How to execute a successful Real PCs for Kids program in your community

STEP-BY-STEP GUIDE

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Program Introduction

The purpose of this document is to guide you and your school(s) quickly through the process of setting up and executing a successful campaign to secure, upgrade, and purchase as many "like new" Windows laptop PCs as you need. Whether you are looking for 50 laptops or 500, the process will be the same.

There are estimated to be over 40 million Windows PCs stashed away in homes all over the country, so there is a very high probability that there are more than enough in your community to meet the needs of your school and your students.

As you saw in viewing our program video, by offering to remove and return to the customer the PC's hard drive we are removing the main obstacle that has kept these PC owners from donating their old laptops in the past. This pandemic and the growing Digital Divide it has created will hopefully provide the motivation for these PC owners to bring that old laptop in for an upgrade and give it a new home with a local student.

The success of this program will be primarily the result of how effective a job your school does in conveying your need for these laptops to the members of your community and providing them with an easy way to donate. We are here to help you succeed in this effort and that success begins with carefully reviewing this document and contacting us if you have any questions along the way.

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Program Management

The most important decision that you need to make right away is deciding who is going to serve as your Real PCs for Kids program manager. To help you to select the right person or recruit the right volunteer, here are the primary responsibilities of the job:

1. Help determine how many $100 laptop PCs the school would like to be able to purchase (your goal)
2. Set up and manage the business relationship with your local PC drop-off and service delivery retail store partner
3. Evaluate your marketing options and put together a plan that fits the school's laptop volume goal while staying inside the marketing budget
4. Lead a "friends of the school" email and social media outreach campaign
5. Reach out to local merchants to support the program by displaying posters or signs (if needed)
6. Reach out to local media to seek free advertising (if needed)
7. Don't stop until the goal is met!
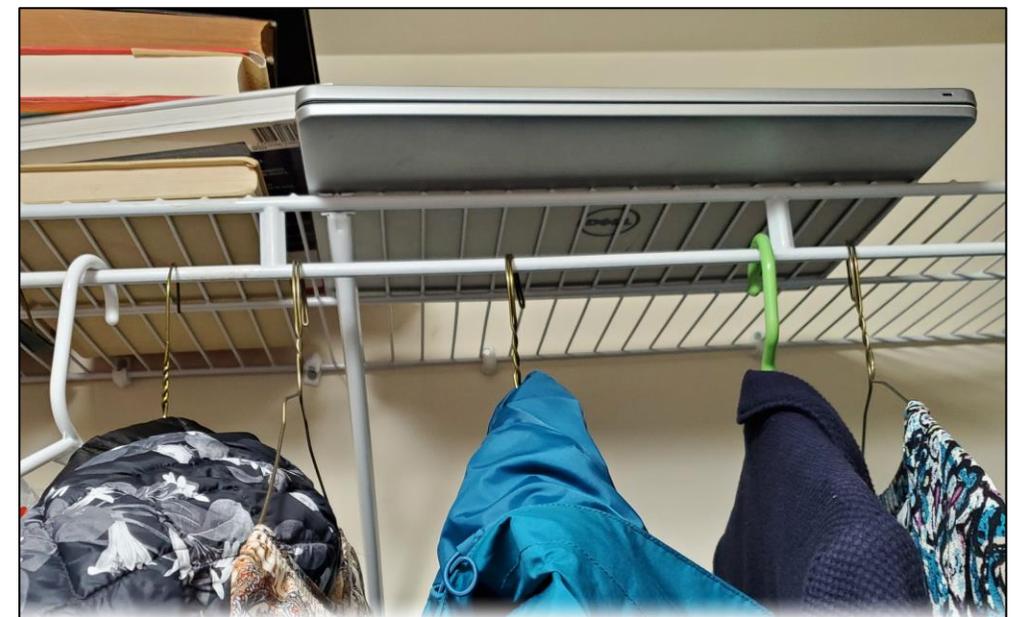
Selecting Your PC Service Partner(s)

If a local Laptop PC repair shop reached out to your school to offer their services, then that service provider is already a trained and certified CyberSpa FreshStart and StartFresh service provider. Having a volunteer store ready to support you is a great way to speed up the process.

CPR Stores (now owned by Assurant) has the largest number of electronics repair franchise locations in America. CPR Stores corporate is also supporting this program, so if there is a CPR store in your area, we will be happy to reach out to them on your behalf. If there is not, we will reach out to another franchise or independent repair shop and see if we can assist you in securing a local partner.

If your plan includes seeking to secure a larger number of units to support an entire school district and you believe that one drop-off and service location may not be enough, please let us know this and we will discuss with you your satellite drop-off options.

Over 850 locations Nationwide
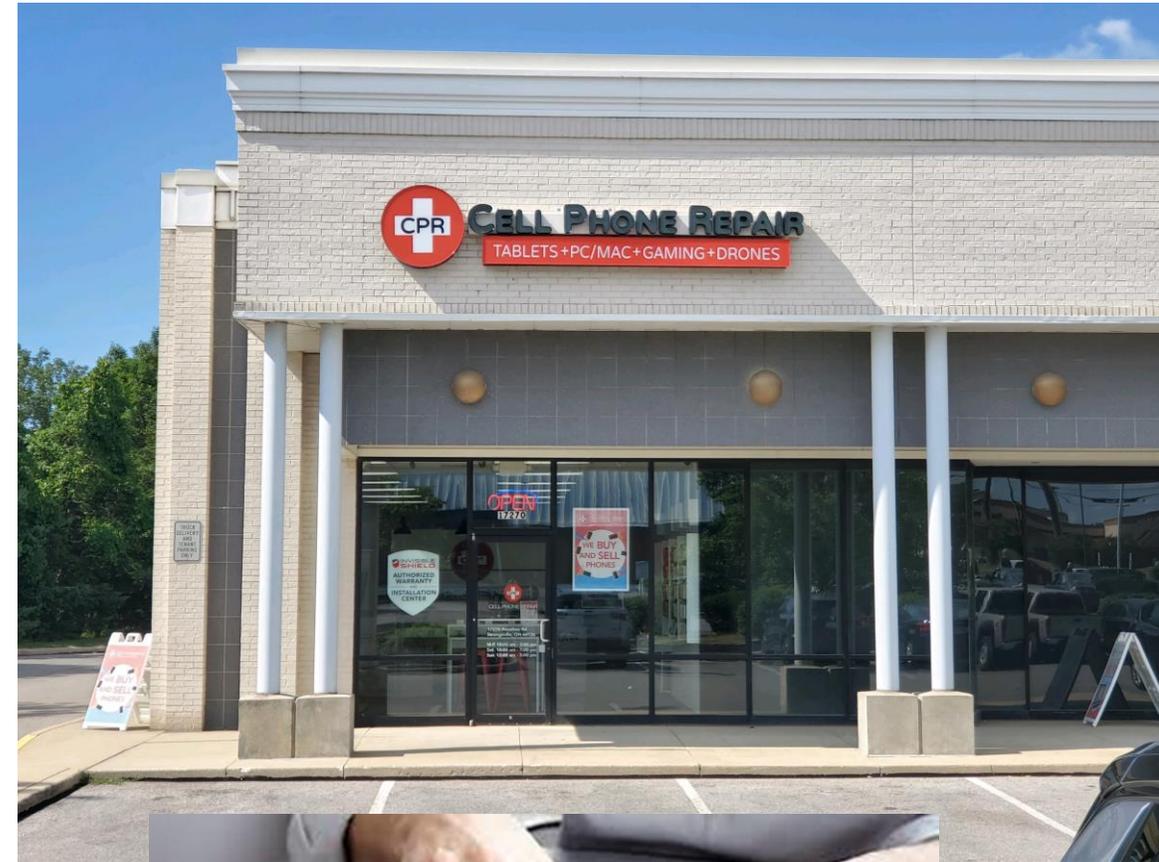
How it works

Your outreach campaign directs potential donors to our website where they can easily find your local retail store drop-off center.
They contact the store and schedule to bring their laptop in to donate and have the drive removed for them.

Find a Real PCs for Kids Donation Center near you:

21224

CPR Scottsdale North
Supporting kids in the Scottsdale, AZ area!
15689 N Hayden Rd #126, Scottsdale, AZ 85260, USA
480-499-5218
https://www.cellphonerepair.com/scottsdale-north-az/

GeekSeat
Open M-Sat: 10am - 6pm Sun: 12pm - 5pm
1411 Mountain Rd, Joppa, MD 21085, USA
(443) 356 6691
https://www.geekseatrepairs.com/

Setting Your Goals and Budget

The first decision that you need to make is how many of these upgraded laptops do you wish to purchase. The size of your need dictates the level of effort that will need to be expended for you to secure your target number.

The following represents our experience working with schools in the past looking for donated PCs.

❖ **25 laptops or less:** Believe it or not, If your school only needs 25 laptops or less for your students this can usually be achieved by a simple telephone / email outreach campaign to friends, neighbors, and family of your school's staff. Regardless of the size of your need this should always be your first step and part of your overall outreach strategy.

❖ **Between 25 and 100 laptops:** For this volume target you may need to add a social media outreach campaign on Twitter or Facebook

❖ **Between 100 to 500 laptops:** Adding posters in the windows of local stores, handing out mailbox flyers and expanding your email and social media campaign to local businesses and their employees should help you to reach this objective

❖ **More than 500 laptops:** If your campaign is for more than one local school, depending on the size of your need you should try to add local radio and TV outreach if that is available for free to non-profits in your community

❖ Do not forget, your PC service retail store partner will be advertising in their store and campaigning on your behalf!
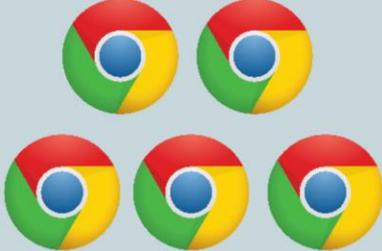
Setting Your Goals and Budget (cont.)

Cost for running your campaign will depend on the size of your need but should be minimal. This may include printing posters for stores in your area to display on your school's behalf or printing mailbox flyers to be distributed by volunteers in the more affluent neighborhoods in your community.

Your primary budget consideration is the $100 minimal cost per PC. This covers your PC service partners replacement drive, software, and labor costs. There may be an additional cost to purchase a new power cord for the donated laptop if one was not included. Your service delivery partner can take care of this for you.

Any donated and upgraded laptops that you choose not to purchase will be offered to other schools or local families in need by your service partner at program pricing.

For $1,000 Schools now have three options:

2 New PCs   5 Chromebooks   10 StartFresh PCs

SanDisk
REAL PCs
FOR KIDS™

Developing Your Campaign Plan

Now that you have set your goal and have your local service partner is onboard and ready to receive donations, it is time to decide on your campaign plan and execute it. Here is our recommendation:

1. Develop an email list of potential donors or friends and family members of your school's faculty who may know people who might be potential donors and will forward your request along. You want this outreach to become a chain letter moving around the community until the need is met.
2. Update your schools Facebook page and Twitter feed if you have one with this "Call to Action"
3. For larger volume campaigns, print out some mailbox flyers and see if you can get volunteers to distribute them in the more affluent neighborhoods in your area.
4. Go to your local big box office retailer and have them print out some posters that you can try and get displayed in local stores.

Customizable examples of the flyers, posters and email outreach messages can be found on our website at the bottom of the following page: https://www.cyber-spa.com/pcs4kids/

Don't forget to communicate regularly with your PC service partner to check on their progress and on the number of donated PCs upgraded so far.

Final Recommendations

If you can afford a few extra laptops, then get more and put a few away in storage for when the need arises. At just $100 each, these can be viewed as somewhat disposable. Your PC service partner will make sure that the machines are tested, upgraded and reliable, and the new drives being installed all come with full 3-year warranties, however, accidents and theft are still bound to happen in the months ahead.

Also keep in mind that this pandemic and the time critical nature of this need is going to be a big help and in getting people to participate, and so as they say you need to "strike while the iron is hot".

For schools that have budget issues and may find it difficult to come up with even that low $100 cost per laptop, seeking local donors who do not have an extra PC to offer but may be willing to help contribute to purchase one for the school is another option that you may want to consider.

PCs From Your Closet to Their New Classroom

Have an old PC lying around the house? Drop it off at one of our Real PCs For Kids donation centers and help a child succeed in school. We return your old drive for privacy protection, and each PC donation is tax deductible!

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Find a participating donation center in your area
https://www.freshstartmypc.com/donate