



## Promote and expand your collection program

Every 16 months, U.S. consumers retire an estimated 130 million cell phones and only 2 percent of those phones are being recycled. There are tons of phones in junk drawers across America, waiting to be collected. The more the program is promoted, the more phones collected. Focus your promotions on collecting more recent models; newer phone models have a higher value of return than older models.

- Host a CPFS event. Include your customers, members, volunteers and/or supporters. Promote the event to local press and invite them to the event.
- Set a collection goal and engage the community in reaching that goal through community announcements and newspaper calendar postings.
- Have a Party! Party (birthday, shower, family reunion, etc.) invitations to include an invite to bring the attendee's old cell phones to the party to collect for Cell Phones for Soldiers.
- Include kids in donating to the cause. They can give up their 'toy' old cell phones.
- Send out flyers, emails, letters, newsletters and posters to promote your collection.
- Add your collection effort information to your website.
- Include collection information in your advertising and donor materials.
- Set up contests and provide incentives to see who can collect the most phones.
- Write your local paper and submit a press announcement. Templates are available to help get you started.

Approximately half of the phones collected will be reused – considered the ultimate form of recycling. Functional phones are reconditioned and reprogrammed before being sold to wholesalers from more than 40 countries. Phones that cannot be resold are dismantled and recycled. It's easy to protect the planet and our environment by simply collecting obsolete cell phones and recycling them.

### Stats

- The average person upgrades their phone every 16 months.
- An estimated 130 million phones will be retired this year in the United States.
- Approx. 202,000 ounces of gold could be recovered if these phones had been recycled.

- For example: approx. 368,000 phones are retired in the Chicago area every month = nearly half a million phones every year (4.4M). Help your city collect and start recycling today!