



# Councils and Chapters Information Package



★ **Cell Phones for Soldiers** ★



*The heart behind One Powerful Voice – Surviving spouses of MOAA*

★ Info pkg: [www.moaa.org/cellsforsoldiers](http://www.moaa.org/cellsforsoldiers) ★ Questions: [MOAAcellphones4soldiers@gmail.com](mailto:MOAAcellphones4soldiers@gmail.com)

★ CPFS web: [www.cellphonesforsoldiers.com](http://www.cellphonesforsoldiers.com)

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***The heart behind One Powerful Voice – Surviving spouses of MOAA***

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# Help Our Troops Call Home!



★ ★ ★

1 February 2011

**In keeping with MOAA's tradition of supporting our troops**, AMAC (Auxiliary Member Advisory Committee) is launching a national project to turn our old cell phones into phone cards to help our troops call home. Cell Phones for Soldiers is a national non-profit charity that recycles old cell phones and in return, provides our fighting forces with pre-paid phone cards to call home.

**MOAA Can Help Our Troops Call Home:** It's easy. And there's no cost. AMAC asks every MOAA chapter and council to collect old cell phones and send them, postage-paid, to the Cell Phones for Soldiers recycling center, or drop them off at a local collection point.

**Calling home:** Each old cell phone turned in translates into about 60 minutes of free talk time for our troops and their loved ones on the homefront. Since 2004, Cell Phones for Soldiers has sent over 60 million minutes of free talk time to our troops!

*"If just 2% of Americans donate their old phones,  
we could supply every soldier with a free call home..."*

~Robbie Bergquist, Co-founder, CPFS

**Cell phone facts:** Did you know every 16 months, US consumers retire an estimated 130 million cell phones? Only 10% of those phones are recycled. Those old phones that take up space in our junk drawers can be turned into a chance for a service member to call home.

**MOAA's Goal:** AMAC has established a MOAA goal of donating at least 1,000,000 minutes of pre-paid talk time to our troops. That's a minimum 16,667 discarded cell phones, give or take a phone or two. If every chapter recycled just 40 old phones, MOAA will meet its goal. Our cell phone drive will last until September 30, 2011, with the final results announced at the Annual Meeting in San Antonio in October 2011.

To test out this project, AMAC introduced Cell Phones for Soldiers to the Upper Eastern Shore, MD Chapter in the summer of 2010. In just a few short months, this chapter has turned in over 250 phones, by reaching out to their families, friends and the community at-large. That's over 15,000 minutes of talk time for our troops and their loved ones!

*"This is about as easy a project as anyone can imagine."*

~George Evans CHC, CAPT, USN, (Ret)  
President, Upper Eastern Shore Chapter



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**VADM Ryan says:**

*"Cell Phones for Soldiers is a great way for MOAA chapters to support our troops in a hands-on and tangible way. It's in the best tradition of servant leadership and goes a long way in sustaining morale and readiness in our Armed Forces."*



**Learn more:** Read through this information package carefully. Learn more about this worth-while cause and how to start a Cell Phone campaign in your chapter and community. Likewise, be sure to check out the Cell Phones web site, especially the Resource Center, for additional facts, ideas and other useful info: <http://www.cellphonesforsoldiers.com>

**For other questions,** please contact AMAC committee member Karin Manning at [MOAAphones4soldiers@gmail.com](mailto:MOAAphones4soldiers@gmail.com)

Help our troops call home!

#### Auxiliary Members Advisory Committee

- ~ Pat Shecter, AZ, Chair
- ~ Joyce Harte, FL, Vice-Chair
- ~ Karin Manning, CO, Cell Phones for Soldiers
- ~ Barby Robertson, CA
- ~ Joan Baker Washburn, VA
- ~ Patricia Bergquist, TN

**About Cell Phones for Soldiers:** Started in 2004 by then-teenagers Robbie and Brittany Bergquist of Norwell, MA, to help raise money for a local soldier stationed in Iraq who racked up an enormous phone bill calling home, Cell Phones for Soldiers, now a 501(c) 3 non-profit organization, holds an impressive 4-star rating from Charity Navigator, and is listed on the official DoD Community Relations website, under America Supports You.



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## 7 good reasons to launch Cell Phones for Soldiers in *your* chapter

**1.** It's easy



**2.** It incurs no cost

**3.** It boosts chapter  
interest and activity



**4.** It increases MOAA visibility  
in your community

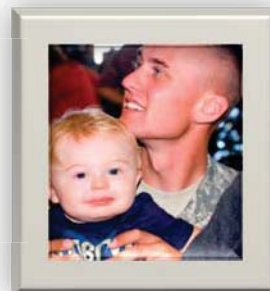


**5.** Your chapter can adopt a particular  
installation, unit or service member

**6.** It's a great thing to do  
with old cell phones



**7.** It makes a  
big difference  
to our service  
members



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## 7 steps to launch Cell Phones for Soldiers in your chapter

1. Review this information package and add a few ideas of your own
2. Adopt Cell Phones as a service project in your chapter
3. Establish a goal - Aim high, start low, adjust often
4. Reach out to your community at-large
5. Monitor monthly progress thru September 30, 2011
6. Report your success to [MOAAcellphones4soldiers@gmail.com](mailto:MOAAcellphones4soldiers@gmail.com)
7. Help our troops call home: Just 40 phones/chapter = 1,000,000 min. of calling home

### What to Recycle

- ★ Cell phones, blackberries, palms, etc and their apparatus (if you have it)

### What not to Recycle

- ★ Chargers without the matching PDA
- ★ Old land-line phones
- ★ Other electronic equipment



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### **Welcome to the Cell Phones for Soldiers collection family!**

Thank you for your support of Cell Phones for Soldiers. ReCellular, a progressive, compassionate and innovative cell phone recycling company based in Michigan, is proud to be the exclusive Cell Phones for Soldiers (CPFS) recycling partner.

ReCellular, founded in 1991, is dedicated to supporting charities and protecting the environment. Every 16 months, U.S. consumers are retiring an estimated 130 million cell phones and only 10 percent of those phones are being recycled. There are tons of phones in junk drawers across America, waiting to be collected and turned into calling card cash.

### **Promote and expand your collection program**

- Send out flyers, emails, letters, newsletters, and posters to promote your collection.
- Add Cell Phones for Soldiers information to your website.
- Include Cell Phone for Soldiers information in your advertising materials.
- Set up contests and provide incentives to see who can collect the most phones.
- Write your local paper and submit a press announcement. Templates are available to help get you started.

With the combined efforts of Brittany, Robbie, all CPFS drop off locations and ReCellular, we can improve our mission to *help our troops call home* by collecting more phones and quickly getting calling cards to the troops. Along with the Bergquist family, it is ReCellular's goal that every minute, every troop has a means to call home. This partnership promises to take the Bergquists' dream to its greatest potential. We are excited about this partnership and look forward to working with each of you to effectively and efficiently get phones in and calling cards out to our brave military members serving in the Middle East and throughout the world.

If you need more shipping labels, please visit our website [www.cellphonesforsoldiers.com](http://www.cellphonesforsoldiers.com)

Send phones to:  
Cell Phones for Soldiers  
C/O ReCellular  
2555 Bishop Circle West  
Dexter, MI 48130

Sincerely,

The Bergquist Family  
Cell Phones for Soldiers





# Help Our Soldiers Stay Connected



**"We will continue Cell Phones for Soldiers as long as there are troops deployed so that they can communicate with their loved ones for free."**

*Brittany Bergquist, 16, and brother, Robbie, 15, founders of Cell Phones for Soldiers.*

Start a cell phone collection program in your school, office, or community. Go to [cellphonesforsoldiers.com](http://cellphonesforsoldiers.com) for more information.

**T**o a military family, a phone call home is priceless. The Armed Forces Services Exchange operates telephone call centers in Iraq, Kuwait, Afghanistan, and other countries and aboard ships – anywhere service members are deployed. All of these locations stay busy around the clock to keep up communication between deployed troops and their loved ones. But these phone calls are expensive. *A phone call from overseas can cost \$7 to \$8 per minute.*

## Cell Phones for Soldiers

*Cell Phones for Soldiers* was founded by teenagers Robbie and Brittany Bergquist from Norwell, Mass., with \$21 of their own money. Their goal is to help our soldiers serving overseas call home by providing prepaid phone cards. Since 2004, their non-profit charity has raised almost \$2 million in donations and distributed more than 500,000 prepaid calling cards to soldiers serving overseas.

*Cell Phones for Soldiers* addresses an everyday emotional need that everyone has experienced: the imperative to phone home, to hear a familiar voice while far away.

**Please help our troops by donating your used cell phones today.**

**CELL PHONES  
FOR SOLDIERS**  
[cellphonesforsoldiers.com](http://cellphonesforsoldiers.com)







## Cell Phones For Soldiers Donation Drive Checklist

Item	Details	Person Responsible	Deadline
Set goal for drive			
Recruit help			
Assign roles			
Select location			
Get permission to use facility			
Select receptacle			
Decorate receptacle			
Create and hang flyers/signs			
Promote the drive			
Contact local groups about drive			
Reconfirm site arrangements			
Arrange to deliver recycled phones at conclusion of drive			
Recycle or reuse all materials after the drive is complete			



## Promote and expand your collection program

Every 16 months, U.S. consumers retire an estimated 130 million cell phones and only 2 percent of those phones are being recycled. There are tons of phones in junk drawers across America, waiting to be collected. The more the program is promoted, the more phones collected. Focus your promotions on collecting more recent models; newer phone models have a higher value of return than older models.

- Host a CPFS event. Include your customers, members, volunteers and/or supporters. Promote the event to local press and invite them to the event.
- Set a collection goal and engage the community in reaching that goal through community announcements and newspaper calendar postings.
- Have a Party! Party (birthday, shower, family reunion, etc.) invitations to include an invite to bring the attendee's old cell phones to the party to collect for Cell Phones for Soldiers.
- Include kids in donating to the cause. They can give up their 'toy' old cell phones.
- Send out flyers, emails, letters, newsletters and posters to promote your collection.
- Add your collection effort information to your website.
- Include collection information in your advertising and donor materials.
- Set up contests and provide incentives to see who can collect the most phones.
- Write your local paper and submit a press announcement. Templates are available to help get you started.

Approximately half of the phones collected will be reused – considered the ultimate form of recycling. Functional phones are reconditioned and reprogrammed before being sold to wholesalers from more than 40 countries. Phones that cannot be resold are dismantled and recycled. It's easy to protect the planet and our environment by simply collecting obsolete cell phones and recycling them.

### Stats

- The average person upgrades their phone every 16 months.
- An estimated 130 million phones will be retired this year in the United States.
- Approx. 202,000 ounces of gold could be recovered if these phones had been recycled.

- For example: approx. 368,000 phones are retired in the Chicago area every month = nearly half a million phones every year (4.4M). Help your city collect and start recycling today!



## For Immediate Release

### PRESS CONTACT:

Name  
Phone  
E-Mail

### **CELL PHONES FOR SOLDIERS AND <COMPANY>, KICK OFF CELL PHONE COLLECTION DRIVE IN <CITY>**

**NORWELL, Mass., <DATE>**— More than 150,000 troops are serving overseas and are away from their families. *Cell Phones for Soldiers*, and <CITY BASED ORGANIZATION> are calling on all Americans to support for these brave men and women by donating your unused cell phones. *Cell Phones for Soldiers* hopes to collect over 1 Million cell phones this year to help keep troops connected with their families.

“Over the past few years, we have been amazed by the generosity of others. But, we have also seen the need to support our troops continue.” says Brittany Bergquist, *Cell Phones for Soldiers* co-founder. “It is easy for Americans to make a small sacrifice of support by donating their unused cell phones, and providing families with a much-needed connection to their loved ones overseas.”

Local residents can support the collection drive by donating their phones at any <Company> location, including:

- 135 North Main Street, (555) 555-1111
- 2555 North Bishop, (555) 555-2222
- 120 East Liberty Street, (555) 555-3333

“We’re proud to show our support for U.S. soldiers, and to contribute to a worthy cause like *Cell Phones for Soldiers*,” says <SPOKESPERSON OF ORGANIZATION>

*Cell Phones for Soldiers* was founded by teenagers Robbie and Brittany Bergquist from Norwell, Mass., with \$21 of their own money. Since then, the registered 501(c)(3) non-profit organization has raised millions of dollars in donations and distributed millions of prepaid calling cards to soldiers serving overseas.

Continued on page 2

**“Donate Your Old Cell Phones and Help Our Troops Call Home”**





Cell Phone for Soldiers, page 2

“We are continuously overwhelmed by the enthusiastic support of thousands of Americans who have helped our troops speak with their loved ones,” says the teens’ father, Bob Bergquist. “However, the need for support keeps growing as more troops are sent to the Middle East or are asked to serve extended tours of duty.”

Through increased fundraising efforts, the Bergquist family hopes to raise more than \$10 million in the next five years to fund new programs, such as providing video phones and prepaid service to allow troops abroad to see their families on a regular basis.

The donated phones are sent to ReCellular, which pays *Cell Phones for Soldiers* for each phone – the money is used to purchase prepaid calling cards which are sent to troops.

Approximately half of the phones ReCellular processes are reconditioned and resold to wholesale companies in over 40 countries around the world. Phones and components that cannot be refurbished are dismantled and recycled to reclaim materials, including:

- Gold, silver and platinum from circuit boards
- Copper wiring from phone chargers
- Nickel, iron, cadmium and lead from battery packs
- Plastic from phone cases and accessories

###

### **About ReCellular Inc.:**

*With offices in the United States and Hong Kong, ReCellular Inc. is the world’s leading electronics sustainability firm. We provide solutions for the collection, reuse and recycling of used personal electronics that generate financial return for our partners, quality products for our customers, funding for charity organizations, and protection of the environment. Corporate and wholesale information is available at [www.ReCellular.com](http://www.ReCellular.com). Charity fundraising and consumer information, including the Cell Phone Data Eraser® tool, is available at [www.wirelessrecycling.com](http://www.wirelessrecycling.com).*

**“Donate Your Old Cell Phones and Help Our Troops Call Home”**



## Donation Receipt

Thank you for your donation to *Cell Phones for Soldiers*, a 501(c)(3) nonprofit organization (TAX ID# 20-1343425). *Cell Phones for Soldiers* provided no goods or services in consideration for your donation.

The program makes no determination of the value of the donation. Please consult your tax advisor.

Please accept this as acknowledgement of your donation. Please complete the information below and keep this for your tax purposes.

---

Date of Donation

---

Value of Donation

***Thank you for your support!***

**“Donate Your Old Cell Phones and Help Our Troops Call Home”**

243 Winter Street • Norwell, MA 02061 • (781) 588-2608 tel • (800) 426-1031 toll free • [info@cellphonesforsoldiers.com](mailto:info@cellphonesforsoldiers.com)

**[cellphonesforsoldiers.com](http://cellphonesforsoldiers.com)**

# Help Our Troops Stay Connected.

Cell Phones for Soldiers  
cellphonesforsoldiers.com



**Donate your used cell phones today – proceeds will be used to purchase calling cards for U.S. Soldiers serving overseas.**



To a military family, a phone call home is priceless. *Cell Phones for Soldiers* addresses an everyday emotional need that everyone has experienced: the need to call home, to hear a familiar voice while far away.



Please help our troops stay connected by donating your used cell phones today. Every phone makes a difference!



## Instructions for donating cell phones:

To maximize the benefit to *Cell Phones for Soldiers*, please send cell phones **ONLY!**

1. Deactivate phone(s) and turn off power.
2. Keep battery attached to phone.

If battery is not attached to phone, place tape over terminal ends.

3. Place phone(s) in envelope or small box, affix the label (below) to package, seal and drop in mailbox.



**Brittany and Robbie Bergquist, founders of *Cell Phones for Soldiers*.**

**Note:** Use this USPS Merchandise Return Label for mailing 1-3 phones. For 4 or more phones, go to [www.cellphonesforsoldiers.com](http://www.cellphonesforsoldiers.com) for a FedEx shipping label.



CUT ALONG DOTTED LINE

NAME

ADDRESS

CITY

STATE

ZIP

POSTAGE DUE COMPUTED BY DELIVERY UNIT

POSTAGE DUE \_\_\_\_\_



CPFSWEB

FIRST-CLASS MAIL

**PACKAGE CONTAINS LITHIUM-ION BATTERIES (NO LITHIUM METAL)**

Maximum of 3 batteries per envelope. Keep battery attached to phone. If battery is not attached to phone, place tape over terminal ends.

**CELL PHONES FOR SOLDIERS**



## MERCHANDISE RETURN LABEL

PERMIT NO. 214

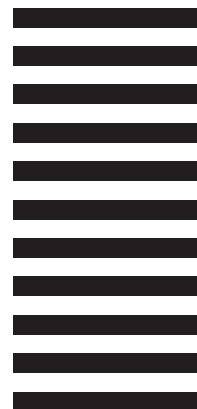
DEXTER MI 48130

WIRELESS RECYCLING

2555 BISHOP CIR W

POSTAGE DUE UNIT  
US POSTAL SERVICE  
2555 BISHOP CIR W  
DEXTER MI 48130

NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES





## FedEx Shipping Instructions

Thank you for donating cell phones to *Cell Phones for Soldiers*. We really appreciate all the time and effort you've put into your donation to help troops serving our country.

You now have the ability to print your own prepaid shipping labels. Please visit the *Cell Phones for Soldiers* website at [http://www.cellphonesforsoldiers.com/shippingLabel\\_generic.html](http://www.cellphonesforsoldiers.com/shippingLabel_generic.html). Follow the instructions to receive your pre-paid shipping labels.

Please follow the packing and shipping instructions below to avoid damage to the phones during shipping.

### 1. Packing your boxes.

- Count the number of cell phone handsets and keep for your records.
- Please use reasonably sized boxes to avoid heavy and cumbersome handling. We suggest office paper boxes or similar sized boxes. Place the phones flat across the bottom of the box and layer them with newspaper or bubble wrap to avoid damage during shipping.
- Phones and accessories can be shipped in the same box. If you have several boxes, however, you might consider separating them to make processing faster.
- Seal the boxes securely with packing tape.

### 2. Labeling your boxes.

- Attach a pre-paid shipping label and lithium-ion battery "caution" label to each box. Keep a copy of the shipping labels for your records.
- On each of the boxes, indicate the number of boxes in your shipment (e.g. 1 of 3, 2 of 3, etc.).

### 3. Shipping your boxes.

For your convenience, there are 3 shipping options:

1. Give boxes to a FedEx courier
2. Call 1.800.GO.FEDEX (1.800.463.3339) to arrange a FedEx Ground pick up.
3. Take boxes to a local FedEx retail location such as FedEx Office (formerly FedEx Kinkos).

Please don't hesitate to contact us at (800) 426-1031 if you have any questions.

*Thank you for your shipment!*

**"Donate Your Old Cell Phones and Help Our Troops Call Home"**

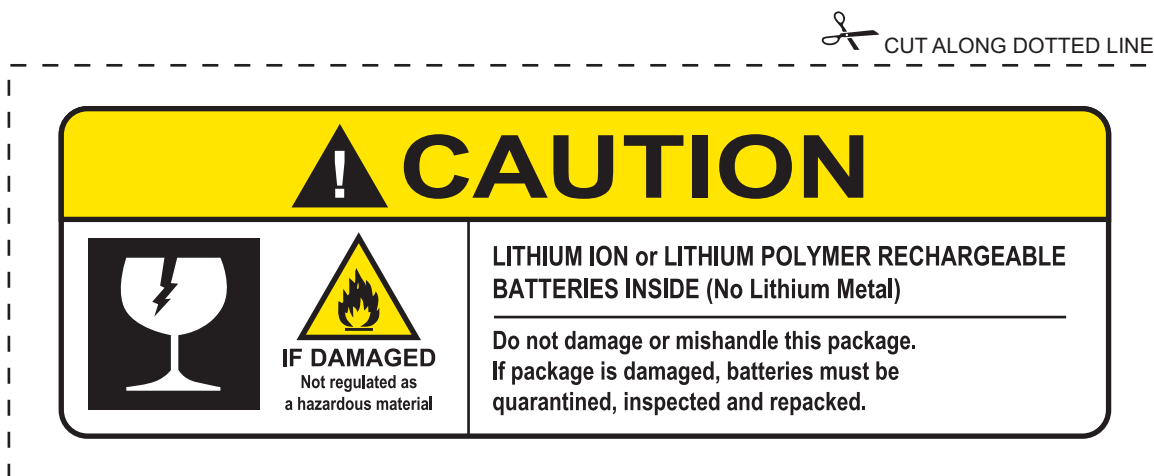




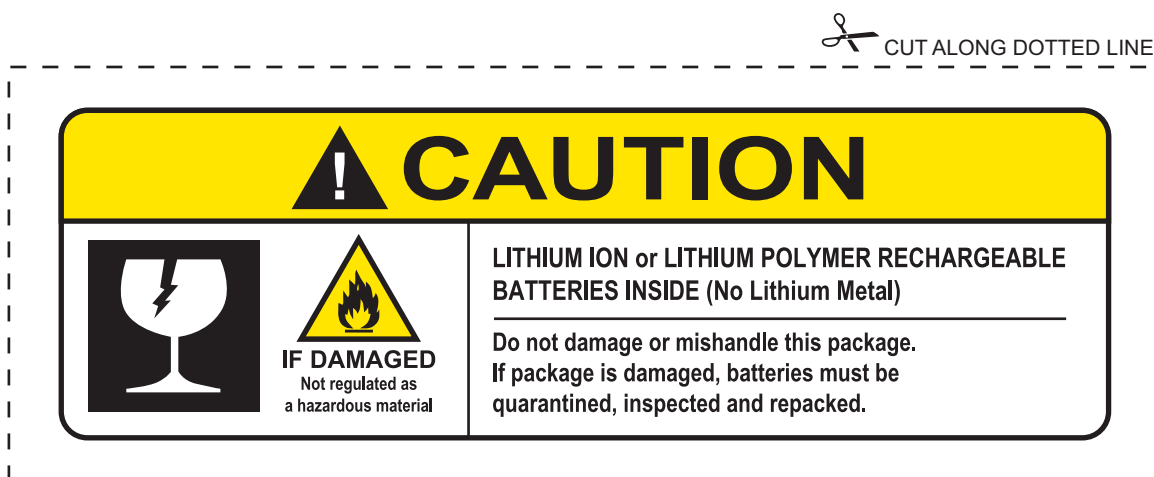
## Shipping Cell Phones Safely: What You Need To Know

We understand the importance of your environmentally responsible cell phone recycling efforts. We also understand the importance of ensuring the safe transport of batteries that power these devices. Most cell phone batteries contain lithium. The U.S. Department of Transportation (DOT) requires packages containing lithium batteries to be properly labeled.

### 1. Affix one label to the outside of each package:



### 2. Place one label inside each package:



**“Donate Your Old Cell Phones and Help Our Troops Call Home”**

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[cellphonesforsoldiers.com](http://cellphonesforsoldiers.com)



## Resource Center

Thank you for visiting the Cell Phones for Soldiers Resource Center. Here you'll find tools to help support our program, set up a donation and much more. **Note:** Most of these documents in Adobe PDF format. If you do not have Adobe PDF Reader, click here to download and install the free software.

### Logos

Color and B&W logos are available for download at the online [Resource Center](#).

### Pre-Paid Shipping Label

Place on your website or download and print for around your community or office.

*Due to new postal regulations, no more than three batteries can be shipped in one package*



[Pre-Paid Shipping Label](#) (PDF 2.4 mb)

**Note:** Use this USPS Merchandise Return Label for mailing 1-3 phones. For 4 or more phones, go to [www.cellphonesforsoldiers.com](http://www.cellphonesforsoldiers.com) for a Fedex shipping label.

### Flyers

Create enthusiasm and support for your collection program with these colorful flyers. Print them on standard 8 1/2" x 11" paper and hang them on walls, doors, or anywhere else that will help support your efforts.

"Flyer\_v1" has blank space at the bottom you can customize by adding your company or charity logo. Open the PDF in Adobe Illustrator® to do this.



[Flyer\\_v1](#) (8 1/2" x 11", PDF, 377 kb)



[Flyer\\_v2](#) (8 1/2" x 11", PDF, 2 mb)

### Posters

Grab attention with these oversized posters. Print the first two versions on 11" x 17" stock.

The oversized "Poster\_v3" is 36" x 36" and can be printed at many copy shops or office supply stores.



[Poster\\_v1](#) (11" x 17", PDF, 375 kb)



[Poster\\_v2](#) (11" x 17", PDF, 198 kb)



[Poster\\_v3](#) (36" x 36", PDF, 198 kb)

**"Donate Your Old Cell Phones and Help Our Troops Call Home"**

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[cellphonesforsoldiers.com](http://cellphonesforsoldiers.com)



# Cell Phones for Soldiers™

## Other Helpful Artwork

### Banners & Table Drapes:

Promote your campaign with oversized banners and graphics for table drapes. Each version allows you to add your company logo or charity logo. To do so, open the PDF file in Adobe Illustrator®.



[CPFS Banner v1](#)

(2' x 8', PDF, 260 kb)



[CPFS Banner v2](#)

(2 1/2' x 6', PDF, 335 kb)



[CPFS Table Drape v1](#)

(24" x 40", PDF, 231 kb)



[CPFS Table Drape v2](#)

(24" x 40", PDF, 283 kb)

### Bumper Stickers & Static Cling Window Stickers:

Show your support by printing and distributing bumper stickers and static cling window stickers. These specialized graphics can be printed at local print shops.



[CPFS Window Cling](#)

(4 1/2" x 4 1/2", PDF, 277 kb)



[CPFS Bumper Sticker](#)

(10" x 24", PDF, 268 kb)

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# Cell Phones for Soldiers™

## Collection Box Artwork

You can use any standard size box to collect your donated cell phones - such as those found at office supply stores. If you are creative, try decorating your collection box with a patriotic theme. Or, download and print the official label on standard 8 1/2" x 11" stock (label stock is a good choice).



[Box\\_Label\\_v1](#)

(8 1/2" x 11", PDF, 195 kb)



[Box\\_Label\\_v2](#)

(8 1/2" x 11", PDF, 169 kb)



[Box\\_Label\\_v3](#)

(18" x 18", PDF, 314 kb)

This oversized artwork can be printed at many copy shops or office supply stores (like FedEx Kinkos or Staples)



[Official\\_CPFS\\_Box](#)

(12" x 12" x 12" - folded, PDF, 628 kb)

The official Cell Phones for Soldiers collection box is available for use. To print this box, you will need to use a commercial printer who has the ability to print on cardboard.

## Internet Graphics

Does your group have a website? Then add these graphics and banner ads to promote your collection campaign!



[CPFS\\_Logo\\_v1](#)

(PNG, 10.6 kb)



[CPFS\\_Logo\\_v2](#)

(PNG, 22.5 kb)



[CPFS\\_Soldier](#)

(PNG, 22.7 kb)

\* Link these banner ads to the Cell Phones for Soldiers [website](#).



[\\*CPFS\\_Web\\_Banner\\_v1](#)

(PNG, 23.1 kb)



[\\*CPFS\\_Web\\_Banner\\_v2](#)

(PNG, 36.8 kb)

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[cellphonesforsoldiers.com](http://cellphonesforsoldiers.com)





## Cell Phone Data Eraser

1. Go to <http://www.cellphonesforsoldiers.com>
2. On the home page, click on 'Print a pre-paid shipping label to send in your phone,'  
located on the right side of the page
3. New page will say 'Donate a phone' on the top, left hand side. Scroll down to the  
bottom of the page
4. Click on the 'Cell phone data eraser'
5. Follow the directions



***The heart behind One Powerful Voice – Surviving spouses of MOAA***

★ Info pkg: [www.moaa.org/cellsforsoldiers](http://www.moaa.org/cellsforsoldiers) ★ Questions: [MOAAcellphones4soldiers@gmail.com](mailto:MOAAcellphones4soldiers@gmail.com)

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