



GETTING STARTED

www.shpforcharity.co.uk

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OVERVIEW

ShP for Charity is a division of [ShP Limited](#) – a mobile phone recycling company that has over 6 years experience in the recycling market. [ShP Limited](#) works with networks, businesses, schools and consumers throughout the UK offering the complete mobile phone recycling service.

We have raised over £2 million over the last 6 years for great causes from a small children's hospice to larger more recognised charities.

All phones returned are reused, refurbished to be reused or recycled in the correct environmental manner in line with the [EU WEEE Directive](#). The majority of handsets can be reused and are sent to developing nations where affordability on new handsets is minimal. So what we see as waste can be used elsewhere – we aim to give old handsets a new life!

WHAT SHPFORCHARITY.CO.UK DOES

ShP for Charity is the complete mobile phone recycling service. Based online it is a fast and efficient service that has been specifically designed to help the general public raise extra funds for themselves and at the same time help raise money for a charity of their choice.

Our program allows you to massively reduce the costs of raising money through mobile phone recycling as we freely provide digital posters, flyers, search engine optimisation, marketing and both mass and individual e-mail shots as part of the service.

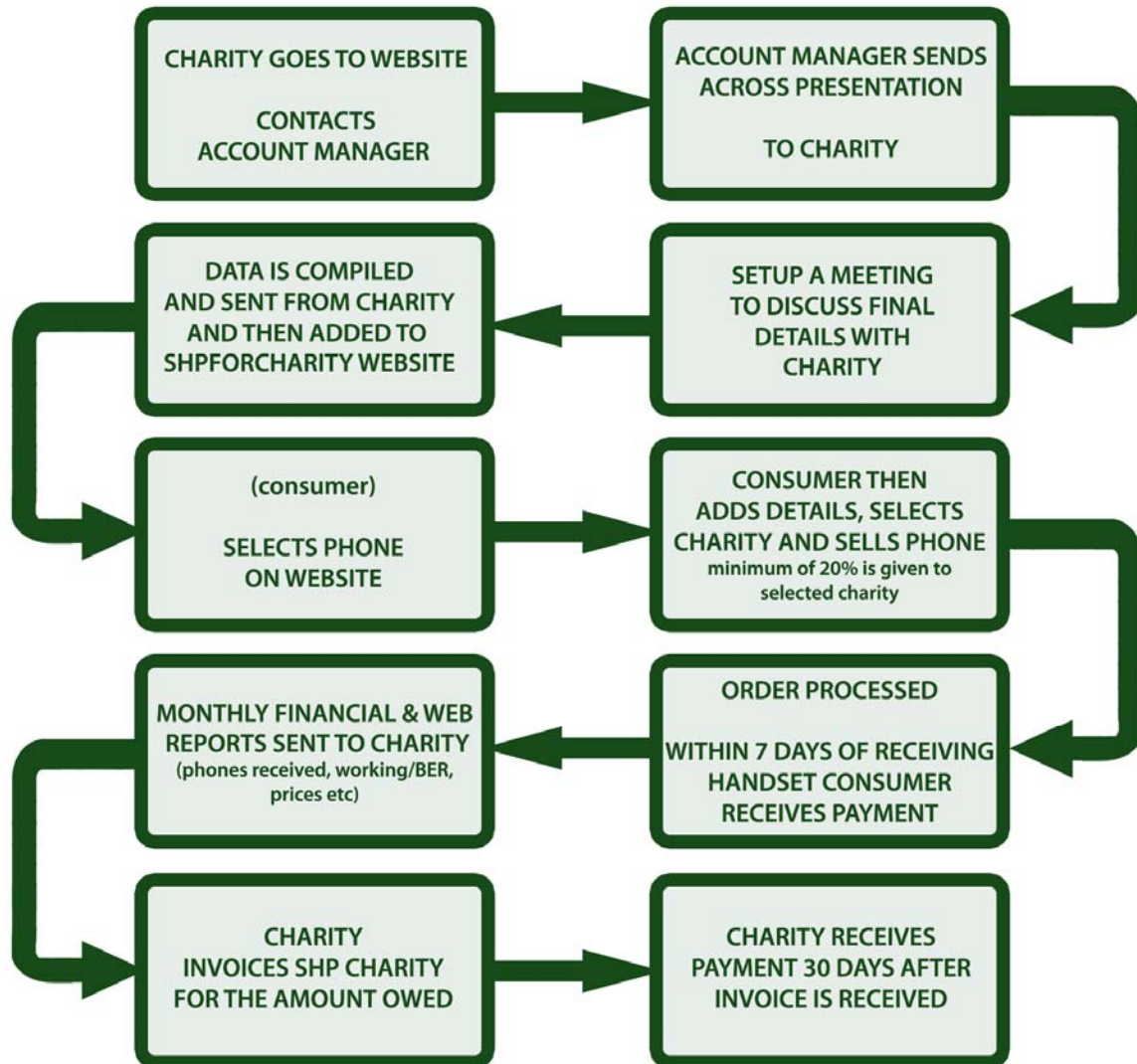
Furthermore, we take care of 100% of the administration work for you, from management and payment of the freepost address, 0845 number, payment and cheque processing, customer support and management reports.

All the consumer needs to do is complete the easy to follow 3 step process on the website, post their phone in a jiffy bag to our freepost address and we will send a cheque to them within 7 working days. We then donate a minimum of 20% of the total value of the phones to your charity and the consumer can choose to donate extra if they wish.

If you are a charity then please get in contact with us and we will be more than happy to give you further information on how it would benefit you to be one of the charities on our website.

THE PROCESS

The below process is the main cycle of how we set up your charity, the consumer/user selling their phone online to you receiving your donations from start to finish.



EMAIL MARKETING

As part of our service we can send a fully formatted graphical emailer out for free to any number of supporters you may already have email addresses for. We will create the graphic and layout based on the text you provide as the main body of the email, test it for every web mail format currently available (outlook, outlook express, gmail, hotmail, yahoo mail, etc) and then send it on your behalf.

We also offer full statistics based on number read, number clicked, un-subscribes, conversion rates, etc as part of the service.

To do this however we need assurance that your email list is vetted and that all members of the list have opted in to receiving e-mail from yourselves and business partners otherwise we cannot offer the service under the risk of being black listed as a spam generator.

HOW DO I JOIN SHPFORCHARITY.CO.UK?

It's simple! If you are interested in working with ShP Charity then all you need to do is download our setup PDF which lists everything that you need to send to us to get you set up on our website. Following this our dedicated account manager, Richard Bowden, is available to answer any questions regarding further set-up.

You can contact him via:

Telephone **07956 338 669**

E-mail richard.bowden@shpforcharity.co.uk