



# GORILLAS ON THE LINE

## ANSWER THE CALL

Electronic Recycling Toolkit



Toolkit created by The Dallas Zoo

# THANK YOU FOR ANSWERING THE CALL!

Let's get started! The Gorillas on the Line electronic recycling campaign officially runs February 1st – September 1st. 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 – September 1, 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 or mail them yourself using a UPS prepaid shipping label?
- 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!**

## 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 \_\_\_\_\_ in their Gorillas on the Line campaign with the goal of recycling as many cell phones and small electronics as possible.*

*The proceeds from recycled devices will directly benefit gorilla conservation programs!*



# 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!





## **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.

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### 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.

### COLLECTING DEVICES: FEBRUARY 1 – SEPTEMBER 1

**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 \_\_\_\_\_ by \_\_\_\_\_ and we'll pick them up!

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