



APRIL 22ND IS EARTH DAY CELEBRATE OUR PLANET

How to Host an Earth Day Collection Event

In a world of mobile devices, rechargeable 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 material from entering local landfills. Getting your colleagues, community, family and friends involved through a collection event is a great way to raise awareness while supporting your recycling efforts.

Step 1: Plan ahead

Coordinating schedules, logistics and advertisements is important, so creating a timeline is a helpful way to keep everything on track. At this time, determining your goal helps provide motivation for how many rechargeable batteries you are targeting for collection.

Step 2: Locate at participant partner

Call2Recycle® has thousands of participants, including major retailers that you can contact to support your effort. At a minimum, they can accept the batteries that your collection event receives (though you will need to coordinate this in advance) and see that they are properly returned to us. Find a participant near you with our [drop-off locator](#).

Step 3: Pick a date and location

Weekend events are typically going to gather larger participation. Also, if you have the volunteers, providing a longer window of time people have to drop-off will ensure greater success. To make it convenient, select a location that is central and offers easy access (like schools or retail parking lots).

Step 4: Sign-up volunteers

Volunteers are the backbone of a successful collection event. Getting a good group lined up early in the process can make the event run smoothly. Make sure that all volunteers are aware of the fundamentals of the Call2Recycle program ([acceptable materials](#), [safety guidelines](#) and [FAQs](#)).

Step 5: Advertise

Now that you've got the logistics worked out, you need to get the word out. Call2Recycle offers a marketing kit that includes a poster, suggested tweets/FB announcements, and email template, so that you can let your community know of your event.

Well done! You've organized and promoted your event – all that is left is to deliver the batteries that you've received to your participant partner. Please let us know how your event went! To share your story or if you need assistance at any time, please [contact](#) our Customer Service team or call 1.877.723.1297.