

Checklist



Planning - Set Goals

- Discuss project with participants and recruit a recycling committee.
- Decide how the money you earn will be used. Collectively brainstorm on how to collect beverage containers in and around your community.
- Identify what marketing tools you will need to help support your recycling efforts.

Implementation - Logistics and Marketing

- Set up a plan of action. Identify who will be involved and who will be responsible with various aspects of the program.
- Promote this program to everyone. Set a goal for everyone to bring in X amount of containers. Hold a contest within the school to see who can collect the most containers.
- Recruit family, friends and businesses to bring their beverage containers to your organization. Publicize your goals and what you will be doing with the money you generate. Educate all on the benefits of recycling. See the sample letters in this kit.
- Contact the local media to generate involvement – newspapers, TV and radio stations can help promote your program and get your local community involved. See the sample press release included in this kit.
- Monitor progress.

Celebrate - Reward

- Be sure to celebrate your achievements and reward those that go above and beyond to support your efforts. Show everyone the tangible results of their accomplishments.

Sample News Release

For more information contact: (Your name) (Your telephone)

FOR IMMEDIATE RELEASE

DATE:

(Your School) Takes Aluminum Recycling to a Whole New Level

(Your town) (Date) - (Your school/organization) is participating in The Recycle Challenge/Aluminum Retriever to recycle aluminum beverage cans, help fight litter, save valuable resources, conserve energy and earn money. (Your school/organization) has a convenient container to recycle your aluminum cans located at (address). The money earned from your recyclables will be used to purchase much needed materials at our school.

(Your principal or spokesperson here) said, "The Recycle Challenge/Aluminum Retriever is a fun and exciting project that teaches participants to use our resources wisely while also earning money for (the school/organization goal). It is a great way to remind everyone of the importance of recycling, while at the same time challenging them to work together for a worthy cause."

Working together to make a better environment for the next generation.

Visit www.therecyclechallenge.com for more information.

Sample Letter to Businesses

Dear (Local Business Name):

(Your school) is participating in The Recycle Challenge/Aluminum Retriever, an educational and rewarding program based on aluminum beverage container recycling. Through the program, children learn the importance of recycling as a natural cycle of the environment, and earn money that will be used for (name of goal).

To participate, no cash is needed from you, only CANS! We would like your assistance in helping our goal become a reality! Our school would like to form a partnership with your business.

In an effort to achieve maximum participation, we plan to make the collection of the aluminum cans as easy as possible. Cans collected should be drained, crushed and put together in large bags to be emptied into our school aluminum bin. If your business recycles over _____ cans a week, you will help us reach our goal. Encourage your employees to participate from home too.

This outreach is an excellent way to help your local school community and support your area children. It also could lead to positive media exposure for your business. Recycling aluminum beverage containers would remove an important resource from your waste stream too.

I am very excited that we will be participating in this exciting and valuable program! Remember, no cash is needed from you, only CANS. We hope that your business employees will work together with us to make this project a huge success!

I will call you next week to discuss this further, or feel free to call me at _____ . For more information about this program, visit www.therecyclechallenge.com.

Best regards,

Name of principal or recycling coordinator

Letter to Parents



Dear Parent:

Did you know that you could recycle aluminum beverage containers 24 hours a day/7 days a week at our school? Through the Recycle Challenge/Aluminum Retriever program, your children will not only learn the importance of recycling as a natural cycle of the environment, but our school also earns money that will be used for a school project.

No cash is needed from you, only CANS! Together, we can teach them that recycling aluminum cans is not only a great way to be practical with our natural resources but also a great way to earn money for our school.

In an effort to achieve maximum participation, we plan to make the collection of the aluminum cans as easy as possible. Cans collected should be drained, crushed and put together in large bags and emptied into our school aluminum bin. If each family contributes, we will reach our goal. Encourage your neighbors to participate too!

Remember, no cash is needed from you, only CANS. We hope that you and your child/children will work together to make this program a huge success. We can all play a part in Recycling for the Next Generation.

Please help our school earn money by recycling all your aluminum beverage cans at our school aluminum-recycling bin!



Recycling for the Next Generation
www.therecyclechallenge.com



Recycling Cans For School Ca\$H

Join us by collecting and bringing
aluminum beverage cans to our
school aluminum bin!

Here are some helpful tips to saving cans.

- Clean** – Empty cans of liquid
- Crushed** – Saves space so more can be collected
- Collected** – Place cans in large bags and bring them to our school aluminum bin

Help support our school by
Saving Cans!

**The Recycle Challenge/Aluminum Retriever
- Recycling For the Next Generation -**

Have Questions???

Visit www.therecyclechallenge.com

Did you KNOW?

The energy saved by recycling one aluminum can will power a T.V. for 3 hours!



Help Our School Save Resources & Raise Funds

Join us in recycling aluminum cans
and bring them to our school
aluminum bin!

Our school can earn cash based on how many pounds
of aluminum beverage cans we collect.

School Name
and Location:

School Goal:

**The Recycle Challenge/Aluminum Retriever
– Recycling For the Next Generation –**

Have Questions???

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Checklist For A Better Recycling Program



Basic

- Bin Location – Is Your Bin Visible?
Can the community and parents access the bin conveniently?
Is it placed in an area that will promote your program?
- Letter to Parents
An easy way to spread the word, send a note home with the students.
- Present Program at Faculty & Staff Meeting
Notify everyone at school what type of recycling programs you have.
Do they know that their participation can affect your fundraising abilities? Incorporate it into yearly orientation.

Intermediate

- Place Aluminum Recycling Receptacles in Major Congregating Areas
By providing recycling containers, you make it convenient for others to recycle after they've consumed a beverage.
- Address the PTA / PTO / Home and School Committee
Raise awareness to help raise funds. Generate enthusiasm to assist your recycling efforts.
- Write School and District Newspaper Article
- Reminder Announcement on PA system or Cable TV Channel

Advanced

- Notify Neighborhood and Local Businesses
Have students write articles for the local Home Owner's Association newsletter, community newspaper or letters to local businesses.

IDEAS on Increasing Aluminum Collection

The following are a few ideas to put the **fun** in a **fund-raiser** and keep those cans coming in.

TAILGATE PARTY

Host a recycling drive the same weekend as a big sporting event. Have a minimum number of cans as an entry fee for the sporting event or challenge everyone to bring their cans to a tailgate party during the game and offer prizes for the group that brings the most cans. Post flyers about your program and your sporting event in local businesses around the community.

SCHOOL SPIRIT WEEK

Competition between school classes is a great motivator to get those cans. Have the classes in your school challenge each other to see which class can recycle the most aluminum beverage containers. The winning class receives a pizza party – or receives a percentage of the recycling proceeds for a class goal of their own.

PRINCIPAL CHALLENGE

Get your principal to challenge the student body for a specific goal of aluminum beverage containers in a month. The principal would then be responsible for a stunt or silly act if the students achieved their aluminum goal for the month.

PEER TEACHING

Older students can be recycling teaching assistants, serving as role models, and developing lesson plans and initiating activities with younger students. Teachers and Parent-Teacher Organizations can assist these students and provide support to these young leaders.

Other tips:

- Distribute flyers and letters to recruit parents, businesses, and local community residents to collect, save and transport their cans to your school.
- Recruit students as a service project to establish collection routes in your neighborhood. Assign a given day each week for students or parents to collect cans from cars as parents drop off their students.
- Notify local officials so they can rally community support.
- Encourage your local paper to write about your aluminum can recycling program to get even more people involved.
- A picture is worth a thousand words. Place a picture of your recycling efforts in your local newsletter or school yearbook.
- Have your students take a field trip to a local landfill or recycling plant.
- Schedule a media blitz campaign.

