

PhoneFundRaiser.com Phone Drive programs are:

" For your company - provides funds for charitable endeavors, enhances image in community and can add to the bottom line.

" For your charity - funds to help them reach their goals.

" For the environment - reuse of idle handsets and the proper disposal of obsolete phones or exhausted batteries.

" For your customers and employees - an opportunity to feel good about themselves for donating their phones and to feel good about who they do business with. It's a win-win situation!

Getting started is easy

It's easy to start collecting phones for your organization right away. Just contact us and let us know when you want to start. We'll get you all the info you need right away via email.

Examples of organizations that can participate or benefit from a Phone Drive included churches, synagogues, and other religious groups, schools, foundations, civic groups, charities, PTAs, hospitals, associations, fraternities, sororities, youth groups, marching bands, amateur sports groups and more.

Getting Started is as Easy as 1-2-3

www.PhoneFundRaiser.com
2995 N Columbia St
Milledgeville, GA 31061
800-760-7328

*IS IT
GETTING
HARDER
FOR YOUR
GROUP TO
RAISE
WORKING
CAPITAL?*

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1. 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 phones you'll need to collect to achieve your goal.

2. Think Ongoing - Experience has demonstrated that although many parents and others will donate their phones immediately it may initially take several regular reminders before the majority of prospective donors remember to donate/bring/send their phones. Once supporters and others are conditioned to associate your organization with an ongoing recycling fundraiser the results can be overwhelming.

3. Plan to Implement an Active Solicitation Program - As stated above to ensure maximum results participants must initially actively request, rather than passively await, donations. A program founded on hopes that prospective donors will drop their phones off in collection boxes is NOT effective. There is no selling required, but a certain amount of "direct appeal" and "salesmanship" are required to demonstrate the program's benefits to prospective donors.

4. Identify Your Target Donors - Generally speaking, your target donors will be one or all of the following:

- " Parents & Relatives
- " Business Donors (local business collection points)
- " A Community or Neighborhood based canvass of donors

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 phone donations compared to those that don't have any.

What is a Business Supporter? Business supporters are businesses, churches or individuals in your community who will collect and donate their used cell phones on behalf of your organization. There is no cost for business supporters to participate in your program.

How do you best go about getting Business Supporters? For starters have parents ask their employers. Many corporations regularly upgrade their employees' cell phones, have no further use for their perfectly functional but used cell phones 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.



By the numbers

- 300 million phones in use in the USA
- 14 months, the average length of time a person uses a cell phone before they buy a new one
- 25, The number of phones sent to receive free shipping
- \$250.00, The amount your group will receive up to for each phone collected
- 300, The number of new models of cell phones introduced each year
- 9,000, The number of phone fundraising programs going on right now in the country
- 90, The optimum, minimum number of days to run a successful phone fund raiser
- 1, The minimum number of times your contact person will speak with their coach weekly
- 2,000,000, The largest amount we've been asked to help raise todate
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