



Mad Science of St. Louis

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We bring **FUN** science to you!

Sparking Imaginative Learning

In an effort to assist you in a successful recycling campaign, we have developed a simple step-by-step process for you to follow.

- 1) Before displaying your Recycling Box, get the students in your classes excited about protecting our natural resources! They will be joining an exciting recycling campaign that not only helps to protect the environment but that also earns their school money for Mad Science Programming.
- 2) Give each student a parent letter and a collection pamphlet explaining the program for them to take home. Encourage students to ask parents, family members, and trusted neighbors for donations. Parent's coworkers and fellow members of organizations are also good people to ask for donations. **Please remind your students to be safe by having an adult with them and only going to homes and other places that they trust!**
- 3) Place your Recycling Box in a prominent, safe location where students will be able to see the box. Make sure that the Box is placed in a supervised area and stored in a safe location when collection is not taking place. Because cell phones are valuable, they should be treated as money that you are collecting for your school.
- 4) Advertise, advertise, advertise! In your school you can make announcements, advertise in the school newspaper, hang notices at local supermarkets, give a press release to local newspapers about the program, create a goal chart to display and remind your students daily of their goal. Be creative with how you advertise! Making people aware of the program is critical to your success!
- 5) Collect Cell Phones from the time that you receive your box until XXXX, 2011.
Schools that collect:
-100 phones will receive one FREE Mad Science Assembly for up to 250 students. Each additional 85 cell phones collected will receive additional FREE Assemblies.
-50 phones will receive one FREE Student Workshop for up to 25 students.
- 6) Mad Science will pick up your cell phones at the end of your campaign.
- 7) If you need additional boxes for collection or teacher resources, please contact the Mad Science Office at 314-991-8000 and we would be happy to send you additional materials.

We appreciate your hard work in these efforts! We can help protect the environment and at the same time reward students with exciting, science enriched programming! We hope that you have fun with the campaign!

Thank you,

Alan Simon
Program Director
Mad Science of St. Louis

**PROUD
MEMBER OF:**

AAAS American Association for
The Advancement of Science

NSTA National Science
Teachers Association