



INSPIRING AND IMPROVING

Sometimes, it can be hard to stay the course. We understand and hope the tips in this guide will help you stay motivated, inspired, and continually engaged so your Rally can be a success!

» Stay motivated and on target to keep on getting better even when you've hit a rough patch!

Use the **Recycling Advancement Plan** as a guide for building your campaign – and **earn prizes** as you advance to the next level.

Ask thought-provoking **discussion questions**.

Keep recycling top of mind by using **recycling-themed activities and projects** in the classroom – find examples in the **Resource Library**.

Incorporate recycling into a **lesson!** Take advantage of hands-on experience to help students improve their math or science skills along the way.

Create **informational displays** to explain how recycling works or why it is important.

Promote **friendly competition** with another local school.

| | | | |
|-------------|--|--|---|
| COMPETITION | | | |
| WILDCATS | | | ✓ |
| HAWKS | | | ✗ |

Host an assembly or event to boost excitement!

Lesson 3
TRANSFORMING PLASTICS

Students will study the process of transforming recycled plastic, and they'll learn how to create their own charts and graphs to present information.

Grades: 4-6
Core Concepts: Math, Language Arts
Key Question: How can charts and graphs help organize information?

MATERIALS »

- Chart and graph paper
- Poster board
- Pens and pencils
- Markers
- "Recycling Rates" worksheet

1 ENGAGE: INTRODUCE THE TOPIC

Teacher: Introduce the "Recycling Rates" worksheet to your students. Have them complete it. Ask students why this information works well in a chart. Once students complete the worksheet and questions, review their answers. Then talk about charts in general. Start a class discussion with questions like:

- Why do we use charts or graphs?
- What kind of information works best in a chart or graph?

Student: Complete the worksheet by charting the additional items and answering the questions. Participate in a group conversation about your answers and charts.

2 EXPLORE: GO TO THE LAB

Teacher: Break students into small groups, giving each group a few different samples of charts and graphs of varying types and subjects. Then give the class (or individual groups) an assignment with information they need to turn into a chart or graph.

Student: Identify the types of graphs and charts used and the information they provide. Then use graph or chart paper to make your own with the information your teacher gave you. Present your group's original graph or chart to your classmates.

3 EXPLAIN: TAKE NOTES

Teacher: As students present their charts, explain the different charts and graphs. Go into detail about the benefits of the chosen chart.

Student: Write down the key takeaways from your classmates' charts. What kind of information do you like to see presented in this way?

4 ELABORATE: REVIEW AND EXTEND

Teacher: Bring the discussion back to recycling to students about why it can be useful to talk about the subject of recycling through a graph or chart.

Student: Discuss why this information works well in a bar graph. Could the same information be shown in a pie chart or a line graph? Why or why not?

5 EVALUATE: CHECK FOR UNDERSTANDING

Teacher: Give students three graphs or charts they haven't seen before. If you can find graphs or charts about recycling, this will help keep the discussion focused. Ask them to identify the type of graph or chart and what information it provides.

Student: Identify other information you think would work well in a graph or chart. Can you think of any? Ask your teacher help you find the information online in a graph or chart format?



INSPIRING AND IMPROVING CONTINUED...

» Inspire student engagement by **brainstorming** with students to come up with fun new ideas and activities!

Share interesting videos to show how recycling works. Start by sharing the videos below to get inspired:

- Life of a Plastic Bottle
- The Ins and Outs of Recycling
- Recycling Through Your Eyes



ASSOCIATE RECYCLING WITH OTHER 'GREEN' ACTIVITIES

The more you recycle, the more time you get to spend in the new school garden planting vegetables or on the nature trail identifying birds.

Mrs. Carlson's Third Grade Classroom

Why we think recycling is important:

- Making our green spaces nicer and oceans cleaner
- Reducing landfills and pollution
- Better utilizing our limited natural resources
- Reducing carbon footprint/climate change
- Creating jobs and spurring economic growth

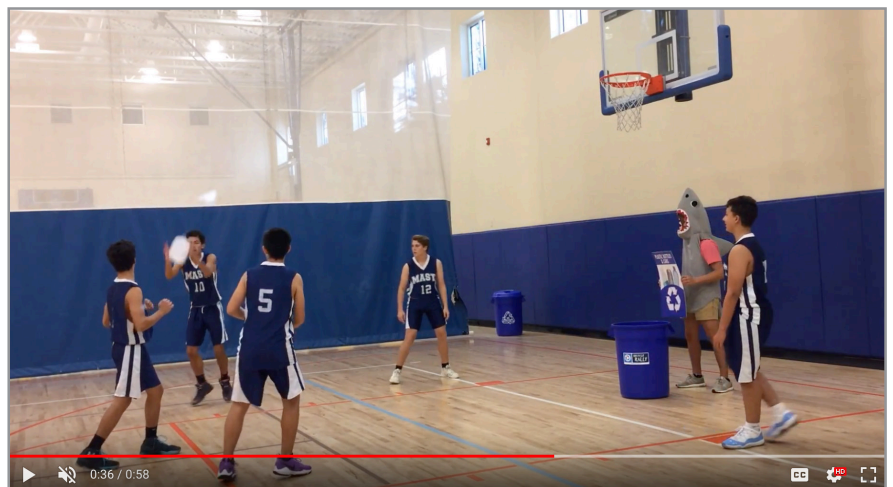
How we interact with recycled materials:

- Paper
- Bottles & cans
- Milk jugs
- Playgrounds
- Clothes



Tie recycling to a **memorable experience** to help engage students.

- Try a **do-it-yourself (DIY)** project with recycling objects.
- Conduct experiments that incorporate recyclables.
- Create a skit or video to show others why they should recycle.



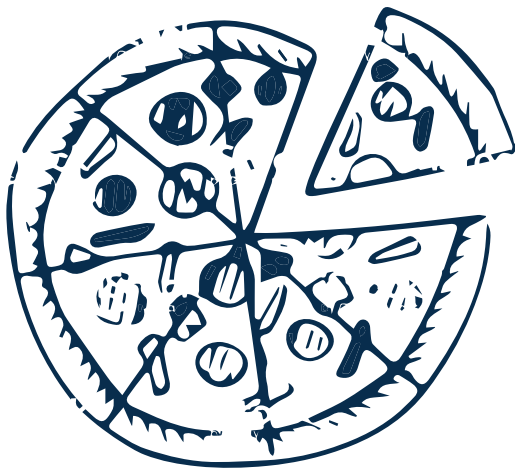
THESE CREATIVE ATHLETES FROM MAST ACADEMY SHARED A VIDEO OF THEMSELVES PASSING RECYCLABLES INSTEAD OF A BALL



ENCOURAGE STUDENTS TO PROVIDE RECYCLING SERVICES TO LOCAL BUSINESSES.

If your school competes in the Challenge League, this can help you accumulate reward points and jump higher on the National Leaderboard.

LEARN MORE ABOUT THE **CHALLENGE LEAGUE!**



»» Maintain momentum with these easy ideas!

Discuss **how and why** you can keep recycling even when not at school

Foster a **culture of courteous accountability** by encouraging students to teach their peers about recycling in ways that are thoughtful and respectful.

Get creative and **use rewards** to encourage your school and community to recycle more.

Make **recycling a game** - there are so many fun ways to do it. Check these ideas out for inspiration.

Relay the **benefits of recycling** in a short video with a catchy tune, silly dance or attention-grabbing drama.

Create a **recycling hall of fame** in the hallway by putting up pictures of students. (Hint - use recycled paper!)

Keep it simple and utilize classic ways to reward students but put a creative twist on it!

Offer to dress up in a funny costume or allow the students to have a **little extra fun** with you if they reach a milestone.



Invite a **local celebrity** to school. Maybe the weatherman from the local news station, firefighters, high school athletes or cheerleading squads.

Host a **competition between school clubs** to see who can recycle the most.

Coordinate **solutions for sporting events**. Enlist volunteers to help pick up recyclables and waste. For added fun, make it a timed competition.

Encourage students to **perform a skit** about recycling and air it on the school television or announcements. Relate it to popular TV shows or movies!

Partner with teachers across different disciplines to incorporate recycling into lesson units.



» Celebrate results and recognize the hard work your team and school put in to recycling. Let those stars shine!



Spread the word!

NO TIME TO PLAN?
UTILIZE EXISTING SCHOOL EVENTS
TO **RECOGNIZE** AND REWARD!



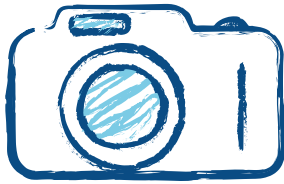
» **Share the news** so everyone can feel good about how great you're doing!

Conduct media outreach to local newspapers, TV and radio stations to spread the good news.

Involve everyone who contributed to your success!

- If your local businesses helped you, have them swing by to enjoy a school party.

Take photos so students have something to look back on next year.



TODAY'S NEWS

Achieving a significant milestone!



Recognizing the one-of-a-kind effort that an individual or group has exhibited throughout the program

MAKE SURE THE NEWS YOU SHARE HAS A RELEVANT NEWS ANGLE. STAND OUT!

Competing passionately against other schools

Earning a significant prize from Recycle Rally for your efforts



Get the community involved!

» Boost collections and take your Recycle Rally to the next level!

Consider **increasing the number or size** of your recycling bins if they fill up too quickly. The **Bin Placement Guide** has details to help determine where to locate them.

Reach out to those **outside the school and classroom**. Ask students to write letters, knock on doors and hand out flyers (with the help and permission of an adult)! **Send volunteers** to collect bottles and cans where they are being consumed in your community.

Partner with local businesses, such as gyms, restaurants and shops to collect their recycled materials.

Plan **recycling drives** and encourage everyone in your community to bring in their bottles and cans!



Dear Mayor Gilbert,

The students of Valley North Middle School are writing to you to ask for your help in getting the community to recycle more. If you can help us get the word out, we can partner with local businesses to collect their recycled materials – we'll even pick up bags every week!

Best,

Students of Valley North Middle School

5K RALLY RACE

#12345

PepsiCo Recycling wants you to recycle your bottles at the end of the finish line!

MAKE RECYCLING FUN AND EASY WITH COMMUNITY VOLUNTEERING EVENTS!



REAL TALK

"WE HAVE BEEN WORKING WITH OUR ALDERMAN WHO IS VERY SUPPORTIVE. HE HAS HELPED US COMMUNICATE WITH SOME LOCAL BUSINESSES AND WITH THE PARK DISTRICT TO MAKE SURE RECYCLING BINS ARE ADDED. HE HAS ATTENDED SOME OF OUR MEETINGS AND, IN RETURN, WE HAVE HELPED PROMOTE AND VOLUNTEER AT CITY RECYCLING EVENTS AND CLEANUPS. WE WERE ABLE TO BE RECOGNIZED AT ONE OF THE CITY COUNCIL MEETINGS FOR OUR WORK AND STUDENTS WERE ABLE TO TALK ABOUT WHAT THEY DID."

– Bednarik Junior High School

"Because we give all of the proceeds from our recycling to the local food bank, I feel that this can be a motivating factor to get people to recycle."

– Mesquite Elementary

"For February, our students will use their recycling bags to vote for which principal gets to kiss a pig. The one with the most weight gets to give the big smooch!"

– Crain Elementary School



"THROUGH OUR KEEP AMERICA BEAUTIFUL AFFILIATE, WE HAVE BEEN ABLE TO COORDINATE MUCH MORE THAN JUST A RECYCLING PROGRAM. WE HAVE DEVELOPED A WAY OF LIFE YEAR-ROUND. IN THE SUMMER, THE STUDENTS ASSIST IN THE COMMUNITY GARDEN, LAKE CLEANUPS AND CONTINUE TO RECYCLE."

– Prairie View School

"Of the members in our environmental club that participate in the recycling effort, the person with the greatest total will be crowned king or queen of recycling, complete with crown or tiara and plaque."

– Sandalwood High School

"My students collect all the bottles and cans from around the school. They then dump them into a designated bin to 'count' them. Every time the bin fills it counts as an XL garbage bag and we log it in on our Recycle Rally tracking sheet and then log it on the computer. Overall very easy!"

– Milford Middle School

"This year we are partnering with a girl scout group who is taking the recycling in to raise money for a local horse rescue place. This and posters about it have been really motivating to the students."

– Orchard Hills School

"Our varsity basketball games and wrestling events have been a great opportunity for kids to roam the bleachers for empty bottles and cans."

– Progress Elementary School

"Recycle Ride of Fame: Kids who consistently recycle and meet a certain goal get to ride in a limo to local pizza place for lunch and enjoy time outside of school with other recycling stars."

– Episcopal Day School

REAL TALK

"We made a video to Snoop Dogg's 'Drop It Like It's Hot,' called 'Drop It In the Box' using teachers as singers."

– Saucon Valley Middle School

"We have decorated our hallways to show support of movies that have come out showing that their stars support recycling.

For example, we used R2D2 and made him into a recycling unit. Lots of fun."

– Maverick Elementary

"We have offered an ice-cream sundae party to the classroom with the most participation."

– Forest Ridge Academy

"We have used ice cream parties, candy/cookies as incentives. Our school's positive behavior program also gives tickets to students to earn things in the school store."

– Pine Forest High School

"This year we are partnering with a girl scout group who is taking the recycling in to raise money for a local horse rescue place. This and posters about it have been really motivating to the students."

– Orchard Hills School

"Any time a person buys a bottle of water or pop, they sign their name on it. If they recycle in a special container, we would draw a name for free stuff like a ticket to the next game, free food at the concession stand, free school T-shirt, etc."

– Atchison High School

"WE ADVERTISED IN OUR SCHOOL NEWSLETTER THAT WE WERE ABLE TO EARN DOUBLE POINTS DURING (A SPECIAL PROMOTION) ONE WEEK, AND THE BAGS FLOWED IN."

– H&M Potter Elementary School

"ANY TIME A PERSON BUYS A BOTTLE OF WATER OR POP, THEY SIGN THEIR NAME ON IT. IF THEY RECYCLE IN A SPECIAL CONTAINER, WE WOULD DRAW A NAME FOR FREE STUFF LIKE A TICKET TO THE NEXT GAME, FREE FOOD AT THE CONCESSION STAND, FREE SCHOOL T-SHIRT, ETC."

– Atchison High School

"Of the members in our environmental club that participate in the recycling effort, the person with the greatest total will be crowned king or queen of recycling, complete with crown or tiara and plaque."

– Sandalwood High School

"I THINK THE ADMINISTRATION IS MORE WILLING TO LET US DO VARIOUS CONTESTS AND SUCH AT SCHOOL WITH THE RECYCLE RALLY BEHIND IT RATHER THAN JUST SOME WACKY IDEA I CAME UP WITH."

– Ocee Elementary School