

EFA Update



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Arizona Recycling Coalition

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10:00AM

1. Currently 29 EFA members and 17 campaigns (see overview)

2. Campaign Season 2009-2010

- Great activity and participation in AMEX, JPMC, CFC, MCCCCD campaigns
- Anticipate receiving pledge totals in January/February 2010
- 2008-09 season yielded approx. \$93,000 in donations

3. AZ Recycling Coalition & EFA

- First campaign w/EFA – 2002-03
- AZRC Donation History:
 - ✓ 2003 - \$840
 - ✓ 2004 - \$1,700
 - ✓ 2005 - \$1,900
 - ✓ 2006 - \$2,500
 - ✓ 2007 - \$3,500
 - ✓ 2008 - \$4,800
 - ✓ 2009 - \$4,100 (approx)

4. Marketing EFA

- AZ's only 'green' choice in workplace giving
- New Website launched October 2009 – featured member, events, Facebook, LinkedIn
- New branding/marketing collateral in process
- Partnering with Valley Forward, AZ Green Chamber of Commerce, Local First AZ, AZ Alliance of Nonprofits, etc.
- PR efforts in process

5. Opening new campaigns

- Main targets for 2010 – NAU, Flagstaff, UofA, ASU, APS, SRP, Phoenix
- Many other targets – list available