



Flip-Flop Brigade® Spotlight Location

Farrah, Woodlawn Elementary

Danville, KY



**Number of People
Collecting:**
500



**Date Collections
Started:**
July 2012



**Units
Collected:**
400
flip-flops



**Points
Earned:**
16,523

Tell us more about yourself and your organization.

I am a stay-at-home mom who has been blessed with three wonderful children and an extremely supportive husband! I am the PTO Treasurer for Woodlawn Elementary, where my children attend first and second grade. Our school has approximately 530 children from pre-k to 5th grade. I am known as the "recycle lady" to all the children since we have initiated the "Woodlawn Goes Green for the Gold" campaign. The school has been overly accepting and appreciative of my efforts to bring recycling into every classroom and even the cafeteria!

How did you get your friends, coworkers, students, and community members involved?

Following the 2012 Olympics, I thought it would be fun to take a spin on the "go for the gold" slogan. It was also fitting that our school colors are green and gold, thus the campaign name of "Woodlawn Goes Green for the Gold." I used this campaign name and motivated our students and parents via Facebook, one-on-one contact, and our monthly newsletter that the parents receive. I also placed signs up outside the school, went on the local radio show with Charlie Perry, and was able to get a press release to the local newspaper, which they were happy to run for free three days prior to the event. I used the Old Navy coupons as an incentive, which really helped motivate everyone!

Tell us how you distributed and used your coupons.

We distributed the Old Navy Coupons directly to the people who were dropping their flip-flops off and thanked them personally for helping the school. We also went around to each class at the end of the day and collected the flip-flops from the children who brought them to school and gave each kid their own Old Navy coupons. Lastly, we did have some people who dropped their flip-flops off one day prior to us having the coupons, so I took their name and address so that I could mail the coupons to them later. It ran very smoothly and I believe the personal touch of being there and handing them off to people made a huge impact!

Tell us a story about your most exciting, memorable, inspiring, or funny moment in collection for the Flip-Flop Brigade.

We decorated my husband's truck with window paint and sat it in the school's car circle so that when people came through to drop their children off in the morning they could literally throw the flip-flops in the back of the truck! We sat there all day and multiple people from the community came into the school lot just for our event. There was one elderly woman who drove up and she had one pair of flip-flops that she said were 20 years old. She handed them to me and she said "these kids are saving my Kentucky homeland by doing this and I drove 20 miles to bring these to you, so that I could say 'Thank You'." This was the most memorable moment for us!

Do you have a specific thank you message that you would like to say to Old Navy, the sponsor of the Flip-Flop Brigade?

Thank you Old Navy for caring for our "Kentucky Homeland"!! Your support of the TerraCycle Program is commendable since it makes such a positive impact on our children. You made it possible for us to recycle over 400 flip-flops in our small town of Danville, Kentucky!

