



SKIPTHEDEPOT
DOOR-TO-DOOR BOTTLE COLLECTION

Organization Approved!

Dear member of Edmonton Region Child Care Association,

You know that money is tangible. People can do many things with it. Often, your competition is mortgages, bills, food, RRSPs...the list goes on. It can be a tough sell to divert funds away from these necessities and towards your organization's programs.

Bottles and cans, however, are abstract. You cannot buy stuff with bottles and cans. And, with SkipTheDepot, customers can become overnight philanthropists by donating their containers to causes they believe in without impacting other financial commitments.

We think that's pretty powerful, and we'd like to share with you some ideas on how to increase donations to your organization through SkipTheDepot:

- Inform the world you have a new recycling program by sharing your referral link <https://app.skipthedepot.com/ercca> on your website! See [this website](#) for an example. Remember, users who sign up through your referral link automatically default to donating to your cause!

- Promote your [referral link](#) through social media. Remember to tag @skipthedepot so we can return the favor!
- Mention your [referral link](#) in newsletters, mailing lists, and office meetings.
- Let us know about any events that might require bottle collection – like a breakfast, BBQ, or banquet! We can provide materials to help collect containers at the event and promote further donations to attending participants!
- Consolidate your recycling efforts! SkipTheDepot can help run your bottle drives and facilitate any existing recycling efforts.
- Login to SkipTheDepot and visit the growth plan section. This will list in greater detail a number of steps you can take to help promote your organization through SkipTheDepot. Remember to mark steps as complete as you finish them so you can easily find what still needs to be finished.

Organizations that are actively promoting themselves using SkipTheDepot will be showcased as a Featured Organization on the dashboard of all users and on the registration page! Make sure you give us a 5 star review on [Google Business](#) / [Facebook](#) / [iOS](#) / [Android](#).

Thanks for listening, and for all the work you do in our communities!

The SkipTheDepot Team.