

FREE PAPER SHRED DAY (NEIGHBORHOOD)

As a real estate agent, you're sensitive to safeguarding your client's information. That's why hiring a mobile shredding service to come to your neighborhood makes perfect sense. Shred events provide an easy, secure, and safe way for individuals to destroy sensitive files and documents. They also help raise awareness of the importance of proper document storage, information security, and preventing identity theft. There are a number of mobile shredding services out there. Simply check your local listings and you'll find one. Pick a weekend to host your event. We recommend having it in an open area in your neighborhood (like a clubhouse parking lot). Make sure you have plenty of volunteers on hand to help unload people's cars and help carry documents to the shredder. Since people will be waiting while their files are being destroyed, have a table with some light snacks and beverages for them to enjoy. Be sure to hang out by this table and visit with neighbors as much as possible. You may also want to incorporate a raffle to help you capture the names of the neighbors who stop by. Your free service will be appreciated and remind them of your commitment to the community.

WHO TO INVITE

Let the entire neighborhood know that you're hosting a free paper shred day. The more the merrier!

TIMING

April is the perfect month to host this event. Not only is it the time of year when people are Spring cleaning, it's also Keep America Beautiful Month. Help your neighbors dispose of their old files while helping the environment at the same time. And, if they're cleaning out the house intending to sell, you'll be in a great position to promote your services.

VENUE

We recommend hosting your shred event in a highly visible open area or parking lot in your neighborhood. Preferably near the entrance where people will see you as they are coming and going.

AGENDA

Individuals who take advantage of your free shredding event will be in and out. Your interactions are likely to go like this.

1. Welcome
2. Volunteers Help Unload Cars
3. Document Shredding
4. Light Beverages and Snacks/Visit with Neighbors
5. Thank You for Coming

WHAT YOU NEED

Supplies

- ☐ Table (food, beverage, flyers, raffle box, market update)
- ☐ Plastic table covering
- ☐ Balloons
- ☐ Balloon weights
- ☐ Portable helium tank
- ☐ Curling ribbon (for balloons)
- ☐ Parking lot flags
- ☐ String
- ☐ Scissors

- ☐ Beverage bucket(s)
- ☐ Bags of ice
- ☐ Packaged snacks
- ☐ Insulated cups
- ☐ Hot beverage dispenser (for coffee)
- ☐ Coffee creamer, stir sticks and sugar packets
- ☐ Popcorn machine (rent one)
- ☐ Popcorn bags (if you rent a popcorn machine)
- ☐ Treat bags (for cookies)
- ☐ Trash cans (for items that cannot be shredded or recycled)
- ☐ Recycle bins (for items that cannot be shredded but you are willing to recycle for them)

Also be sure to check out our [Party Planning Checklist](#) to make sure you have all your bases covered.

Awkward Agent®

- ☐ Raffle box
- ☐ Raffle tickets
- ☐ Raffle drawing (consider a gift card for a decluttering service or home improvement store)
- ☐ Camera or phone for taking pictures
- ☐ Sound system/speaker
- ☐ Phone or camera (for taking pictures)

Food & Drink

People who come to your shred event will be in and out quickly. Offer food and drink they can take with them.

- ☐ Cookies (packaged in individual bags)
- ☐ Popcorn machine (rent a machine and allow people to fill bags with popcorn)
- ☐ Bottled Water
- ☐ Soda
- ☐ Coffee

GOOD VIBES ONLY

Icebreaker

There's a good chance neighbors will stop by whom you have never met so this icebreaker is for you. Be sure to thank folks for stopping by. Also, let them know you are raffling off some great prizes (and their odds of winning are amazing). If you incorporate a raffle into your event, you'll be able to capture their information so you can continue to reach out to them.

Music

Music makes everyone happy. Consider creating a friendly and upbeat playlist featuring songs like the Sufaris "Wipeout" or "Goodbye to You" by Scandal in honor of your shred day. You can also tune into a Pandora station featuring classic hits to play in the background.

HELPFUL TIPS

Get the Word Out

We recommend advertising your event with the following:

- ☐ Flyer
- ☐ Event Banner
- ☐ Signs
- ☐ Community newsletter
- ☐ Social media
- ☐ Email
- ☐ Text messages
- ☐ Personal phone calls

Collateral

Further promote your personal brand with the following:

- ☐ Neighborhood market update (have at event)
- ☐ Flyers with locations for local recycling centers who will accept items that can't be shredded (anything besides paper)
- ☐ Raffle sign (enter to win and prizes)
- ☐ Water bottle labels
- ☐ Coffee sleeve labels
- ☐ Snack labels
- ☐ Thank you cards (personal notes to people who stopped by)
- ☐ Post event photos on social media and give shout outs

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