



Mid-Ohio Foodbank

OPERATION FEED

“PHONES 4 FOOD”

TEAM STARTER PACKET
for ALL 2010 Operation Feed Participants



Included in your Team Starter Packet:

- **PHONES 4 FOOD** – “Plan for Team Success”
- **PHONES 4 FOOD** – FAQ’s
- **PHONES 4 FOOD** – Flyer (email request to Jim@SmartRecycle.com)



FAQ's "PHONES 4 FOOD" Recycling Program

Q: How does the "PHONES 4 FOOD" Recycling Program work?

A: Register – It's easy! Go to www.SmartRecycle.com and click the Operation Feed logo on the front page to register as a "new participant" or update your info if are a "current participant".

Recycle – Start collecting cell phones! There are million of used cell phones collecting dust in homes and offices across the United States!

Promote – Form employee teams and get everyone involved! Have collection contests, post flyers in high traffic areas and watch your 2009 meal counts grow!

Rewards – All the meals generated from your "PHONES 4 FOOD" recycling program will be submitted to the Operation Feed office monthly and automatically added to your meal totals.

Help and Support – email Jim@SmartRecycle.com Jim is your Program Director who will answer questions and help your company start a "PHONES 4 FOOD" Recycling Team.

Q: What if we have a short term campaign – is it really worth doing this program?

A: Even if your campaign is a day or a week, you can raise **100's of NEW meals for Op Feed!** Everyone has old cell phones lying around. Pick a single collection day and have everyone bring their old phones in – have a contest and recognize whoever brings the most phones in!

Q: How do I turn in collected cell phones and printer cartridges?

A: Simply go to www.SmartRecycle.com and click on the truck pictured on our front page or email pickup@SmartRecycle.com. Pick up of 20 or more cell phone is FREE!

Q: How do I know how many meals are being generated?

A: All the meals tallied from this program are submitted to the Operation Feed office monthly and automatically added to your 2010 meal totals – there is nothing you need to do – it will all be done for you.

Q: What if we are already collecting Cell Phones for another charity?

A: Why not consider donating collected cell phones for a short time to Operation Feed during your 2010 campaign? You can continue supporting your other charity after your Operation Feed campaign is completed.

Q: We are already collecting Laser and Inkjet cartridges to benefit Op Feed – can we collect Cell Phones too?

A: Yes!!! – Please put all cell phones into your "Green Bin" and contact pickup@SmartRecycle.com.

For more information, email Jim Maholm, Program Director, Jim@SmartRecycle.com

NEW for 2009 for **ALL** Operation Feed Participants

“PHONES 4 FOOD”

Team Planning Guide

**Raise 100's of NEW meals for Op Feed - Collect Old Cell Phones!
You can HELP People and Help Our Planet!**

PHONES 4 FOOD Team Planning Checklist:

Phase 1: Plan your Team Goals

- Set a goal for total number of cell phones collected and determine the length of your campaign.
- Designate a central collection point for your recycled cell phones.
- Contact Jim Maholm Jim@SmartRecycle.com, your Program Director, to help plan your program based on the size of your company, total meal count goal & the length of your campaign.

Phase 2: Promote your Team Goals

- Post the “**PHONES 4 FOOD**” flyers in high traffic areas.
- E-mail all employees regarding your program goals, collection points & bringing cell phones from home, friends & family.
- Distribute extra flyers to employees to give to friends & family.
- Make it fun! Have a contest or reward for top performers.

Phase 3: Work your Team Program

- Encourage employee teams to drop off cell phones at designated collection points.
- Collect 20 or more used cell phones and box them up – Include company name and contact info.
- Go to www.SmartRecycle.com or email Pickup@SmartRecycle.com request a FREE pick up!
- Start all over again! There is no limit to the number of meals you can raise with our program!

Phase 4: Results of your Team Efforts

- Your Operation Feed Meal Counts will grow while you are helping our environment!
- Now that you've implemented your program to help Operation Feed, why not continue with a year-round recycling program? You can benefit Op Feed all year long & get a head start on next year's meal counts.

For more information, contact Jim Maholm, Program Director, Jim@SmartRecycle.com