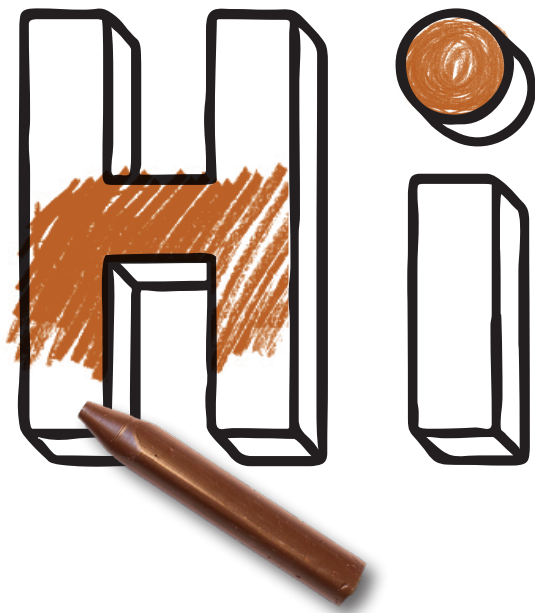




Restaurant Playbook





WELCOME to our Restaurant Playbook. It lays out all you need to know about The Crayon Initiative, including how to set up a successful collection drive, and other ways to get involved, with links to useful materials for downloading. Follow this simple recipe and turn your leftover crayons into smiles for kids in hospitals across the country.



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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 crayon collection drive in your restaurant is a fantastic way to support your community and help kids in hospitals. Here's a step-by-step guide for you to follow:

COLLECTION BOXES To begin, set up a collection box inside your restaurant for patrons and/or employees to drop off their used restaurant crayons. For a nominal cost, we can ship you an official The Crayon Initiative box for you to put on display. Simply order from our Store [here](#).

As an added benefit, our countertop boxes are dishwasher safe and can be easily opened and closed for dumping and cleaning.

Or, feel free to design a box yourself for the back of your house. Just print out and apply our crayon recycling sign to your box and watch it fill up all year long! Printable signs are available at the end of this document.

EMPLOYEE PARTICIPATION Instruct your employees to place used table crayons in your designated collection box instead of discarding them after the customers' meals. Designate several staff members as captains in charge of the program and make them responsible for optimizing customer engagement and employee participation.

To help establish buy-in from your employees, we have created an introduction video to The Crayon Initiative that you can share. [Watch it here](#).

We also encourage you to send us exciting updates about your campaign, including pictures of you, your restaurant staff and your patrons pitching in. Share your social media postings about The Crayon Initiative so that we can repost them!

CUSTOMER ENGAGEMENT

There are many great ways to encourage your patrons to donate crayons and funds to our cause. Consider promoting The Crayon Initiative on your menus (adult and kid versions), on coloring and activity placemats, on tent cards, or in bill folios. We're also happy to supply you with information flyers that you can hang on your windows or bulletin board.

Feel free to get creative – maybe even name a menu item or specialty drink after us!

Additionally, here are some compelling facts you can share with your patrons and employees:

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.

Consider the following wording for your customer message:

Your Restaurant Name: A Proud Partner of The Crayon Initiative

Millions of pounds of crayons are thrown away every year, turning into a waxy sludge that clogs our landfills. The Crayon Initiative collects donated crayons from restaurants, schools and homes across the country, then melts them down and remanufactures them, reducing waste. Better yet, the recycled crayons are distributed to art programs at children's hospitals across the U.S., brightening the lives of young patients during their stay.

Become a Crayon Advocate! Start today by dropping your crayons in the collection box after your meal. And ask your family, friends, and schools to join our cause! Learn more at **thecrayoninitiative.org**.

Show us how you share your colors. Share your artwork or a photo of your donation! **@thecrayoninitiative #thecrayon-initiative #shareyourcolors**

One free pack of crayons can draw a thousand smiles.

FUNDRAISING & DONATIONS



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.

Please consider launching a fundraising effort at your restaurant that can help us achieve our dreams. Raised funds will be allocated toward operating and improving our facilities, as well as purchasing additional crayon molds, and other equipment that allows us to run more efficiently.

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

HOST FUNDRAISER EVENTS that benefit our cause.

ONE DAY EACH MONTH, donate a percentage of your sales to The Crayon Initiative.

SELL A SPECIALTY MENU ITEM OR DRINK named after The Crayon Initiative. A portion of that item's sales can go to our charity.

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.

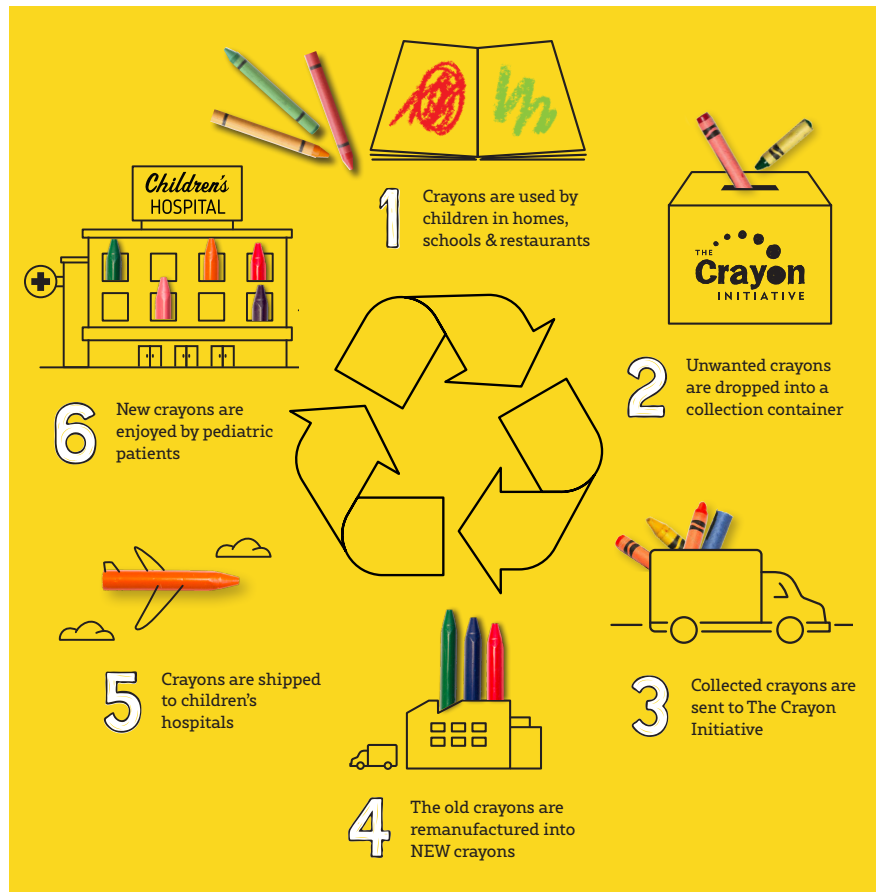


TOOLS

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

WHAT HAPPENS TO YOUR UNWANTED 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. Join us and color a life at thecrayoninitiative.org.



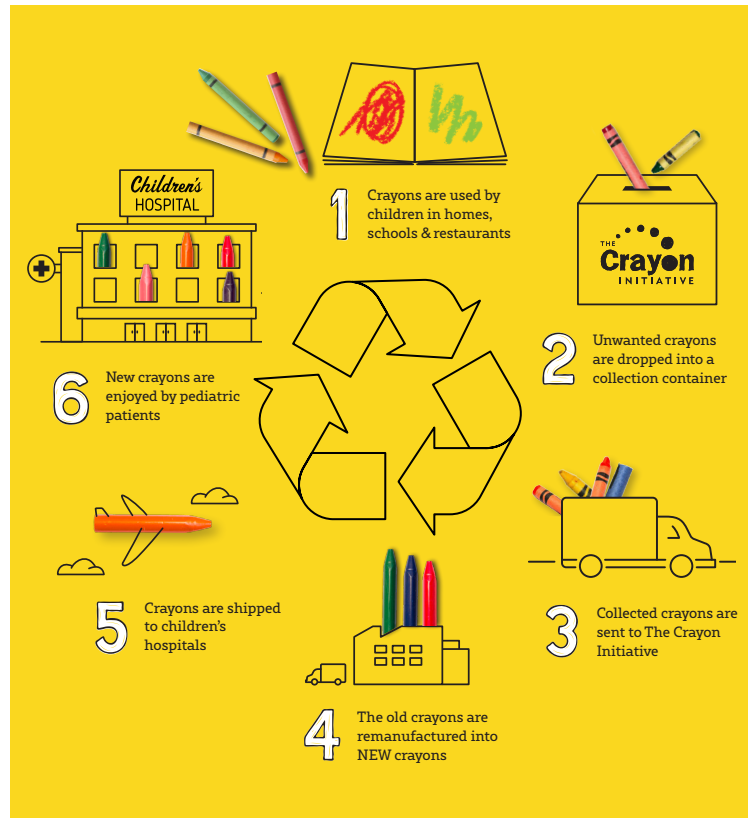
[@thecrayoninitiative](https://www.facebook.com/thecrayoninitiative) [The Crayon Initiative](https://www.instagram.com/thecrayoninitiative) [@thecrayoninitiative](https://www.linkedin.com/company/thecrayoninitiative) [@ShareYourColors](https://twitter.com/ShareYourColors)

TOOLS

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

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TOOLS

Collection Boxes

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



TOOLS

Table Card (5" x 7") Click on image to download.

HELP US DRAW SMILES WITH KIDS

We turn your leftover crayons into smiles for kids in hospitals, by recycling them through **The Crayon Initiative**. Help us keep tons of used crayons out of landfills—and put new, remanufactured crayons in the hands of children who can really use them. Get the big picture at thecrayoninitiative.org.

THE Crayon INITIATIVE

[@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)

Bill Folios (8.5" X 11") Click on image to download.

ONE FREE PACK OF CRAYONS CAN DRAW A THOUSAND SMILES.

We're turning your leftover crayons into smiles for kids in hospitals, by recycling them through **The Crayon Initiative**. Help us put new, remanufactured crayons in the hands of children who can really use them. See the big picture at thecrayoninitiative.org.

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[@ShareYourColors](https://twitter.com/ShareYourColors)

TOOLS

Restaurant Video

Click on image to watch video.



TOOLS

Restaurant Certificate

Click on image to personalize and print.

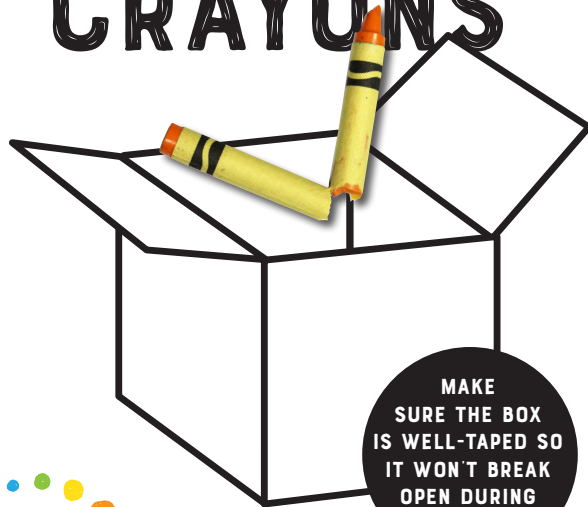


TOOLS

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!

CONTACT

QUESTIONS?

Email: restaurantprogram@thecrayoninitiative.org

THE CRAYON INITIATIVE

155 Railroad Avenue, Suite E
Danville, CA 94526

thecrayoninitiative.org

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