

COTA Recycle for Life

Participating in the Children's Organ Transplant Association Recycle for Life program helps COTA families in your community. COTA community campaigns will receive 100% of the current recycling value for each recyclable electronic device and spent printer ink cartridge collected by campaign volunteers.

Why COTA Recycle for Life?

- Easy fundraiser to organize and promote.
- Untapped revenue potential.
- No products to buy.
- No cost to your COTA community campaign.
- Benefits your COTA community campaign.
- Environmentally friendly.
- An estimated 130 million wireless phones are discarded each year.

Recycling Fundraiser Logistics

1. **Organize** a committee to lead collection and promotion efforts. Having volunteers dedicated to this fundraising opportunity is an important step in getting started.
2. **Promote** your COTA Recycle for Life campaign. Share information through flyers, social media, your COTA campaign website and email. Remember to include the campaign website link in promotions to direct people to additional information about the recycling fundraiser and other campaign activities.
3. **Identify** locations for collection boxes. The visibility of your collection sites is important. Consider maintaining collection boxes in a lobby or other high-traffic location. Partner with local businesses or schools to maximize the number of items collected. List the collection sites on your COTA campaign website event page.
4. **Be creative** and plan a dedicated recycling event, collection drive or contest to build awareness and enthusiasm. While COTA Recycle for Life can be an ongoing fundraising activity for your COTA community campaign, a targeted event can increase proceeds. Set goals, reward winners and announce results.

Recycling Tips

Review the [COTA Recycle Company Resource List](#) to determine the recycling company that best meets the needs of your COTA community campaign based on the types of items you have to recycle. This list contains information about each company's accepted items, shipping processes and payment details. Follow the selected company's instructions for recycling. **Remember to have proceeds, made payable to COTA with "in honor of Patient First / Last Name" on the memo line, sent to COTA.** Review the various companies' Frequently Asked Questions (FAQ) pages for more details and company policies. **Review these policies carefully before shipping items.** For example:

- Newer **cell phones** often earn the greatest recycling program payouts. Deactivate/terminate service before sending the phone. Some companies require you to erase

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personal data and/or remove SIM cards; other companies require that the phone be sent intact. Carefully review the online instructions.

- Upon receipt of items, recycling companies will **inspect** items to determine price. Many companies do not pay for **damaged items**; however, some companies will accept damaged items in order to keep them out of landfills, and provide a minimum payout for these items. Other companies will return damaged items or items that do not qualify for payment. Most companies only accept **qualifying items** from their online price list and will not pay out for other items that are sent.
- Most companies do not accept **remanufactured items** and give payment only for Original Equipment Manufacturer (OEM) products that have not been reconditioned.
- **Package** items in a sturdy box so they are not damaged during shipping. Most companies have packaging recommendations or requirements. It is frequently recommended to bag ink jet and toner cartridges in a plastic bag to prevent them from leaking ink and ruining other items. Some companies will provide packaging kits for cell phones, and others recommend using bubble wrap.
- **Shipping** rules and instructions vary among companies. Many require that volunteers drop off items at FedEx or UPS and will charge a fee if pickup service is used. Several companies have minimum shipment requirements, defined by the number of items shipped or the weight of the shipment (i.e. minimum of 20 items or 20-40 pounds). Maximum weight limitations per box may also apply.
- **Payment policies** vary widely. Please check each company's website for details.
- **Price lists** change frequently. Many companies update their lists monthly or more frequently. Payouts for some items may be as low as \$.05, so please compare price lists to see which company offers the best rate for your items. Some companies have a minimum payout and will hold funds until the balance reaches that minimum.
- Each recycling company has unique guidelines for **program registration**. Most provide easy-to-follow instructions requiring basic volunteer information.

Contact CampaignInfo@cota.org if you have any questions or need additional information. Also, please share your feedback about your experiences with recycling companies included on the **COTA Recycle Company Resource List**.