Feeding a Community Through Fridge Recycling
• Program
• Campaign
• Results
• Lessons
Program Overview

- 2008: Launch
- 2009: Awareness
- 2010: Regional Fridge Drives
- 2011: Oldest Fridge
- 2012: 5 years
- 2013:
Program Awareness

Local Giving Personal Choice
A bigger difference
Campaign

Food & Giving

Fill a Fridge

Fridge Recycling
Campaign Creative
Campaign Mix

- Print
- Online / Mobile
- Social
- TV
- PR
- Calls
FILL A FRIDGE BY RECYCLING YOURS

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 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.

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

Energy Trust of Oregon
Oregon Food Bank accepting fridge-recycling incentives as donations for three months oregonlive.com

How Energy Trust Makes recycling a real cool deal Sustainable Business Oregon
Campaign Results
Media coverage

- 2013 Fill a Fridge
- 2011 Oldest
Incentives Donated

5/01/13 – 7/31/13

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