



**CELL PHONES
—★ FOR ★—
SOLDIERS**



**Provide a lifeline for
America's bravest**



www.cellphonesforsoldiers.com



Mission Statement

Cell Phones For Soldiers is a national nonprofit dedicated to serving troops and veterans with free communication services and emergency funding.





Get Involved

- **Veterans Day**

Each year, November 11 marks a celebration to honor America's veterans for their patriotism, love of country, and willingness to serve and sacrifice for the common good.

- **Get Involved:**

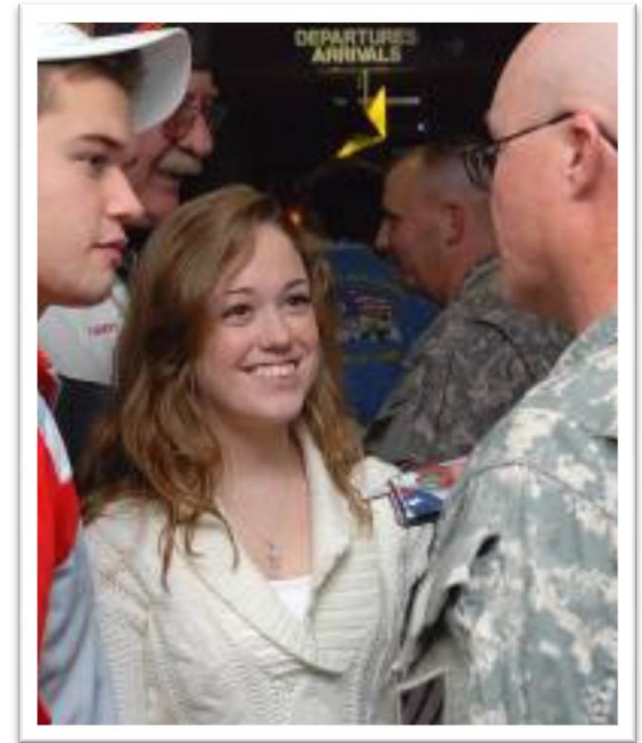
This Veterans Day Cell Phones For Soldiers is asking for your assistance to spread the good news of Cell Phones For Soldiers and the Helping Heroes Home program in your city.





Cell Phones For Soldiers

- Founded in April 2004 by Robbie and Brittany Bergquist, then 12 and 13, with \$21.
- Cell Phone For Soldiers has two programs
 - [Minutes That Matter](#)
 - [Helping Heroes Home](#)
- The nonprofit is primarily funded by:
 - Monetary donations
 - Recycling of gently-used mobile phones





Cell Phones For Soldiers

■ Facts

- Since 2004, Cell Phones For Soldiers has provided more than 216 million minutes of free talk time
- Provided more than 3 million calling cards
- Mails approximately 1,500 calling cards a week
- Since July 2012, Helping Heroes Home has assisted more than 2,800 veterans with emergency funds
- Prevented more than 11.7 million phones from ending up in landfills

- Website: www.cellphonesforsoldiers.com

- Find us on: [Facebook](#), [Twitter](#), [Pinterest](#) and [Google Plus](#)

- Timing: Campaign can begin anytime in October and run through the week of November 11.



Facebook Messaging

- Provide a lifeline to America's bravest this Veterans Day! Donate a gently-used cell phone to Cell Phones For Soldiers at **(insert location)**. #HelpingHeroesHome
- Honor our nation's heroes by donating a cell phone at **(insert location)**. The proceeds from your donation will assist Cell Phones For Soldiers in providing emergency funds to veterans in need. #HelpingHeroesHome
- Your unwanted cell phone can provide a lifeline for America's bravest! Visit our **(insert location)** and donate a phone for Cell Phones For Soldiers today! #HelpingHeroesHome
- Honor a veteran by donating a gently-used cell phone at **(insert location)**. The proceeds from your donation will assist Cell Phones For Soldiers in providing emergency funds to veterans in need. #HelpingHeroesHome
- **Remember to "tag" Cell Phones For Soldiers in your post:**
<https://www.facebook.com/JoinCellPhonesForSoldiers>



Twitter Messaging

- Provide a lifeline to America's bravest this Veterans Day! Donate a cell phone to [@CPFSOfficial](#) at (insert location). #HelpingHeroesHome
- Honor our nation's heroes by donating a cell phone to [@CPFSOfficial](#) at (insert location). #HelpingHeroesHome
- Your cell phone can provide a lifeline for America's bravest! Visit our (insert location) to donate to [@CPFSOfficial](#)! #HelpingHeroesHome
- Join the fight to recognize our heroes on Veterans Day and donate a cell phone to [@CPFSOfficial](#) at (insert location).#HelpingHeroesHome
- Honor a veteran by donating a gently-used cell phone to [@CPFSOfficial](#) at (insert location).#HelpingHeroesHome
- **Remember to “tag” Cell Phones For Soldiers in your post: [@CPFSOfficial](#)**



Additional Messaging

- For additional social media messaging:
 - Share what veterans mean to you.
 - Ask your social media community and customers what veterans mean to them and share their answers.
- Remember to “tag” Cell Phones For Soldiers in your social media posts and use hashtag, #HelpingHeroesHome.
 - Twitter: [@CPFSSOfficial](https://twitter.com/CPFSSOfficial)
 - Facebook: <https://www.facebook.com/JoinCellPhonesForSoldiers>
 - Pinterest: <http://www.pinterest.com/cpfsofficial>
 - Google+: <https://plus.google.com/u/0/+cellphonesforsoldiers/posts>





Media Tools

- Press release template
 - <http://ow.ly/SctFi>
- Public Service Announcement Video (PSA):
 - <https://www.youtube.com/watch?v=8KrL1zCf0a4>
- Fact sheet
 - <http://ow.ly/Scts6>
- Logos



Full Color



One Color



Black and White



Contact

- If you need any assistance finding media contacts in your area or have questions, please contact our publicist:

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