

Top Tips to make your foneclub scheme a success

Get The Word Out

- Send a free foneclub recycling envelope to as many people as you can.
- Contact your local press using the downloadable press releases.
- Remember friends and family can donate too, so spread the word.



Remember the recycling envelopes can hold a few handsets. You can also donate phones without envelopes.

Make Use of the Downloadable Materials

- Don't forget Letters, Press Releases and Posters are all available at www.foneclub.org.uk

Set Up a Clear Collection Point

- Find a strong cardboard box to store any phones that are brought in – it's best to place it somewhere like the reception area an A3 poster to make it easy to find. Mention this in the letter you send out too.



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, meetings 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 encourage more donations!
- As soon as your deadline is up, call us on 0800 298 9069 to arrange a free collection (minimum 30 phones)
- Phones that come in after that date can be sent Freepost or included in your next campaign.