



Urban Impact Community Shred Day Best Practices & Recommendations

Urban Impact is proud to partner with businesses and not-for-profit organizations in hosting Community Shred Days. Community Shred Days are an important part of our plan to give back to the communities we live and work in. In 2021 Urban Impact supported 8 local charities that collectively raised over \$20,000 for their causes!

Supporting the communities, we work and live in, is part of our corporate values.

Frequently Asked Questions

How do we book Urban Impact to help with our Community Shred Day?

Urban Impact confirms Community Shred Days in January of each year. If you had an event last year, please do not assume that you are confirmed for the following year. Please make sure to contact us by email at info@urbanimpact.com to discuss your planned event.

Tell us about your event: Which organization you will be raising funds for? What dates do you have in mind? Urban Impact will be in touch by mid-February to confirm if we can or cannot help you with your event.

What is the best time and day to hold a Shred Day?

We recommend a 10 AM start time and 2 PM end time. Urban Impact can only provide Community Shred Day on Saturdays. Shred Days work best in spring and fall. We do not recommend running a Shred Day on a long weekend or in the summer months.

When does Urban Impact's truck arrive at our Shred Day location?

Urban Impact's Onsite shredding truck will arrive at the location of your community shred event approximately 30 minutes prior to the event start time. The driver will ensure that the On-Site shredding truck is safely parked and set up to receive participants safely and efficiently.

Is there a cost to our organization for Urban Impact's shred truck and driver?

There is no cost for Urban Impact's secure shred truck and driver.

How much money can we expect to raise?

Community Shred Days can raise anywhere from \$1,000 to \$3,000 for a four-hour event! Marketing your event in the community is important- be creative and use social media and other avenues to promote your event. Shred Days often work well as one part of a full day of community outreach.

How much paper can the Shred truck hold?

Most events do not fill a Shred truck however it could happen! If the truck is going to fill up prior to the end of the scheduled event, Urban Impact's driver will let the organizer know. It is our recommendation that incoming participants be told that there will not be enough room to shred their material. If the truck fills, the event is over and hopefully your organization has raised lots of money! Urban Impact cannot empty the truck and return to the event (there is not enough time).

What can we do to make our event a successful fund-raising event?

There are countless ways to market your event! Here are some ideas:

- Email blast to your stakeholders
- Create a Facebook page for the event
- Handouts for kids to take home
- Posters
- Social media

We encourage you to be creative in your marketing efforts ... it certainly can pay off and go a long way in raising funds for valuable charity work.

Unloading Logistics

Assisting inbound drivers with moving their materials from the vehicle to the truck is an important part of the Shred Day. The organizing charity should arrange for a team to provide this part of the service.

Our recommendation is:

- 1 volunteer be assigned to help with traffic control,
- 2 volunteers be assigned to help unload vehicles and
- 1 volunteer be assigned to ask for the donation for those who arrive.

The driver will be busy operating the shredding vehicle and ensure that all items are handled securely and efficiently. If it is not busy, the driver will have time to help unload vehicles.

Donations

Your fundraising efforts are driven by donation.

We have found that providing a good customer service experience at the Community Shred Day does help with donations.

Make sure to assign someone the duty of asking for the donation 😊 A friendly face thanking them for coming and showing them where to make the donation is part of the fundraising! Volunteers should not assume that participants will donate, some persons need to be asked. We recommend a minimum of \$10 per box. Larger volume count can of course qualify for some discount – but don't be shy to ask for the donation.

How to run a successful Community Shred Day?

There are several key ingredients to running a successful Community Shred Day. Below, we have summarized our recommendations to help make your Shred Day a success:

- **One key contact person** who is assigned to organize all aspects of the event. We recommend that this person be in attendance during the event as well.
- **An event should be booked and confirmed each year.**
- **A busy community or grocery store parking lot** is an excellent location for a Community Shred Day.
- **Traffic cones to mark off the area.** Urban Impact will arrive with four traffic cones; it is always a good idea to have some more. The driver will help you block off and arrange a safe and clear area to hold your event and tell you about our safety protocol.

- **The area that is designated for the Shred Day should be blocked off for safety reason** so that participants can easily park and move their materials to the On-Site Shredding truck safely and efficiently.
- **At least 3 volunteers to assist the participants in moving their materials to On Site shredding truck.**
- **At least 1 other volunteer that is asking for the Shred Day donations.**
- **Examples of your charity's work should be readily visible to the participants of the Shred Day.** A tent and table with brochures about the great work your charity provides is an excellent way to engage attendees and obtain donations.
- **We have found that event organizers that provide treats** such as cookies, water or small snacks is also an excellent way to get a donation and make your event fun and interesting. Some organizations engage children by providing entertainment and fun games.

Is shredding safe and secure?

Shredding documents in Urban Impact's On Site secure shred trucks is the safest way to dispose of your confidential documents. Participants will be able to see their confidential documents shredded right before their eyes.

What happens to the cardboard boxes or bags people bring their sensitive documents in?

Urban Impact is happy to help to remove all cardboard boxes and plastics bags that participants use to bring their sensitive documents to the Shred Day. It is very helpful of the volunteers help flatten any boxes that accumulate. The cardboard boxes and plastic bags will be recycled.

What materials can be shredded?

Urban Impact allows for all types of paper to be shredded. A Yes No List is included.

Can we measure the amount of paper that is shredded?

Yes, please ask us and we will be pleased to provide the weight of paper that was shredded.

How much money did you raise?

We would really love to hear how successful your event is! Please make sure to tell us, we like to keep track how successful your charity has been!

Recognition for Urban Impact

Urban Impact provides an On-Site truck and driver at no charge to the charity. Although it is not a requirement, we do ask that you include Urban Impact in your marketing efforts about the event. We would appreciate that our logo (to be provided) be included on any emails, social media or print materials that you generate.

This is what a Community Shred Day can look like:

South Surrey Rotary Community Shred Day for PADS (Pacific Assistance Dogs Society)



Important Safety Recommendations for a successful Shred Day

Please note it is very important that you set up a safe and efficient Community Shred Day. Our driver has the right to cancel the shred day if safety protocol is not being followed. Urban Impact drivers are trained on best practices for a Community Shred Day. If you have any questions, please do not hesitate to ask them - they are happy to provide you feedback and recommendations. Please note ~ Depending on the interest in the event, it can be a very busy area with inbound cars, participants watching the shredding, participants talking to the organizers or passers-by.

- Truck will require approximately 7 parking spots.
- Truck should park perpendicular to the parking slots, up against the curb or side of the parking area.
- If your organization has tents and tables, we recommend that these be placed behind the truck.
- Driver will bring 4 traffic cones. Cones will be used to create a safe area for the driver to work.
- Each charity is responsible for providing extra cones to block off the area (see overhead view on next page)
- Early in the AM prior to start time, we do recommend that the area be blocked off, so that set up can happen quickly and as planned.
- Once the parking spots are full, do not allow other cars to enter area until a parking spot has been freed.



- Yellow outline area indicates the entire blocked off area for the Community Shred Day
- Yellow coloured in area indicates where participants park their vehicles.
- Red outline indicates where the On Site Truck should be parked
- Blue outline indicates where the tents and tables can be set up.
- X indicates where Urban Impact's driver will be working