Free Geek TechNOW Campaign

Business Participation Toolkit

Business Supporter Toolkit Overview

Thank you for your interest in becoming a TechNOW Business Supporter! **This Business Participation toolkit will provide you all the information and tools you need** to participate in the campaign. We hope you will unite with the Oregon business community, to give back and provide support to children and families across our state.

The toolkit includes:
- About Free Geek
- About TechNOW
- Campaign timeline
- Drop site schedule
- 3 easy ways to participate and how

If you have any questions about the TechNOW campaign please contact Nicole Frisch.

To confirm your participation and to be listed on the TechNOW site as a Business Supporter, please contact Kyle Ritchey-Noll.

FREE GEEK

We sustainably reuse technology, enable digital access and provide education to create a community that empowers people to realize their potential.

Sustainable Reuse
- Responsible recycler and technology reuse facility
- Processing 1 million pounds of e-waste annually

Digital Access
- Connecting our volunteers, local nonprofits, and K-12 students with technology
- Granted 72,620 technology devices since 2000

Education
- Offering free training on e-cycling, computer refurbishment to volunteers
- Providing free classes on computer basics, digital privacy, programming and more

About the TechNOW Campaign

WHAT: In partnership with Free Geek, the business community is uniting to launch the TechNOW Campaign - a series of contactless drive-through technology collection sites across the Portland Metro region over a two-week period beginning on May 27.

WHY: Current estimates show that more than 75,000 computers are needed by students across Oregon to support distance learning (not to mention additional essential needs like telehealth). That means tens of thousands of students are unable to access online learning, have limited ability to connect with teachers, cannot socialize with friends and more. As we look at the long term impacts of COVID-19 on our community and potential distance learning needs going into the fall, giving families access to technology is a lifeline to help students continue their educations and ensure that every child has the tools they need to thrive through this crisis.

WHO: Intel, First Tech Credit Union, Oregon Business Council – **and hopefully you!** View the full list of participating business coalitions and businesses.

- Since the pandemic, **demand for used laptops has spiked by nearly 4,000%,** from about 300 requests per month to 3,000 per week.

- It's estimated that **more than 75,000 students in Oregon don't have access to a computer** to engage in distance learning.

Campaign Timeline

1 **Host TechNOW Information Calls**
May 19, 21, 22

2 **Publish Social Content + Send Employee Communications**
Beginning Friday, May 22

3 **Pitch Local Media**
Beginning Monday, May 25

4 **TechNOW Launch**
May 27 – June 7

TechNOW Information Sessions

Learn how your business can participate and get your questions answered!

Info session schedule:
- May 19 at 2PM
- May 21 at 12PM
- May 22 at 9AM

SIGN UP FOR AN INFO SESSION

Drop Site Schedule

WEEK 1: May 27 – May 31

DATE	LOCATION	BUSINESS
Donation drop off from 10am – 1pm		
Wednesday, May 27	NE Portland	Pacific Power
Thursday, May 28	SW Portland/Tigard	Washington Square Mall
Friday, May 29	N Portland	Portland Trail Blazers
Saturday, May 30	Hillsboro	First Tech Federal Credit Union
Sunday, May 31	NE Portland	Technology Association of Oregon

WEEK 2: June 3 – June 7

DATE	LOCATION	BUSINESS
Donation drop off from 10am – 1pm		
Wednesday, June 3	Salem	Oregon Business and Industry
Thursday, June 4	SE Portland	Free Geek
Friday, June 5	SW Portland	Cambia
Saturday, June 6	Aloha	Intel – Aloha Campus
Sunday, June 7	Hillsboro	Hillsboro Hops

View the complete drop site schedule and more details on the TechNOW Campaign Site.

3 Easy Ways to get Involved in TechNOW

1. Make a corporate donation
2. Engage your employees
3. Share with your customers + partners

1. Make a Corporate Donation

- **Donations of corporate technology**
  Business surplus laptops are a priority for Free Geek as they have the highest reusability and impact. Contact Tom Cox, Free Geek Business Development Manager, to learn more and arrange a corporate donation.

- **Make a financial contribution**
  Contact Hilary Shohoney, Free Geek Community Development Director, to make a gift of any amount.

Every $500 provides 10 refurbished laptops to students in need

2. Engage Your Employees

Mobilize your employees to donate personal technology and dollars.

We've prepared a communications template for you to download and use as an employee email or article on your company's intranet.

Employee Communications

Frequently Asked Questions

Need additional communication assets? Ask us**!**

3. Share with your Customers + Partners

Promote the TechNOW campaign and community drop site locations on social media with your employees, clients, customers, members and fans!

It's easy! Download the complete TechNOW Social Media toolkit for businesses below.

Social Media Toolkit