

# TRC Program Promotion Best Practices

The best strategy to help your company win the Banish Mercury Off the Planet is to actively promote your mercury thermostat recycling program and make it as visible as possible. The following ideas offer guidance on best practices to make you one step closer to winning the competition.

## Checklist

Is your TRC recycling bin visible to customers?	<input type="checkbox"/>
Are you displaying the TRC poster and/or window cling that initially came with your bin to advertise the program? If you need materials, please contact Danielle below.	<input type="checkbox"/>
Is your staff knowledgeable about TRC's program and mentioning the BMOP competition to customers?	<input type="checkbox"/>
Do you mention on your website that you're a TRC collection partner and provide a link to <a href="http://www.thermostat-recycle.org">www.thermostat-recycle.org</a> ? Please contact Danielle if you want a TRC collection partner logo to add to your website.	<input type="checkbox"/>
Have you confirmed all branch locations are participating and provided TRC your logo to use on TRC's website?	<input type="checkbox"/>
Are you running any special promotions to incent customers to bring in more mercury thermostats? See below for promotion ideas.	<input type="checkbox"/>

## Promotion Ideas

Offering small incentives can be an effective way to get your customers to bring in more mercury thermostats to recycle. These are easy promotion ideas to execute at the branch level:

- External promotion: each time customers return a mercury thermostat they get entered to win a prize determined by you.
- Internal promotion: hold a competition among your branches to see which one can recycle the most mercury thermostats. Winning branch gets a prize, such as a catered dinner.
- Delivery pick-ups: place a TRC container on your delivery trucks and have drivers ask customers for any mercury thermostats they have.

## Contact Information

If you need any additional materials, including branded merchandise displays for TRC's bins, contact TRC's Operations & Compliance Manager, Danielle Myers: [Danielle.Myers@thermostat-recycle.org](mailto:Danielle.Myers@thermostat-recycle.org) or 212-297-2105.