

Ideas from the Newsletter Group for Convincing Folks to Pay and Participate in a Collection Program

Everyone thought the newsletter should have only 2 pages (front and back).

First Page:

- Should have a **Discount Coupon**. Ideas included 20% off for the first year if you pay for the full year (coincide with PFD!), 1 month free if you pay for the first 6 months, 10% off coupon, 20% off for the first 5 callers!
- Should have a **picture of a clean community** that has collection, with title something like “Do you want our community to look like this”?
- Photo Winner and **Photo Contest** – This could have 3 **Elder judges** and each month would be another photo
- Start out the article on **Why have a Collection Program?**. (see <http://www.zendergroup.org/docs/collection.pdf>). Should have some funny things, like “cut down on laundry!”, “someone else gets to take out the garbage”, “no more flat tires”, etc. Continue on next page.
- **Interview of Elder** by a Youth. This should be regular feature

Second Page:

- Should have an article on the **health effects** that can happen when visiting the dump and the health effects improvement if everyone does collection program (see <http://www.zendergroup.org/docs/collection.pdf> for some of the health and environmental advantages.
- Should have a **“More resources and links”** section for people to read more.
- Should have announcement for a **community meeting/potluck** on “Celebrating a clean community” or something that makes it sound not like folks will get in trouble for not paying their fees, and make it sound like something that the “hard-to-convince” people might be interested in.
- Should have the continuation of the “Why a collection program?-- more funny (and true) advantages.
- Should have **another picture** – either from photo contest or from the school – **children**.
- Elder interview continued.

Other ideas:

- Regular feature on **people’s recipes, town news**, what the **IGAP program** does.
- Everyone who buys a month collection program service gets a **raffle ticket**, and the raffle is announced in the newsletter.
- In general, keeping the **message positive**, informing people of **health risks** especially to their kids and Elders, keeping the **newsletter short**, lots of **pictures**, shorter articles are better, **raffles & discounts** & coupons are good, **humor is good**.