



AT&T Cell Phones For Soldiers Donation Drive Tips

- Set a goal for your drive. Having a goal in mind will help focus your activities.
- Decide on the length of your drive. It can go a week, a month or longer. It can even be ongoing.
- If the drive is a group effort, be sure to assign specific roles. You will work more efficiently and avoid confusion.
- Be a leader by setting a good example. Be positive, confident and enthusiastic...it's contagious!
- Make sure to select a secure place to collect phones. Businesses, churches, schools, apartment buildings make excellent choices. **IMPORTANT:** To protect against theft of the donated phones, we recommend that during the drive, you place the recycling bins in areas that can be monitored, secure bins containing donated phones when such bins are not in use, and send the phones to be recycled as soon as the drives ends.
- Make sure to place your collection receptacle in a spot that people can find and make it highly visible. We recommend colorfully decorated boxes.
- Be creative with your receptacle. You can decorate it with patriotic colors, flags, pictures, etc. – anything that will help get it noticed and communicate what it is. Tell people what donation you are seeking and who the donations will be helping.
- Promote your effort. Place an article in your company, school, church or community newsletter. Give a talk during the mission portion of your church service. Create signs. Post flyers.
- Create a little competition...between work colleagues, church members, schoolmates, sporting teams...use your imagination.
- Develop a plan to deliver the recycled phones to Cell Phones for Soldiers (work with your local AT&T Pioneers chapter, arrange to deliver them to your nearest AT&T Store, Go to AT&T.com/holidayconnect.)