



#SHREDRIGHT4GOOD

One world. One planet. #ShredRight4Good
Fundraising program overview and initiatives



#SHREDRIGHT4GOOD is a fundraising program that is designed to educate people of all ages on the importance of taking care of our earth and our identities by disposing of personal property and information in a safe way. As a healthy fundraising option, #SHREDRIGHT4GOOD encompasses a concept that is good for your organization, good for the environment, and good for everyone's identity and personal safety.



Purpose of the Program

1. Support local schools and community programs
2. Provide education around recycling/shredding as well as identity protection



Program Theme

#ShredRight4Good

A healthy alternative for fundraising, #ShredRight4Good encompasses a concept that is all about leaving a green footprint—a healthy mark on the environment.

It is:

- Good for your school/organization
- Good for the environment
- Good for your identity/personal safety



Why is this Program Important?

Last year, identity theft and fraud cost consumers more than \$16 billion! What's more? Each day, America uses enough paper to wrap around the earth 20 times.

It's time to educate others and do something about these rising stats...while raising money for your school! Our program:

- Offers a service (rather than products) to raise money and help the environment
- Is a healthy option to fundraising (zero calories! Save a tree!)
- Teaches students about the importance of recycling AND protecting identities



Why Shred Right?

Serving the Twin Cities community and beyond for 35 years.

We offer a sealed and private way for people to dispose of confidential papers and information. This program helps:

- Declutter homes, offices and storage
- Provides a safe way to get rid of documents that may otherwise end up in the trash
- Educates our children
- Impacts the environment in a positive way
- Is a low-cost, high-yield option for schools (50% return on bags sold!)



Commitment and Steps to Launch

We suggest a campaign length of 2-3 weeks for the best return on your efforts.

1. Identify what you'll be raising funds for, choose your shred event date/time and key volunteers for program success
2. Identify your student incentive program and goals
3. Work with your #ShredRight4Good liaison to secure your date, receive your promotional materials and fundraising packet
4. Kick-off event with letter home to parents, order forms to students, communication at school and launch event at school to show incentives



Commitment and Steps to Launch (cont.)

5. Continue to advertise your #ShredRight4Good event on social media and around the school, communicate reminders to staff and students before 3 check-in dates
6. Provide final bag count to Shred Right (bags will be exchanged upon receipt of payment from school/PTO)
7. Distribute bags and leave behind materials to students to give donors information on upcoming shred event dates
8. Work with your #ShredRight4Good liaison to finalize your shred event details



Sample Incentives

Each school has the ability to create incentive programs personalized to its student body with funds provided by Shred Right. Some examples include:

- Lunch with the principal
- An extra period of recess
- Class pizza party
- Do something funny to a teacher (e.g. dye their hair, shaving cream pie in the face, etc.)
- T-shirts for top sellers
- Squishies, stickers, keychains or other small prizes
- Ice cream social
- PJ and movie day for top class/sellers

You will work with your #ShredRight4Good liaison to finalize your incentives prior to your campaign kick-off.



Tiered Incentives

Shred Right is committed to helping you manage a successful event. As such, we will offer your organization money to be used toward your incentive program:

- For the first 500 bags sold, your organization will receive \$250 to be used toward your incentive program
- For every bag sold over the initial 500, your organization will receive .50 cents per bag to be used toward your incentive program



How the Shredding Process Works

Students will sell bags (at \$20/piece) to parents, relatives, neighbors, etc. in the Twin Cities metro area. After the orders have been collected, the fun begins!

- Students turn in their orders and money and receive bags to distribute to donors
- Donors fill the bags with confidential paperwork (this can be done right away or, they can save and do it over time/as needed)
- Participants then bring the filled bags to your shred event (or a shred event of their choosing; it does not have to be the event at your school)
- Kids are invited to participate in the shred event to see how the shredding process works (this would be another opportunity to do an add-on fundraiser such as a car wash, bake sale or lemonade/beverage stand)



The Bags

The bags measure approximately 22" high (to the fill line) by 13" wide.

Each bag provides clear instructions on what can and cannot be placed in the bag for shredding.



Questions?

Let's chat! We are here to help and make this a fun, educational and successful fundraising initiative for your school. Let us know how we can customize a program for you!

