



APRIL 22ND IS EARTH DAY CELEBRATE OUR PLANET

How to Host an Earth Day Collection Event

In a world of mobile devices, rechargeable and single-use batteries power the technology that keeps us on the go. When they need to be replaced, it's important to responsibly recycle them to preserve the environment and divert potentially hazardous materials from entering the local landfill. Involving your colleagues, community, family and friends in hosting a collection event can help raise battery recycling awareness.

Step 1. Plan

Choose a day for your event, then create a timeline of what you need to do to prepare. Organize logistics and schedules. Who will help? How will you promote the event? Where will it be held? Set a goal -- how many batteries you are targeting for collection?

Step 2. Order materials

Our collection kits are a great option for collection events. You can mix both single-use and rechargeable batteries in one box (up to 23kg). The kits also contains setup and shipping instructions, a poster and a prepaid, pre-addressed return label. Kits can be ordered by contacting Customer Service at 1-888-224-9764.

Step 3. Pick a date and location

Weekend events are generally more popular and have greater participation. To make it convenient, select a central location that offers easy access (like schools, depots, work or retail parking lots). Be sure to get permission to host the event on the property.

Step 4. Sign up volunteers

Volunteers are the backbone of any collection event and are critical to making it run smoothly. Educate yourself on battery handling--some require more care than others. Then make sure to train your volunteers on Call2Recycle requirements: [acceptable materials](#), [safety guidelines](#) (All Battery Box guidelines) and [FAQs](#). Extend your drop off times to before and after work hours to ensure even greater success.

Step 5. Advertise

Now that you have the logistics worked out, it's time to get the word out! Call2Recycle offers a [downloadable marketing kit](#) that includes suggested social media (Facebook, Twitter) posts, newsletter template and a press release to promote the event in your community. Be sure to use [@Call2Recycle](#) or [#Call2Recycle](#) in your social media posts so we can publicize your event on our social media channels. If people can't attend the event, you can refer them to a Call2Recycle® public drop-off location found in the online [locator](#).

Step 6. Host the event & ship your batteries. You've organized, promoted and held your event -- now it's time to ship your batteries. Just follow the shipping [guidelines](#) that came with your box and ship the batteries off to be recycled. Share photos and information about your event using [#Call2Recycle](#) and we'll share it on [Twitter](#) and [Facebook](#).

If you have any questions, please contact [Customer Service](#) or call 1-888-224-9764.