

OPERATIONAL GUIDELINES

CELL PHONE DONATION DRIVES

September 14, 2009

Collecting recycled phones in AT&T office buildings:

- Generic CPFS-branded bins should be used (locked, with no AT&T brand), and security must lock them in closets after 5p.m. and over the weekend.
- Before slating a drive and location, Pioneers must check with Real Estate and Property Management to ensure the right people are engaged on site. Local Property Management will sign a form to document their approval. This form will be available with the Director - Pioneer authorization already in place.
- Once an AT&T location is secured, Pioneers should alert their Pioneer manager and send an email to Pioneers_Cell_Recycling@att.com. Any issues with the recycling bin should be directed to Shirley Sanz.
- Pioneers should consider slating a "promotions" team of volunteers to hand out flyers, recycle the flyers, post them on bulletin boards, and wear sandwich signs around the lobby areas and cafeterias to encourage donating cell phones one day per week.
- To the extent possible, Pioneers should encourage donators to wipe all of the personal data from their phones before donating. Pioneers can refer questions to www.att.com/recyclewireless.
- Pioneers must collect phones at minimum once per week, and keep count of the running total before dropping off at AT&T stores or shipping them to the charity. Recycling counts should be submitted to you Chapter's CPFS Chairperson or Participation Chair and recorded in PALS.

Engaging schools and other community groups to collect phones

- Schools and community groups can use generic bins on campus near the principal's office.
- If we provide a generic recycling bin, Pioneers can collect phones weekly, tally, and lock them up in a secured location.
- If Pioneers are engaged with the offsite donation drives, locked recycling bins and sufficient security must be used. (Ex: Near principal's office if at a school, in a location that is monitored, etc.)
- If schools or participating community groups want to create their own bins, the drive must not be positioned as an AT&T supported event, and collections must be handled by the school or community group.
- Whether the community groups use our bins or not, Pioneers can coordinate details with the schools for potential shared publicity when they drop the phones off at our stores. Otherwise, the schools can ship the phones they collect for free via the label available at www.att.com/recyclewireless.
- It is encouraged that the school or community group report the results of the school's donation drive and submit a few photos through troopsupport.donationdrive@attnews.us.
- Once an offsite donation drive location is secured, Pioneers should alert their Pioneer manager for tracking and potential internal communications. Any issues with the recycling bin should be directed to Shirley Sanz at Pioneers_Cell_Recycling@att.com.

Storage for cell phones:

- Recycled phones connected with this program should not be "stockpiled" in any collection location outside an AT&T store for longer than a week.
- Phone collections coordinated by AT&T Pioneers should be collected and taken to AT&T stores, where they can be shipped to Recellular (for the charity) weekly. A list of AT&T stores is available at http://www.att.com/Common/merger/files/pdf/Store_List.pdf.
- If there is no AT&T store in the community, a free postage-paid shipping label that credits AT&T is available at www.att.com/recyclewireless.