

How To Communicate Internally Through the Internet and TV



**Use these tools to challenge your science class, A/V class or Green Team.
It is important to share your goals and report your results.**

Video

If your school or youth group has an A/V program, creating a video is a fun way to get your organization involved in your Paper Retriever program and produce some creative messages to your community to make them aware of and supportive of your paper recycling fund raiser. Post your videos on your web site, send to your local public access television station and don't forget to send us a copy to SuccessStories@PaperRetriever.com

Manor Independent School District in Austin, TX has created some clips which they post to their web site. Each being approximately one minute long were created to clarify "what" can and can not be recycled in the Paper Retriever bins. <http://www.manorisd.net/>.

This information should include

- What you are raising money for,
- Your environmental goals,
- How much you have collected, and
- What are you collecting.

Some of the best performing accounts will update their information monthly so that their supporters can watch the paper collections and earnings grow!

Facebook

Social media is a new and exciting way to get the news out about the Paper Retriever Program at your organization. The easiest way to get started is by creating an account with Facebook. Once you have done so you can create a fan page for your organization which then can be used to post exciting news about the Paper Retriever Program, dates for paper drives or any special activity that your green team may be doing in the upcoming weeks.

You can also follow Paper Retriever on Facebook (www.Facebook.com/PaperRetriever) which will let you know about any upcoming promotions that may be happening in your area or nationwide. You will also be able to get helpful hints on how to improve your own recycling efforts and increase your funds earned from other organizations around the country.

CCTV/ Internal TV

Many organizations have closed-circuit TV that they may use for morning/afternoon messages for their organizations. This is another great way for your Green Team to spread the word to the members of your organization.

Some organizations have used the 10 second Paper Retriever commercials on our website to promote their program while others have created their own announcements and just had the members/students read these announcements on air.

