

## Wren School raised over £600!

For those that have never heard of mufti; it's a colloquial expression for civilian dress. As a result Mobiles4Mufti is primarily aimed at large schools or corporates where uniforms are worn every day. Naturally, if you are unfamiliar with the expression or don't like the name then you can call it something more appropriate for your school i.e. 'non-uniform day', 'civvies day' etc. The concept is very simple. Instead of paying money to wear your civvies you bring your unwanted mobile phone instead. Schools have used this for Red Nose day, Children in Need or just general end of term frolicking or fancy dress.

Tim Shea of Wren School in Wellingborough states,



“ ...the numbers of old mobiles we received really surprised us, with 250 children choosing to bring in an old phone for our mufti day. In total the mobiles raised in excess of £600 for the school and the scheme was a huge success. “We expected to receive 50 or 60 handsets but ended up with four times that quantity. Form tutors and word of mouth generated huge interest in the day and this was backed up with the pupils bringing in all their unwanted handsets. In addition to the money raised the students really enjoyed the theme of the day and it proved to be a very entertaining and enterprising day”

Why not combine this idea with the Business Plan Template and the Foneclub Top Tips to plan a very straightforward recycling scheme with a twist.