

316 1/2 s main st
suite 204
royal oak, mi 48067
248.582.9210 t
248.582.9212 f
info@tmprod.com
www.tmprod.com



Our Client

Recycling for Charities



What We Did

- Website Development
- Custom Web Software
- Website Maintenance
- Internet Marketing
- Search Engine Optimization

Our Opportunity

Everybody seems to remember their first cell phone. It was a big step forward in our lives, but can you remember all the ones you've gotten since then and what you did with the old ones? Enter Recycling for Charities, a non-profit organization committed to protecting the environment while simultaneously raising funds for charity organizations. They allow individuals, corporations and organizations across the United States an opportunity to protect the environment by keeping cell phones and wireless mobile electronics out of the trash and landfills. By donating these items, RFC then donates the proceeds to the charity of the participant's choice. The problem? RFC needed a website that allowed visitors to donate their old wireless phones, PDA's, palm pilots and digital cameras, but with the ability for the proceeds of the effort to benefit charities selected by the donor.

Our Solution

Ever charity-conscious, digital agency and website development firm TM went to work creating a website that allowed individuals to donate old cell phones, wireless cellular products, Palm Pilots and digital cameras. The online process was literally as simple as 1,2,3 with the user choosing a benefiting charity that receives a donation on behalf of their personal donation. The information is then submitted and the user prints out a custom shipping label and tax donation receipt. Charities are also encouraged to sign up to become beneficiaries of the general public's donations from Recycling for Charities. With TM's help, Recycling for Charities has to date received over 350,000 items from individuals, companies and fundraisers across the USA. Who knew that what we used to "reach out and touch someone" could benefit a charity and keep unnecessary waste out of our landfills?