- Use a key day in the school calendar such as St George's day to collect the phones on.
- Older students may wish to initiate the scheme themselves to raise funds for an educational field trip - this has proven very successful as the students were very motivated to collect the mobiles.

For further assistance please call Julia on 0800 298 9069