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**GORILLAS
ON
THE LINE**

ANSWER THE CALL

Electronic Recycling Toolkit



Toolkit created by The Dallas Zoo

Welcome to the Gorillas on the Line electronic recycling campaign! By participating in this important campaign, you and your group are joining thousands of people like you and AZA accredited zoos and aquariums across the continent as we work together to create a better world for animals, including gorillas.

THANK YOU FOR ANSWERING THE CALL!

Let's get started! The Gorillas on the Line electronic recycling campaign officially runs February 1st – April 30th. In this packet you'll find some helpful tips and tricks to get your group's campaign started right.

We'll also be sending you emails throughout the campaign to keep your group motivated. Feel free to share these emails with your group and your community!

We're here to help! If you have any questions, comments or concerns during your campaign, reach out!

Email:

Phone:

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GETTING STARTED

Congratulations! You and your group have taken the first step to help save gorilla habitat in Africa! Now what?

Meet with your group

There's no right or wrong way to run your campaign, but it's important to make sure that everyone in your group is on the same page. Here are some recommended topics to cover at your meeting:

- Why are you participating in this campaign?
- When will you collect devices?

The campaign runs February 1 – April 30, will you collect devices the whole time? Just on specific dates? Or a combination of the two?

- How will you communicate with your group? How often?
- Where will you store the devices once you've collected them?
- Do you plan to drop your groups collected devices off (by April 26) or mail them yourself using a UPS prepaid shipping label (by April30)?
- How will you keep your group motivated?

Hosting an internal competition is a great way to keep the momentum going, even if the prize is only bragging rights!

Discussion Notes:

Gather your supplies

- Collection bin(s) or box(es)

If you're dropping your devices off at _____ we'll take care of boxing up the devices to ship; but you'll still need something to store them in the meantime.

If you're planning to ship the devices yourself, we recommend using the box(es) you plan to ship as your storage bin(s); that way, when they're full, you can just tape it up and slap a UPS prepaid shipping label on it!

Keep in mind that the maximum recommended shipping weight is 50lbs, so you want to make sure your boxes aren't too big... We've found that the ideal box size is between a 12"x12"x12" box and an 18"x18"x18" box.

Many office supply stores like Office Depot and Staples often carry these sized shipping boxes. Call your local store to find out more.

- Packing tape (if applicable)

Get the word out!

- Create flyers or customize one of the ones at the end of this packet!
- Post about it on social media

Example social post:

Did you know that by recycling your old, unused cell phones you could help save gorillas in the wild? That's right! Cell phones and other small electronics contain a mineral called coltan, which is being mined all over the world, including from the areas in Africa that gorillas call home. When we recycle our small electronic devices, we reduce the demand for coltan and the destruction of gorilla habitat.

This year my [office/group/class/etc.] is joining forces with the @[Organization] in their Gorillas on the Line campaign with the goal of recycling as many cell phones and small electronics as possible! Not only will we be helping reduce demand for coltan, but the proceeds from recycled devices directly supports global gorilla conservation through funding cutting-edge technologies and operations to conserve endangered animals.

Do you have a bunch of old cell phones collecting dust in your home? Send them my way, I'll make sure they get recycled properly! Together we can save gorillas.

[Gorilla emoji]



LET THE COLLECTING BEGIN!

Now that you're all on the same page, it's time for step #2.

Start collecting!

While all sorts of electronics contain coltan, our Gorillas on the Line recycling partner, ECO-CELL is currently only able to accept: cell phones, smart phones, iPads, iPods, tablets, apple watches, adapters, chargers, mp3 players, handheld gaming systems, and head phones.

Looking around your own home is a great way to start; almost everyone has one or two outdated devices laying around! Then start expanding your search by asking family and friends.

Pro Tip: Including your neighbors in the fun can be a great way to spread the word and find more devices to recycle! Consider sending out flyers that let your neighbors know you'll be coming around on a specific date to collect old devices. If they'd like to keep it socially distant or aren't going to be at home, they can place the devices they'd like to donate for recycling in a bag on their porch with your flyer attached! Don't forget to leave them a little thank you note when you pick up their donation! (customizable flyer and thank you note at the end of this packet)

Recycle your devices. Save gorillas.

By now your recycling bin is OVERFLOWING! Hooray! That's awesome! Don't let your hard work go to waste. It's time for the last, and most important, step. Sending those devices in to be recycled!



TURNING IN YOUR DEVICES

You have two, easy options when it comes to recycling your devices:

1. Schedule a time to drop off your devices at LOCATION **on or before April 26**

Send an email to Name@Email.com with the subject line “Gorillas on the Line Device Drop Off” and include the following information in your email:

- The name of your group.
- A few dates and times you are available to drop off your devices.

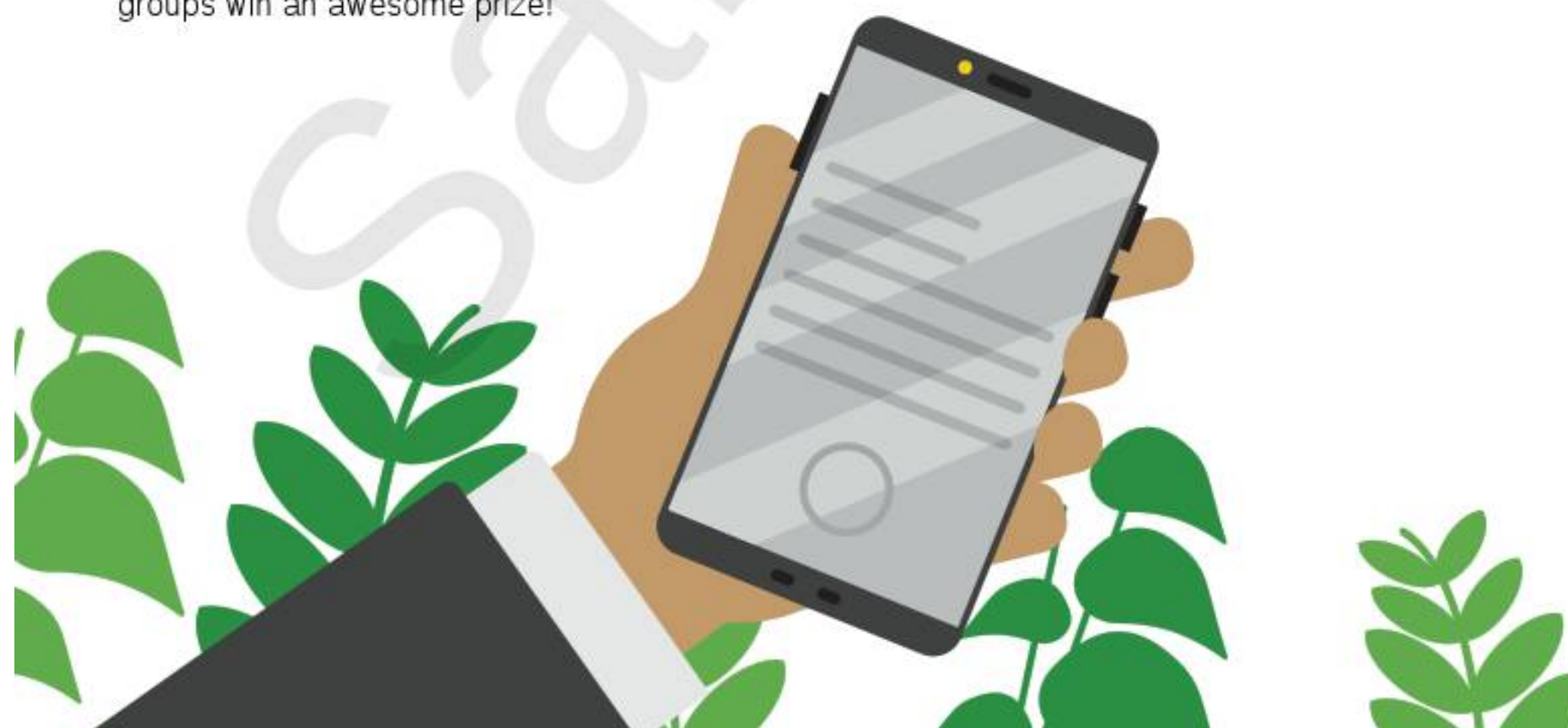
2. Request a UPS prepaid shipping label and mail your devices directly to ECO-CELL on or before April 30

Send an email to eric@eco-cell.com with the subject line “Gorillas on the Line” and include the following information in your email:

- Your address.
- Group Name.
- Number of shipping labels you need.

Don't forget!

The group that collects the most devices by the end of the campaign wins the opportunity to be featured in one of the Dallas Zoo's #SavingWildlifeWednesday social media posts! And the top TWO groups win an awesome prize!



FAQ

Is there a weight or size limit to the boxes?

The maximum recommended shipping weight is 50lbs, so you want to make sure your boxes aren't too big... We've found that the ideal box size is between a 12"x12"x12" box and an 18"x18"x18" box. Many office supply stores like Office Depot and Staples often carry these sized shipping boxes. Call your local store to find out more.

What devices can I recycle?

Our recycling partner, ECO-CELL, accepts cell phones, smart phones, iPads, iPods, tablets, Apple watches, adapters, chargers, mp3 players, handheld gaming systems and their accessories for recycling.

What condition do my devices have to be in to be accepted for recycling?

Devices can be in any condition. From the big, heavy phones to ones with a cracked screen that no longer work, we'll recycle them all!

I have an old laptop that no longer works, can I recycle that as part of the Gorillas on the Line campaign?

Large electronic devices such as desktop computers, monitors, laptops, game consoles, televisions, and calculators are NOT accepted for the Gorillas on the Line campaign. However, these electronics also contain coltan, and we highly recommend you recycle them properly. Many electronic stores like Apple, Best Buy, and Staples, are often able to accept them for recycling. Call your local store to find out more.

What should I do with my devices before recycling them?

Before recycling your devices, we suggest backing up your devices and saving any data you might want to keep (contacts, photos, etc.), resetting the device to factory settings, and removing the case and/or screen protector.

FAQ Extra Question 1

Faq Extra Question 2 Answer

FAQ Extra Question 2

Faq Extra Question 2 Answer

GORILLAS ON THE LINE

ANSWER THE CALL



WHY RECYCLE CELL PHONES?

Cell phones and other small electronic devices contain a mineral called coltan, which is mined all over the world, including Africa, home to critically endangered gorillas. By recycling our electronics, we decrease the demand for coltan and help raise money to save gorillas in the wild.

Group Name

Contact Information

Donation Drop Off

COLLECTING DEVICES: FEBRUARY 1 – APRIL 30

Accepted devices: cell phones, smart phones, iPads, iPods, tablets, apple watches, adapters, chargers, mp3 players, handheld gaming systems, and head phones.



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HAVE DEVICES YOU'D LIKE RECYCLED?

Place them in a bag with this flyer attached and put it outside your front door on **DATE** by **TIME** and we'll pick them up!

Accepted devices: cell phones, smart phones, iPads, iPods, tablets, apple watches, adapters, chargers, mp3 players, handheld gaming systems, and head phones.



