



# Feeding a Community Through Fridge Recycling



- Program
- Campaign
- Results
- Lessons

# Program Overview



# Program Awareness



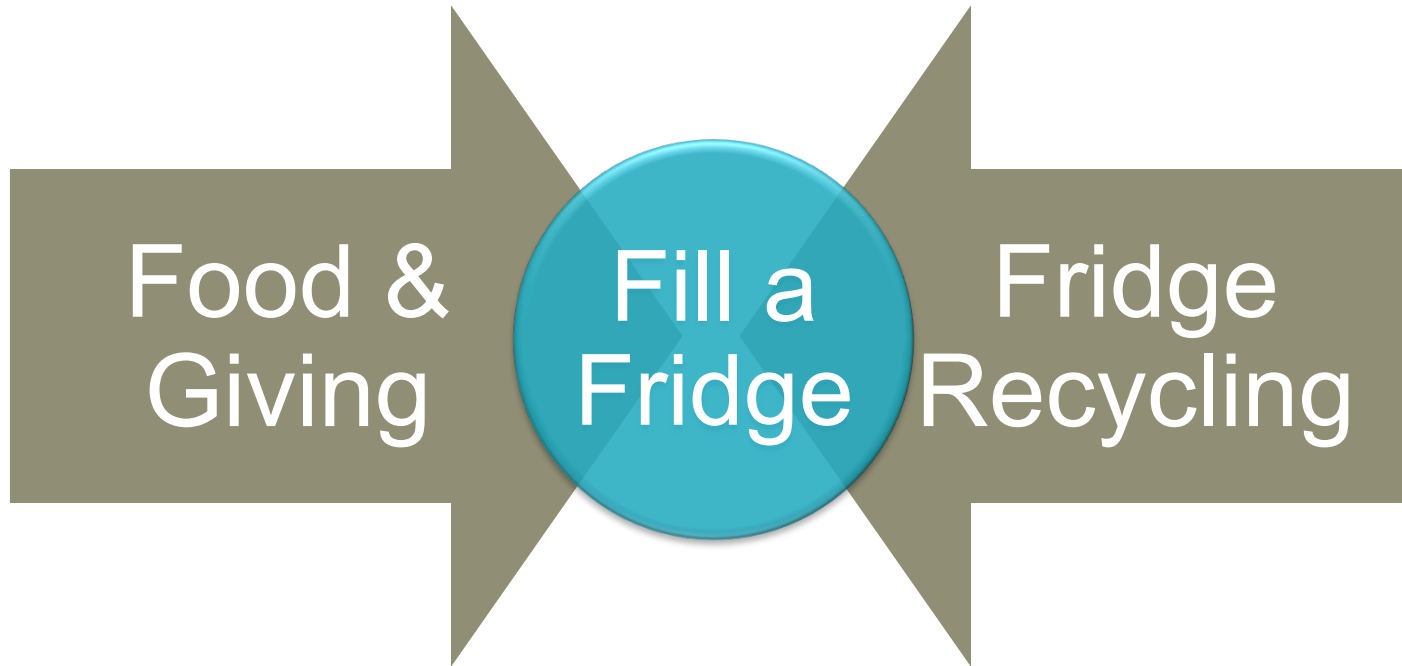
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Local  
Giving  
Personal  
Choice  
A bigger difference

Electricity  
Efficient  
Priority  
Utilities  
Recycle  
Responsibility  
Sustainable  
Carbon  
Conserve  
Energy  
Cost  
kWh  
Efficiency



# Campaign



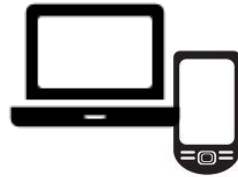
# Campaign Creative

# Campaign Mix

Print



Online / Mobile



Social



TV



PR



Calls



# Print



## FILL A FRIDGE BY RECYCLING YOURS

TURN YOUR \$40 INCENTIVE INTO 120  
MEALS THROUGH OREGON FOOD BANK.

**GETTING RID OF AN OLD FRIDGE** or freezer saves energy and can lower your bills by up to \$200 a year. Energy Trust of Oregon makes it easy to part ways, offering free pickup plus a \$40 incentive.

Want to make an even bigger difference with that \$40? From now through July, Energy Trust can help you donate your incentive to Oregon Food Bank.

Contact Energy Trust to get started. Qualifying units must be between 10 and 30 cubic feet and in working condition.



Visit [www.energytrust.org/fridgerecycling](http://www.energytrust.org/fridgerecycling) or call **1.866.444.8907** to learn more about fridge recycling and how to donate your cash incentive.

Recycling is available to customers of Portland General Electric and Pacific Power.



**EnergyTrust**  
of Oregon



# Online / Mobile



## 120 MEALS FROM A SINGLE FRIDGE

Recycle a fridge and support Oregon Food Bank with your \$40 incentive.

**+ SCHEDULE FREE PICKUP**



Recycle a fridge and support Oregon Food Bank with your \$40 incentive.

**+  
CLICK TO SCHEDULE  
FREE PICKUP**



## 120 MEALS FROM A SINGLE FRIDGE

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**+  
SCHEDULE  
FREE PICKUP**



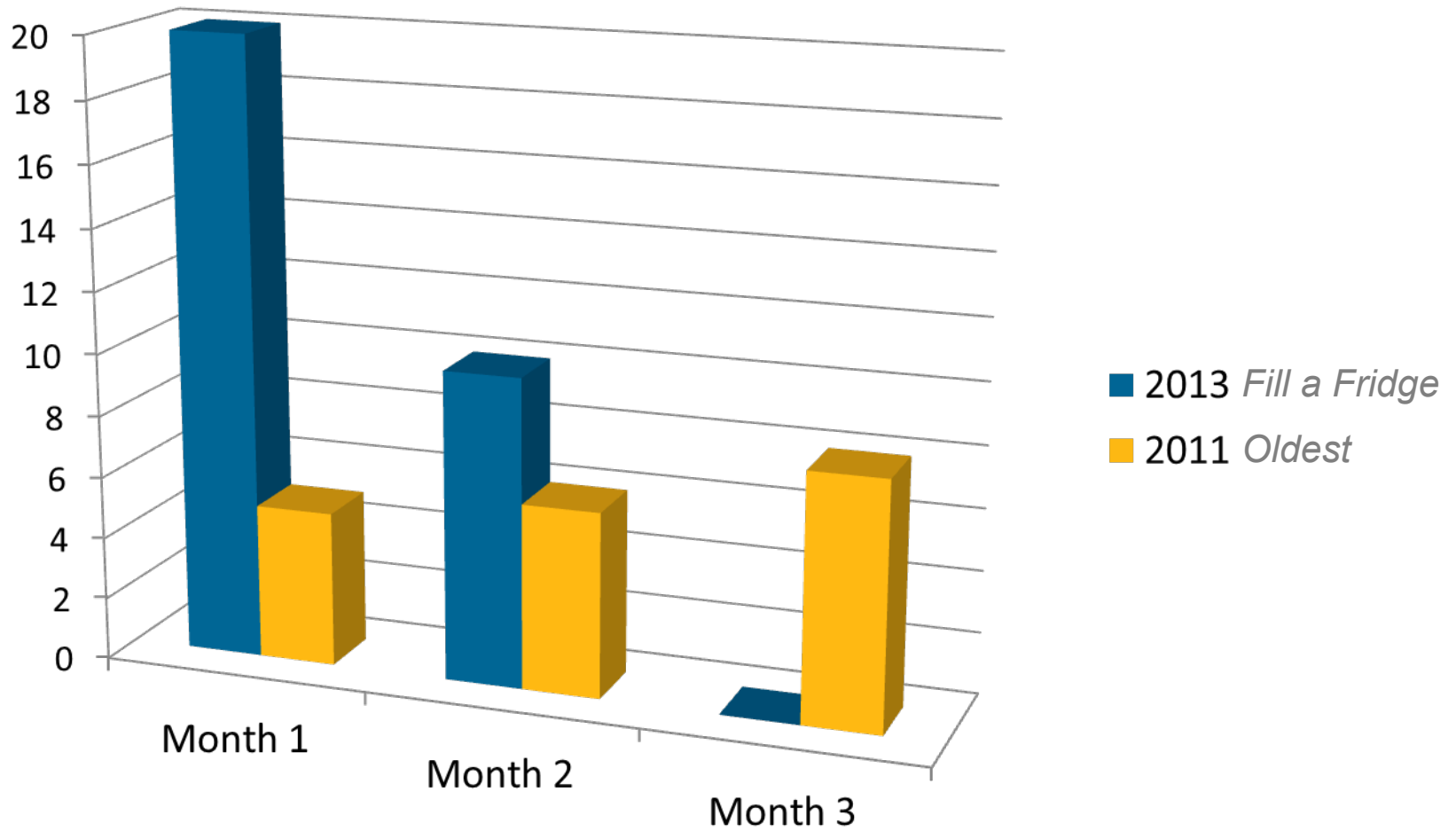


**Oregon Food Bank accepting fridge-recycling incentives as donations for three months** [oregonlive.com](http://oregonlive.com)

**How Energy Trust Makes recycling a real cool deal** *Sustainable Business Oregon*

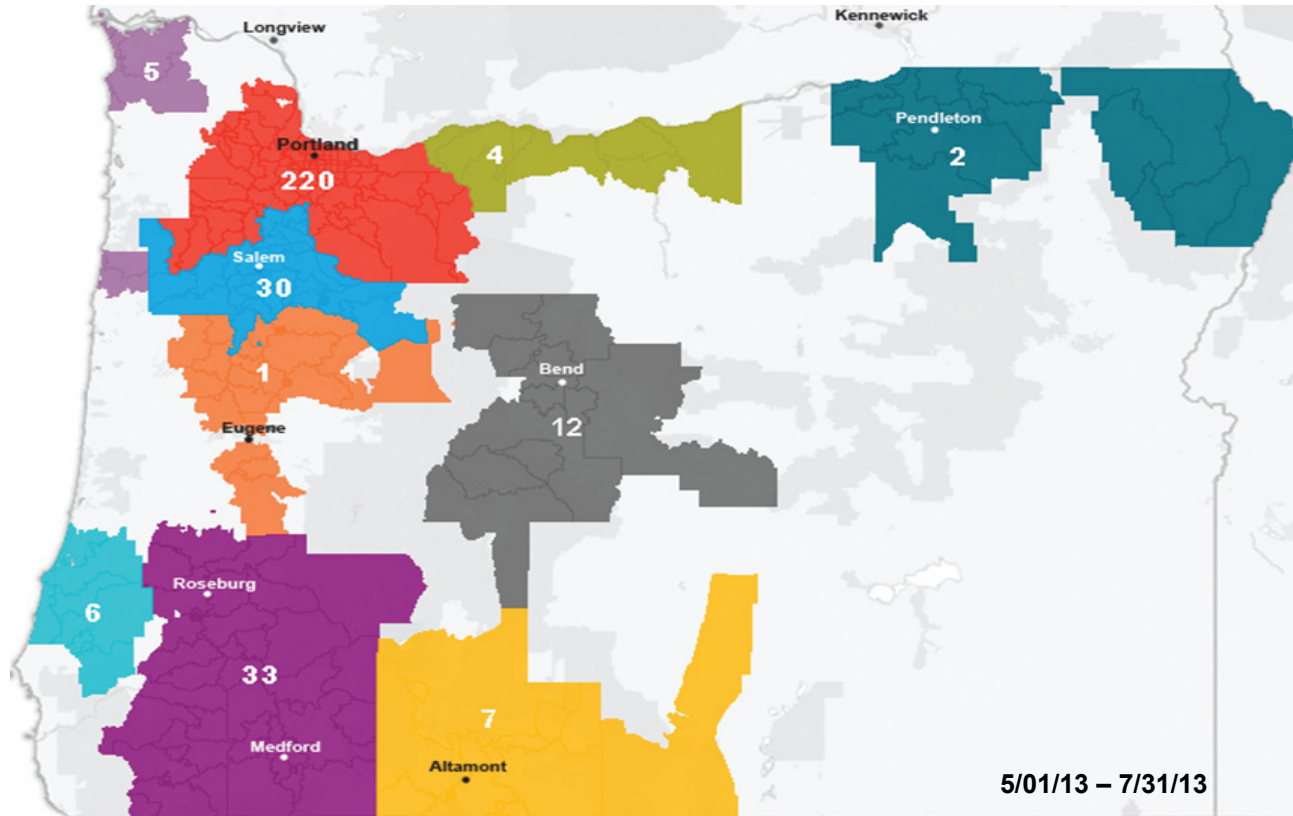
# Campaign Results

# Media coverage





# Incentives Donated



7% Donated  
over \$13,000 / 39,000 meals

# Key Take Aways

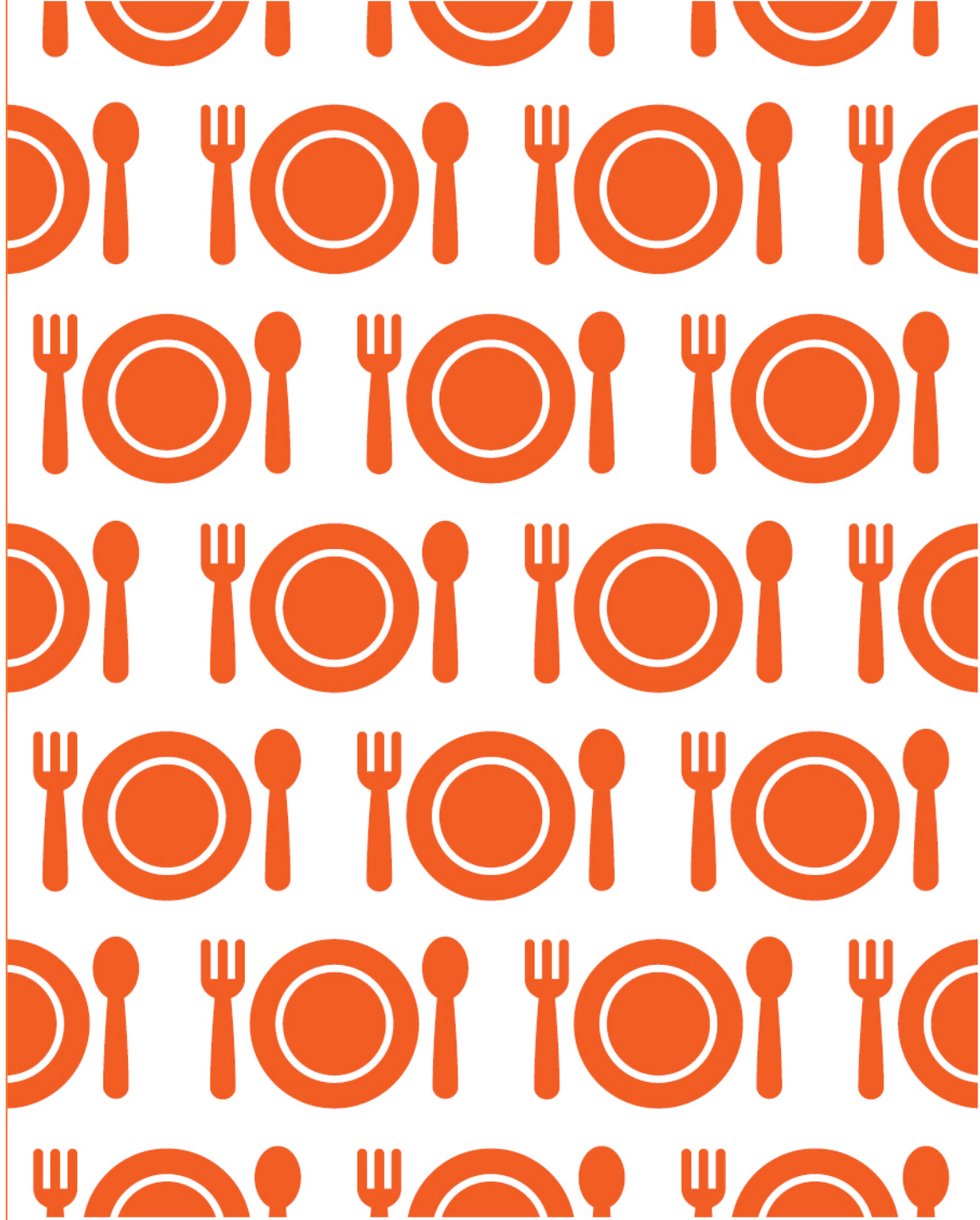
# Challenges

- Mature offer
- Other Food Bank promotions
- Media events



## Lessons Learned

- Community partnerships
- Expansion plan
- Call training
- Digital advertising
- Internal communication







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