

HarborHouse

of Central Florida

Campaign-in-a-Box
Cell Phone Drive

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Harbor House of Central Florida has an established and successful cell phone donation program. Recycling old cell phones for the benefit of survivors of domestic violence and their families, allows access to emergency services and ultimately saves lives.

It is estimated that there are currently 30 million unwanted cell phones in drawers, desks and closets lying unused by consumers. Most of us would just throw them away and not think about the environmental impact, or that the phone could be used by someone else in need.

Please consider donating your old phones to Harbor House and help us win the fight against domestic violence. Harbor House receives income from these old phones for programs and services; and in return cell phones are provided at no cost for emergency use to program participants. Having the ability to access 911 through these phones can save lives!

To start your cell phone drive or if you have questions, please contact me at 407/886-2244 extension 223.

Thank you for your support.

Sincerely,

Jessie Motley
Donations Coordinator
jmotley@harborhousefl.com
407-886-2244 x223

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Campaign-In- A- Box Cell Phone Drive

Items Included

- Harbor House and 911 Cell Phone Bank Partners Up
- Timeline of Events
- Donation Drive Information
- Sample Poster

Items Needed

- Harbor House Information Packet
- Collection box(s)
- Visible location for boxes
- Posters
- Email Template
- Remittance box(s)

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Harbor House and 911 Cell Phone Bank Partnership Saves Lives

Harbor House of Central Florida and the 911 Cell Phone Bank have continued a relationship that is not only a mutually beneficial financially, but also serves as a means to provide survivors of domestic violence with assistance in an emergency situation. The most dangerous time for a survivor in an abusive situation, is when she makes plans to leave. This is a time when a survivor needs to be connected to emergency services and other sources of help.

In the partnership with the 911 Cell Phone Bank, Harbor House receives 911 phones for survivors, providing fast, easy communication with advisors as they file injunctions or need emergency services. By donating your cell phone you are doing more than just providing emergency communications for someone in need. In addition, you are helping to provide funds that support the activities of law enforcement and victim's services organizations nationwide.

The cell phones are regularly dispersed to survivors through Harbor House Shelter staff and Outreach Services. During 2007-08, 7,279 calls were received on the 24-hour hotline. Imagine the relief that survivors may feel, as a 911 phone rests in pocket or purse.

Further, the financial benefit from cell phone donations, are encouraging. For each cell phone submitted, Harbor House gets a financial credit at the cell phone bank which can then be turned into life saving connections for survivors. Last year we supplied over 350* cell phones to survivors, free of charge!

As a private nonprofit 501 (c) 3 organization, Harbor House, Orange County Center Against Domestic Violence, must rely on the generosity of its friends and supporters to meet many of the costs of providing comprehensive, lifesaving services 365 days per year to thousands of victims of domestic violence in Orange County. Each of us at Harbor House is committed to spreading the word about this valuable donation opportunity.

Thank you for being a partner with us in connecting victims with vital services that is saving the lives of women, children, and men who are taking the step to a better future.

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Campaign-in-a-Box Cell Phone Drive

Timeline of Events

Month Before the Campaign

- Email Jessie Motley that you will be conducting the Cell Phone Drive
- Fax or email the included application
- Recruit your campaign team members and inform them about Harbor House using the information provided
- Create your flyers for the campaign or use the one provided
- Obtain boxes
 - Suggestion: Rubbermaid Storage Containers available at Wal-Mart or Target for about \$4 each, or cardboard box

2 Weeks Before the Campaign

- Send out email blast to target group regarding the campaign and get campaign members to generate excitement to participants
- Place posters in highly visible locations (i.e. restrooms, staff lounge, mail boxes, printing area, etc) with drive dates (beginning and ending)

1 Week Before the Campaign

- Remind participants to start collecting cell phones and drive dates

The Day Before the Campaign

- Send out a "Hype" email regarding the campaign

The Day of the Campaign

- Put boxes in visible location
- Continue to spread the word through word-of-mouth, Email, Twitter, Facebook, etc.

After the Campaign

- Send out a thank-you email to your participants regarding the drive
- Go to the website below for a pre-paid mailing label
http://www.wirelessfundraiser.com/WFR_Quickship.aspx?customerid=3363&LocationID=269

Note: Each box can only contain ten (10) cell phones

If you have any questions or concerns, please feel to contact the Survivor Support Coordinator:

Jessie Motley
jmotley@harborhousefl.com
407-886-2244 x223

Thank you for your commitment to ending domestic violence in Central Florida!

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Campaign-In-A-Box

Donation Drive Notification

Please completely fill out the information below and return to Jessie Motley so that we can properly identify your gift and send you the proper acknowledgment. Once again, thank you for your commitment to domestic violence survivors in the Central Florida community.

Company Name / Individual

Contact Person

Street Address

City

State

Zip

Business Number

Cell Phone Number

Fax Number

Email Address

Dates of Donation Drive:

Type of Drive (circle): Cell Phone Food Paper Products Gift Cards Other _____

Please send this via email or fax to:

Jessie Motley
Survivor Support Coordinator
P: 407-886-2244 x 223
F: 407-886-0006
jmotley@harborhousefl.com
www.harborhousefl.com

DOMESTIC VIOLENCE.

YOU CAN HELP
ELIMINATE IT.

RECYCLE YOUR
CELL PHONES.

WHEN?

WHERE?

HOW?

CONTACT:

LEARN ABOUT IT.

WWW.HARBORHOUSEFL.COM

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