

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.**

Website

Your website is a tool that you already have in place that is ideal for reaching those parents, parishioners or supporters that are engaged enough to be visiting it on a regular basis. If you have a section that highlights your fundraising efforts, be sure to include information about the Paper Retriever program.

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/Twitter

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 either Facebook or Twitter. 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 up coming weeks.

You can also follow Paper Retriever on either Facebook or Twitter 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.

You can find these commercials on the Paper Retriever website by visiting www.PaperRetriever.com and clicking on Recycling Information on the left-hand side of the page.

