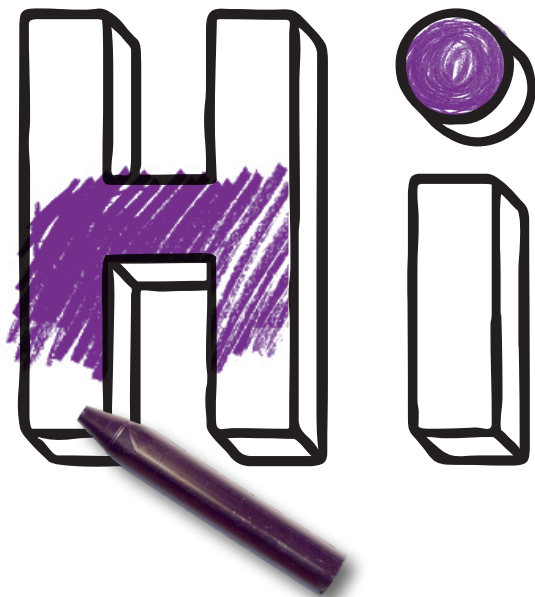




Community Playbook





WELCOME to our Community Playbook. It lays out all you need to know about The Crayon Initiative, including how to run a successful collection drive, suggested project activities and fundraising ideas. Thank you for your interest in helping a great cause!



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OUR COLORFUL BACKGROUND



The Crayon Initiative was born one night when Bryan Ware and his family went out to celebrate his 40th birthday.

As his boys sat coloring with crayons provided by the restaurant, Bryan wondered, “Where do these crayons go when all the people go home?”

Turns out, it’s the landfill—creating a big waxy mess that never biodegrades. Why, thought Bryan, couldn’t they be re-used to create more joy in the world?

He took the crayons home that night and got busy, figuring out the art of collecting and sorting old crayons, melting them down, and remanufacturing them in a bright, clean, paper-free form.

Consulting an occupational therapist, he created his new crayons’ unique design—large and three-sided, not round—so they’re easy for kids to grip and can’t roll off hospital trays. Finally, he developed a network for sending free crayons to kids in hospitals all over the country.

Since then, over 3 million great volunteers have rolled up their sleeves to help us grow—through their schools, restaurants, community groups and corporate team-building events.

OUR WORK



Millions of pounds of crayons are discarded every year across the United States.

The Crayon Initiative collects used and unwanted crayons donated from homes, restaurants, and schools across the country, then melts them down and remanufactures them, reducing environmental waste.

Best of all, the recycled crayons are distributed to child life programs at children's hospitals in all 50 states, to brighten the lives of young patients during their stay.

These programs provide countless children with a creative outlet to express themselves, while at the same time helping to ease anxiety. They also enhance problem-solving and critical thinking skills, while promoting creativity and imagination.

When the patients at our partner hospitals finally get to go home, they often take our crayons with them because they represent a happy memory during an otherwise uncertain time.

HOW TO SET UP A COLLECTION DRIVE



Starting a collection drive in your neck of the woods is a fantastic way to support your community and help kids in hospitals.

First, set up collection boxes or bins at your schools, places of worship, community centers, and other local gathering places. The Crayon Initiative can send you small boxes or you can design your own. Just print out and apply our crayon recycling sign to the boxes and watch them fill up all year long!

To give your campaign a boost, you can download and print flyers to post around the neighborhood or to supplement your newsletters and packets. We also recommend having volunteers create their own posters to spread the word about their participation in The Crayon Initiative.

Printable signs are available at the end of this document. Finally, when you're ready, ship your crayon bonanza to us!

The Crayon Initiative
155 Railroad Avenue, Suite E
Danville, CA 94526

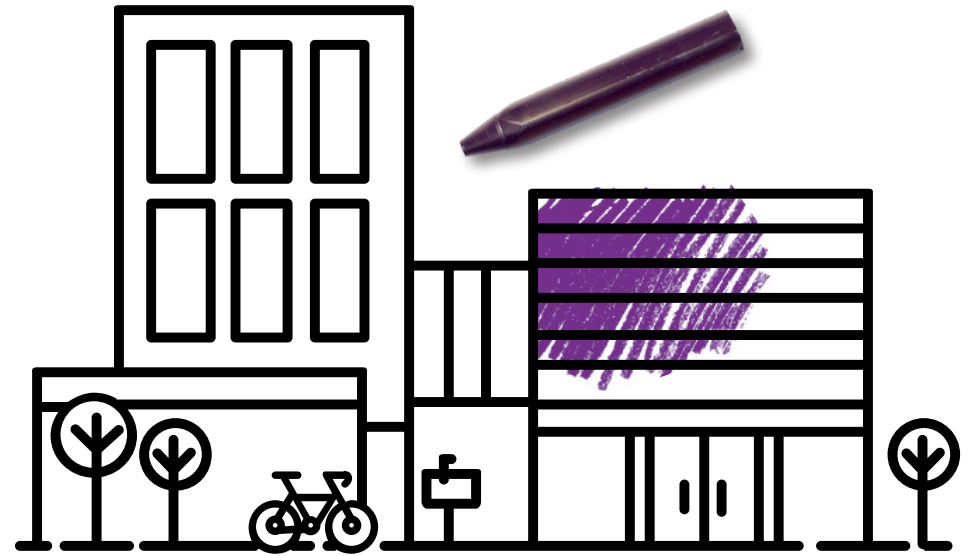
We suggest inquiring with local businesses and organizations to see if they would also like to donate their crayons or cover your shipping costs as a sponsor.



SUGGESTED ACTIVITIES

DISCUSSION QUESTIONS What are crayons made of? What happens to crayons when people are finished using them? How long does it take for crayons and other items to decompose? What is recycling and why is it important? Can crayons be recycled? How can your old crayons help someone else? How are used crayons melted down and remanufactured into new ones? What else do you recycle at home?

TALKING POINTS Sixty tons of crayons are manufactured every day. Millions of pounds of crayons are discarded annually throughout the U.S. Wax crayons are made of petroleum, a chemical that is toxic to our environment. If we don't recycle crayons, they eventually end up in our landfills and never biodegrade. Fortunately, The Crayon Initiative can melt down old, broken crayons and transform them into new ones.



DESIGN SORTING BOXES Encourage volunteers to decorate their own sorting bins/boxes—one representing each color—and fill them accordingly with collected crayons. We sort colors into red, orange, yellow, green, blue, purple, pink, white, black and “everything else.” *Please note that sorting is optional (but quite helpful).*

COLOR DAYS Assign a different color to each day on the calendar. Have volunteers create crayon art based on each day's color scheme and then place their used crayons in the appropriate box for that day.

COLOR SONGS Incorporate color-themed songs into your program. You can sing or play these songs while sorting the colors. Here are links to a few examples:
[*Busy Beavers: Color Songs Collection Vol. 1*](#)
[*Learn Colors & Objects Song*](#)

SUGGESTED ACTIVITIES

CONTINUED

FUN READING MATERIAL We recommend two great picture books that appeal to younger volunteers: [*The Day the Crayons Quit*](#) and [*The Day the Crayons Came Home*](#) by Drew Daywalt and Oliver Jeffers.

VISIT LOCAL ESTABLISHMENTS Volunteers can visit local restaurants or related companies/organizations that might be willing to contribute to the group's collections. This might also be a good way to get local sponsorship for shipping costs.

COLLECTION COMPETITION Have the volunteers start their own mini-drives and see who can collect the most crayons/donations.

VIDEO PROJECT Create a video that can be presented to younger volunteers about The Crayon Initiative and what your group's plans are for collecting. (Ideally, this would be done at the start of your campaign and used as an introduction to all group levels. Or this can be used for the following year's campaign.)

STOP MOTION ANIMATION PROJECT Create a stop motion animation piece that depicts the life cycle of a crayon, from its use as an artistic tool to the recycling process to its rebirth as a new crayon.

DECORATE FURNITURE Purchase white, recyclable cardboard furniture from Flatgoods.com (or acquire some through a donation), then have your volunteers assemble, color and decorate the items. If you have multiple pieces, consider making this activity a contest.

Cardboard, when designed properly, can be just as strong as wood. It uses far less "tree" than actual solid wood and is so lightweight that it reduces shipping costs. The furniture is easy to assemble with a few folds and will last one-to-three years before being fully recycled again. You can use the cardboard furniture at future meetings or auction it off as a fundraising exercise.

VOLUNTEER SORTING PARTY Once your collection campaign has ended, have the volunteers organize and host a party to sort the donated crayons by color and prepare boxes for shipping. Invite the local media to cover this event and spread the news about your group's campaign to the community.

FUNDRAISING

Since The Crayon Initiative's humble beginnings in 2014, the charity has grown at a phenomenal rate. But there is still a lot more that we want to accomplish.

Our goal is to reduce the volume of crayons that end up in landfills by hundreds of thousands of pounds annually, while increasing by tens of thousands the number of hospitalized children we supply with remanufactured crayons.

Please consider launching a fundraising effort to help us achieve our dream. Raised funds will be allocated toward purchasing additional crayon molds, securing a longer lease, and purchasing equipment that will allow us to operate more efficiently.



Here are a few ideas for how you can raise money for The Crayon Initiative!

COLORFUL CAKES BREAKFAST Host a pancake & coloring breakfast (with paper lining and tons of crayons!)

ART SHOW Showcase art made by the community, then auction it off or sell it.

RECYCLED CRAFT FAIR Sell crafts created by children and/or families from your community.

COLOR-A-THON Ask for donations based on how much you can color.

RECYCLED CAN AND BOTTLE DRIVE

PEER-TO-PEER FUNDRAISING

COINS FOR CRAYONS COLLECTION DRIVE

COLORFUL FUN RUN

DECORATED FURNITURE Auction off decorated cardboard furniture from Flatgoods.

LOCAL RESTAURANTS Ask them to host a Fundraising Night in which a percentage of their proceeds go to The Crayon Initiative.

TOOLS

In addition to these pages, you'll find more tools on the **Resources** page at thecrayoninitiative.org

Logo (.ai, .eps, .jpeg, .png) Click on image to download.



TOOLS

Recycling Signs (8.5" x 11") Click on image to download.



CRAYONS

Millions of pounds of crayons are discarded every year, turning into a waxy sludge that clogs our landfills. With your help, we can recycle and remanufacture them into new, free crayons for kids in children's hospitals across the U.S.

Learn how you can pitch in at thecrayoninitiative.org



Visit Website



THE Crayon INITIATIVE

- @thecrayoninitiative
- The Crayon Initiative
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- @ ShareYourColors



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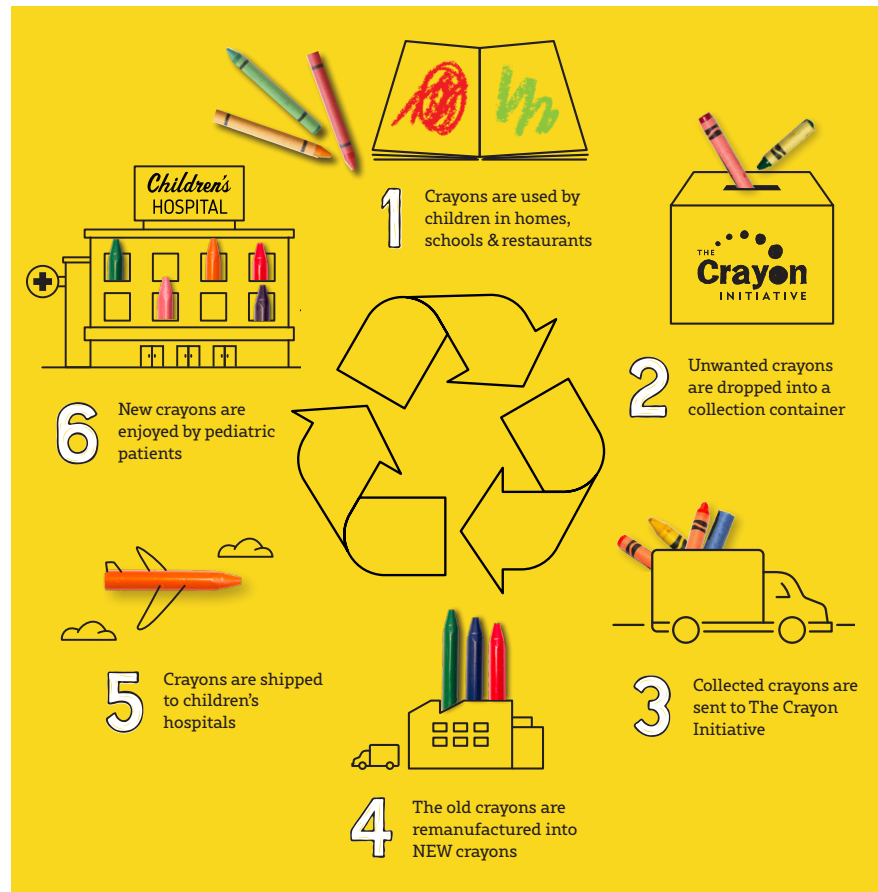
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TOOLS

Flyer (8.5" x 11") Click on image to download.

WHAT HAPPENS TO YOUR UNWANTED CRAYONS?

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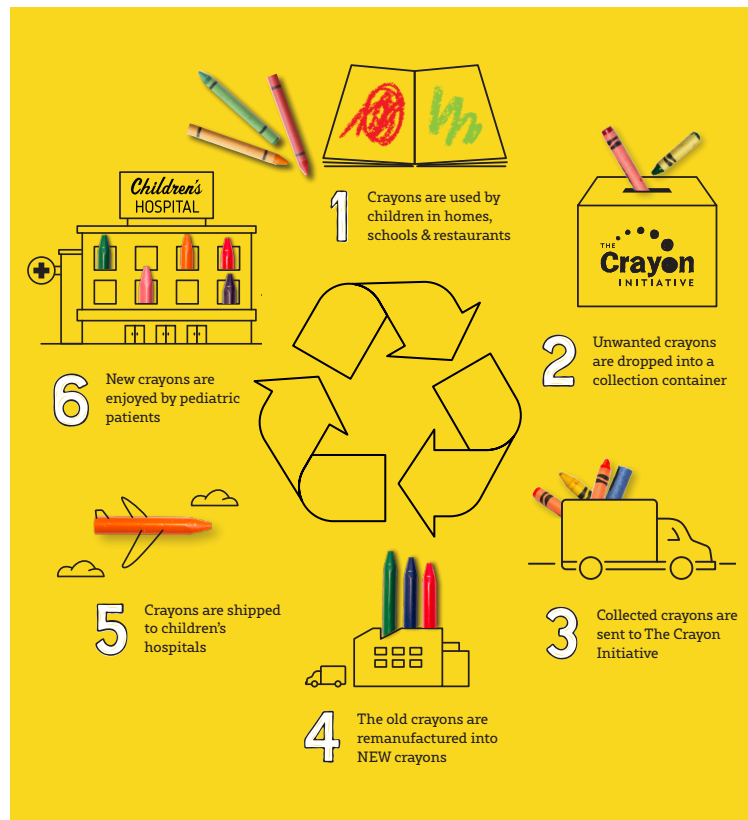
[@thecrayoninitiative](https://www.facebook.com/thecrayoninitiative) [The Crayon Initiative](https://www.instagram.com/thecrayoninitiative) [@thecrayoninitiative](https://www.linkedin.com/company/thecrayoninitiative) [@ShareYourColors](https://twitter.com/ShareYourColors)

TOOLS

Poster (11" x 17") Click on image to download.

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[@thecrayoninitiative](https://www.facebook.com/thecrayoninitiative) [The Crayon Initiative](https://www.instagram.com/thecrayoninitiative) [@thecrayoninitiative](https://www.linkedin.com/company/thecrayoninitiative) [@ShareYourColors](https://twitter.com/ShareYourColors)

TOOLS



Leave Behind Cards (8.5" x 11") Click on image to download, then print on Avery product #8869. These cards can also be found in our [store](#).

HELP US DRAW SMILES WITH KIDS

The Crayon Initiative recycles millions of used crayons that would otherwise go to landfills—and gives new, remanufactured crayons to kids in hospitals across the United States. Partner with us now at thecrayoninitiative.org.



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TOOLS

Collection Boxes

(9.5" x 5.5" x 7.0625") Click on image to order from our store.

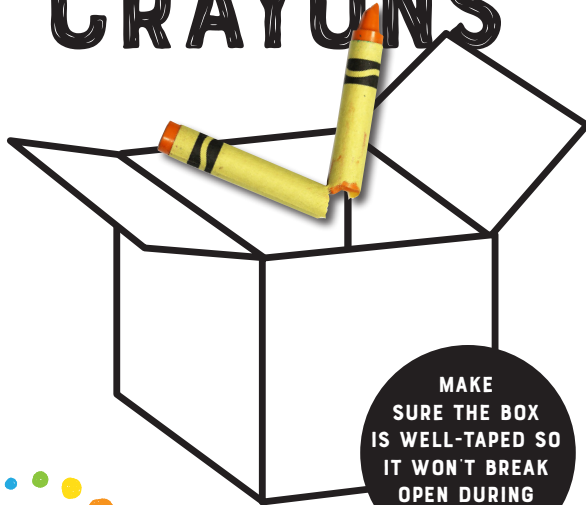


TOOLS

Shipping Instructions

(11" x 8.5") Click on image to download.

HOW TO SHIP YOUR COLLECTED CRAYONS



155 Railroad Ave., Suite E • Danville, CA 94526 • thecrayoninitiative.org

STEP 1: GET A BOX

Select an appropriately sized, sturdy box. For larger collections, we suggest the following from Home Depot: tci.to/ShippingBox (link is case sensitive).


STEP 2: PREPARE THE BOX FOR SHIPMENT

Empty your collection box or container of crayons into the shipping box (so the collection box/container can be reused.) Shake down the crayons, and pile in as many as possible. **Make sure box is well taped** so it won't break open.

STEP 3: CREATE A SHIPPING LABEL

Go to tci.to/SendCrayons (link is case sensitive) to access our nonprofit shipping rate. Fill out the **Create a Shipment** form.

Click **Get Quote** to see your shipping cost. (We kindly ask everyone sending us crayons to cover their own shipping costs as part of the donation. We've negotiated a great discount rate on your behalf, and The Crayon Initiative does **not** see or hold onto your credit card information.)

Click **Review** to proceed, then click **Confirm** and click  **Print all labels** to print your labels on plain printer paper.

Tape each label securely to the sealed box and **drop off** at any **UPS location**.

A copy of all labels will also be sent to your email inbox.

THANK YOU!

TOOLS

Individual Certificate

Click on image to personalize and print.



CONTACT

QUESTIONS?

Email: communityprogram@thecrayoninitiative.org

THE CRAYON INITIATIVE

155 Railroad Avenue, Suite E
Danville, CA 94526

thecrayoninitiative.org

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