

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.