



Supporting the fund raising efforts of Charities and Good Causes

375 million printer cartridges get thrown away and go to landfill every year.

Wise Recycling Ltd has devised a unique system to encourage the recycling and reuse of printer cartridges and as a consequence, the system generates funds for specific causes.

In brief, Wise Recycling Ltd provides a state of the art e-commerce solution to you, free of charge, which has the potential to generate substantial funds for your cause.

We facilitate and manage all the technical work and support your fundraisers in their role.

What follows is a detailed description of our system in concept and practice.

THE PROJECT

Getting the empty printer cartridges back to be recycled and helping others is the raison d'être of Wise Recycling Ltd.

We work with charities, schools, churches and other good causes so that everything we do benefits an organisation that needs money. The fundraising potential is huge.

With almost a decade's experience, we know that the very best way to get an empty cartridge back is to sell the new one in the first place. That way, when an order is delivered and the printer cartridge is being changed, they get into the habit of putting the empty one in a postage paid bag and sending it back to us for recycling.

WORKING WITH CHARITIES

Participating charities and other good causes, assisted by our technical department, place a banner on the front page of their web site. This banner invites the viewer to click on it and be taken to a landing page which has been designed and built to reflect that charity's homepage. The viewer can then purchase their printer cartridge requirements online, whilst being reminded of the opportunity to return the empty cartridges in a supplied postage paid bag.

All sales of new products made through that web site banner are tracked and logged for the benefit of the charity.

All empty cartridges returned using the bags supplied with the delivered order are also tracked and logged for the benefit of the charity.

Every full cartridge bought on line – 10% of the value goes to the cause

Every empty cartridge we get back – 20% of the value goes to the cause.

The cost to the charity is nothing – Ever!!!

CORPORATE FUNDRAISING

With the banner in place, the fundraising staff of the charity are then encouraged to inform as many people as they can, by any means possible, to visit the charity web site. The charity offices, staff and clients and all their friends and family – everybody they can think of, should be directed to that page and to click the banner in order to purchase their printer cartridges and return their empties. All the supporters of the charity will know that both actions are of financial benefit to their chosen charity.

Many charities have corporate “friends”, businesses who fully understand the concept of Cause Related Marketing and who enjoy a close and mutually beneficial relationship with their charity. This initiative is a very powerful tool for the charity fundraiser to use when trying to attract corporate giving. Businesses participating in this process, for the benefit of the charity of their choice, are able to create funds for that charity without actually having to write a cheque themselves !!!

Rotating banners, similar to the one detailed above, could appear on the front pages of the websites of all of your corporate supporters. Any business, school, church or any other organisation that would like to raise funds for your charity, at no cost to them whatsoever, could have a banner on their own web site.

Once the banner is in place on the front page of the web site of one of the charity's corporate friends, they then actively encourage all their staff, customers, friends & families to use this service, knowing that all sales activity would be tracked for the financial benefit of the charity.

This banner invites the viewer to click on it and be taken to the same landing page that was designed and built for that specific charity as above. The viewer can then purchase their printer cartridge requirements on line whilst being reminded of the opportunity to return the empty cartridges in a supplied postage paid bag.

Just as in the case of the banner on the charity's own web site, all purchases of new products made through the corporate friends' web site banners are tracked and logged for the benefit of the charity. All empty cartridges returned using the bags supplied with the delivered order are also tracked and logged for the benefit of the charity.

For a Corporate Fundraiser this is a gift - an easy "way in" to any organisation. How wonderful to be able to speak of raising much needed funds for the charity without it actually costing the organisation any money directly, yet at the same time, the organisation will get the same kudos, feel good/look good factor in the process !

When a fundraiser makes an appointment to visit one of their corporate supporters then, with 24hrs notice, a fully functioning rotating banner for that company will be created and placed on line ready for the presentation. In that way, at the appointment, they will be most impressed to be shown the actual working banner ready for their site.

Wise Recycling Ltd will supply these postage paid bags with every order placed. In addition, a supply of bags will be sent to the participating charity fundraising team too, so that they can get them out there to their supporters in any number of ways in support of their campaign.

Anything we can do to get the empties back and reuse them rather than them going to landfill is important and whether supporters click through the banner on the charity's own site or a banner on one of the corporate sites, all purchases are tracked to that specific charity. The potential revenue could be huge.

All participating charities are encouraged to make purchases for their own cartridge requirements by clicking through their own banner on their own web page. To that end, there are three very important points to note.

1. Every time you place an order through your own banner, 10% of the value of everything you buy will go to your charity.
2. The prices of the Printer Ink Cartridges and Laser Toner Cartridges available will always be priced to be competitive with other suppliers out there in the market place. However should you find your particular cartridge cheaper elsewhere then please give Rob or James a call on 01507 463 976 and see if we can we will match that price **and still the 10% will go to your charity !!!!!**
3. If paying for the items you purchase online at the time of ordering with a credit/debit card is proving to be an inconvenience, then please take the opportunity to open a 30-day credit account. That way, no payment is necessary when you order and you will receive an invoice on receipt of the goods for payment within 30 days as usual.

So

If with Wise Recycling Limited you are paying the same price or less than you do with your previous supplier,

AND

A further 10% of the value of your order goes to your charity,

AND

You can have a 30-day credit account to make payment simple and easy,

THEN why wouldn't you use your own banner link through which to purchase your own office printer cartridge requirements ?

If you would like to open an account then please visit <http://wiserecycling.co.uk/accounts/> Otherwise go to www.wiserecycling.co.uk and click the "Open and Account" link on the right hand side. It takes two minutes and your account will be open and available to use immediately.

All monies due to a participating charity during any given month will be calculated at the month end. Once calculated, the funds will be transferred to the charity on the seventh day of the following month. If funds due are less than £50 then the amount will be held over and included in the following months figures. Funds due amounting to £50.00 and above will be transferred.

We would be pleased to answer any questions you may have. Please don't hesitate to call Nick Ratcliffe directly on 01507 464 314 or use any of the contact details set out below.

Kind regards

Nick

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