

The Challenge

The Canyon High School Student Council sponsored a recycling week event to encourage the community to “go green”! Students wanted to challenge the community to be more proactively involved in their recycling efforts. Reaching the community with effective, conservative communications was a priority goal.

The Solution

Teacher and co-sponsor Jamey Lagleder, in conjunction with the student council, used ParentLink to reach 6,000 households in the Canyon High community. They were confident ParentLink would rapidly get the message out, save costs and the environment from conventional printed flyers, which further reinforced their “go green” message.

“Almost 6,000 calls were made on a Sunday night with an 83% successful delivery rate. The Students told me the response from parents and the community was overwhelming and they attribute the recycling donations to the ParentLink phone system.”

Jamey Ladleder
Student Council Co-Sponsor



The Result

Jacob Garcia, student and co-chair for the Energy and Environment Committee, provided the following feedback: “My experience with ParentLink was very smooth and beneficial. The Energy and Environment Committee of Canyon High School Student Council used ParentLink to inform the entire district of our recycling week in March of 2009 because we not only wanted involvement from our school, but the community.

The amount of support we received from New Braunfels was way more than we had

anticipated. One gentleman said that he had been holding some of the items for a while because he could not find a local recycling company, but when he heard about our recycling week via ParentLink he was thrilled.

The positive feedback we got from the students was also equally encouraging. They would ask where to put their items and which local stores recycled what product. All in all, without the use of ParentLink, we might not have had the great response we got.”

Jamey Lagleder further added, “It is really hard to give every student in the high school a flyer to take home. It’s not practical. It’s more convenient to send a message through ParentLink because the message won’t be thrown away or lost in a back pack; plus using Parentlink saves paper, which is a great thing.” Almost

were unavailable. Moving forward, Comal Student Council hopes to initiate similar green campaigns with growing success each year.

Nowhere is it more important to be cognizant of the importance of the environment than at schools and communities. Current studies are

Recycling 1 ton of paper saves 17 trees, 2 barrels of oil (enough to run the average car for 1,260 miles), 4,100 kilowatts of energy (enough power for the average home for 6 months), 3.2 cubic yards of landfill space, and 60 pounds of air pollution.

Source: Recycling & environmental facts
www.ecocycle.org

6,000 calls were made by the ParentLink system to parents in the district on a Sunday night with an 83% successful delivery rate.

Students at Comal were able to apply the green funds from the recycling effort to school projects—funds which previously

showing green-conscious schools produce massive savings financially and for the environment.



Contact ParentLink for a FREE consultation
1-800-735-2930
www.parentlink.net

ParentLink is a complete two-way communication service that helps districts by improving attendance, increasing student achievement, and enhancing parent involvement.

Our Account Teams and our award-winning support staff will help you with everything from sending a message to total system administration. Our service team is ready to help you 24/7 to communicate more

effectively with parents, students, staff, and the community.

Through this communication ParentLink helps districts increased funding. For example, our attendance messaging strategy improves attendance, resulting in millions of dollars in increased funding. ParentLink also helps increase enrollment in the Free & Reduced Lunch Program, decrease past-due lunch balances, and more.

At ParentLink we take pride in the fact that, for over 20 years, we have been working with school districts across the nation to generate proven communication strategies to target pains their district may be going through.

Five out of the ten largest school districts in the nation have chosen ParentLink to help them improve their communication and we are looking forward to working with you.