



How to Coordinate an Internal Cell Phone Drive for the Delaware Coalition Against Domestic Violence

Cell phone drives are a great and relatively easy way to raise funds for DCADV! It does take planning and organization, but coordinating a successful a cell phone drive is actually much easier than it seems, especially if you follow these **8 steps...**

- 1. RESEARCH DCADV** if you have not worked closely with us before. You should know DCADV's mission and main objectives so you can share that knowledge with others. You should also understand SmartPhoneRecycling.com's cell phone recycling process and read through their FAQs. All of this information can be found at www.dcadv.org and www.smartphonerecycling.com.
- 2. INFORM YOUR GROUP** of your desire to coordinate a cell phone drive for DCADV and gauge their interest. Anyone can participate in this type of collection, because a cell phone drive requires minimal effort from donors. They are only responsible for donating what they personally can, if anything, and are not expected (but are certainly welcome) to solicit anyone else for cell phones.
- 3. REGISTER WITH SmartPhoneRecycling.com.** List Delaware CADV as your organization on the registration form and fill in the rest of the form with your own information. They will send you a recycling kit in 2-5 business days. This kit will include further instructions, color posters for advertising, and free shipping labels to use at the end of your drive. **CONTACT DCADV** and inform them of your upcoming cell phone drive (302-658-2958 or dcadvadmin@dcadv.org).
- 4. ADVERTISE** before your cell phone drive officially begins. Gather phone collection bins or boxes and decorate them with information regarding the drive. Create posters informing your students, peers, colleagues, church members, etc. about the drive, DCADV, and the issue of domestic violence. Hang them up where everyone will see them. The more effort you put into this step, the more successful your cell phone drive will be.
 - Make your posters and flyers both eye-catching and informative.
 - Keep your posters and flyers simple but appealing to look at. If they are too cluttered, the font is too small, there are too many pictures, and/or the colors are too bright, people will not pay attention to what you are advertising.
 - It is really easy to create perfect poster and fantastic flyers using Microsoft Word or Publisher. SmartPhoneRecycling.com can also send you posters but feel free to make your own as well!
 - Bulletin boards, main offices, break rooms, staff meetings, church pamphlets, company newsletters, e-blast emails, and morning/afternoon announcements, are just a few of the many great places to put up posters, plug in advertisements, and/or hand out flyers.
- 5. START YOUR CELL PHONE DRIVE!**
 - Set out collection boxes around the school, office, church, or organization that you will be collecting cell phones from. The number of boxes needed depends upon the size of your collection target. For example, one or two collection boxes would be sufficient for a small office/workplace drive, but a school wide drive would require several more (maybe one in every class room).
 - Make sure your collection boxes are out in the open and located in safe, high traffic areas. You do not want people stealing the phones you worked so hard to collect. Also, the more people who see and pass your box, the more cell phones you are likely to collect.

- **If people are donating iPhones**, please have them turn OFF “Find My iPhone.” iPhones have limited value without “Find My iPhone” turned off. On the iPhone, go to Settings > iCloud > and switch off “Find My iPhone”
 - If possible, offer an incentive to get more people to donate their phones. For example, you can offer community service hours to students who bring in a certain number of phones, a paid day off from work or a gift certificate for the employee who brings in the most phones, or even a small door prize or thank you gift for anyone who donates at all. The possibilities are endless, but always remember to consider the wants and needs of your target group, as well as your own budget before you promise anything.
 - Send out frequent reminders and continue to promote your cell phone drive.
 - Check the boxes regularly (at least once a week) regularly to ensure they are not being tampered with or overflowing with cell phones. You want to give people time to donate, but do not want phones sitting in your boxes for long periods of time. Empty them as often as you can.
 - If you are not seeing results from a certain box, try moving to somewhere more visible or populated.
- 6. CONCLUDE YOUR DRIVE.** When you feel you have collected as many cell phones as possible or the cell phone drive is over, remove all of your boxes and take down all promotional posters.
Thank everyone for their donations.
- 7. PACK THE CELL PHONES** for shipment. You must ship at least 10 cell phones at a time. If you have less than 10 phones, you may bring them to the DCADV office (100 W. 10th Street, Suite 903, Wilmington DE), and we will send them in.
- When packing the phones, use strong boxes. One phone does not weigh much but many phones add up!
 - Place some type of packing material (old news paper or magazines) around the sides and on top of the cell phones, so that they do not sustain further damage during shipment. If you can, individually wrap any smartphones that are included.
 - **Do not** pack the boxes with shredded material, because this could further damage the phones and creates a hassle for SmartPhoneRecycling.com.
 - Keep in mind, the better the condition of the phones when received by SmartPhoneRecycling.com, the more money they will be worth for DCADV.
 - Once they are packed, label each box with one of the provided FedEx PRP labels sent to you in your recycling kit. Do not forget to fill out the “from” section on the label, if it was not already done by SmartPhoneRecycling.com. Keep the top part of each label – this is your shipper receipt/tracking number, and you will need it for later.
 - Follow the instructions SmartPhoneRecycling.com provided for shipping with FedEx.
- 8. CONTACT SMARTPHONERECYCLING.COM** (800-203-1506 or info@smartphonerecycling.com) and inform them of your shipping receipt/tracking number and that these phones are benefiting Delaware Coalition Against Domestic Violence. Also contact DCADV and let them know that your drive has ended and you have sent in the phones to SmartPhoneRecycling.com.

SmartPhoneRecycling.com will mail a check to DCADV within 2-3 weeks of shipment. They will offer complete accountability to DCADV, including a detailed and itemized shipment report. Please contact DCADV if you would like a copy of this report for your records.

Now that you realize coordinating and holding cell phone drive for DCADV is not as hard as it seems...
START PLANNING YOUR NEXT DRIVE! 😊