

# PROTECT WHAT MATTERS. BE BATTERY SAFE.

## Campaign Playbook for Municipalities

### How to Use the Toolkit

As a Call2Recycle collection partner, you play a vital role in helping educate your residents on how to **Be Battery Safe** and **Protect What Matters** – their homes, families, community, and the environment. This ‘how to’ guide will provide tips on utilizing the **‘Protect What Matters. Be Battery Safe.’** toolkit to promote safe battery practices in your community.

---

### Step 1: Explore the Toolkit Resources

- Familiarize yourself with the toolkit contents: browse the various resources offered, including social media posts, press release templates, newsletter content, website content, etc.
- Determine which resources best align with your current communication channels or could be easy to implement.

### Step 2: Planning and Preparation

- **Audience:** decide who you want to reach - staff, the general public, businesses? This will inform your selection of resources, communication channels, and how you tailor your message.
- **Timing:** review your existing outreach calendar to determine if these messages can be integrated. If not, identify a workable timeline with a targeted date to deploy.
- **Resources:** Identify and assign resources for your outreach effort, including designating an outreach lead.
- **Prepare your space:** if you will be directing residents to your location as a drop-off site, create a clean, covered area for easy battery drop-off. Ensure you have plenty of boxes (or drums) on-site. Need more? Contact [customerservice@call2recycle.ca](mailto:customerservice@call2recycle.ca).
- **Direct residents:** provide clear signage on where the drop-off location can be found, along with what's accepted and how to prepare batteries (bagging/taping).

## Step 3: Implementation

- **Social media:** Customize supplied assets with your logo. Create a calendar and schedule consistent posts using the provided content or adapt it to align with your planned efforts.
- **Press releases:** Customize and localize the provided press release to include your site location details (address, operating hours). If hosting a collection drive, incorporate all relevant event information such as dates, times, and accepted battery types into the press release before distributing it to local media outlets.
- **Newsletters:** Integrate pre-written content or adapt the copy for distribution via your community newsletters, emails, or bill stuffers.
- **Website:** Develop a new webpage or enhance an existing one to include battery safety tips and a link to [recycleyourbatteries.ca](https://recycleyourbatteries.ca) for ongoing education.

## Step 4: Track and Measure

- **Monitor engagement:** Track website traffic, social media reach, newsletter open rates, etc. to understand what resonates with your community.
- **Track battery collections:** Monitor battery collection volume and the **adoption of safe practices** (e.g., increase in batteries with terminal protection before drop-off).

## Step 5: Maximize Reach

- **Partner with local organizations:** Collaborate with schools, fire departments, or businesses to amplify your reach through their established channels.
- **Expand your outreach:** Consider hosting a collection event or a facility tour to create more touchpoints with your community and showcase your commitment to safe battery handling.
- **Other ideas:** Contact Call2Recycle for additional resources or support in developing your outreach plan.
- Contact us at [communications@call2recycle.ca](mailto:communications@call2recycle.ca).

---

By utilizing these strategies and the **'Protect What Matters. Be Battery Safe.'** toolkit, you can help your community better understand how simple battery care can protect people, property, and the environment.

**For more information,  
visit Call2Recycle's Safety Resources at:  
[call2recycle.ca/safety](https://call2recycle.ca/safety)**