



RECYCLE  
RALLY

# RECYCLE RALLY

## CELEBRATION EVENT GUIDE

"WE WORKED TOGETHER  
TO HELP OUR SCHOOL EARN  
REWARDS AND PRIZES"

"WE WORKED TOGETHER  
TO RECYCLE"

"CONGRATULATIONS,  
RECYCLERS!"

"WHAT AN  
ACCOMPLISHMENT!"

"THANKS TO EVERYONE  
FOR GETTING INVOLVED"

"SO PROUD!"

"WE WORK TOGETHER  
TO HELP THE EARTH"

"YEAH!"

"WE WORKED TOGETHER  
TO ACHIEVE OUR  
RECYCLING GOALS"







## CONGRATULATIONS!

Your school reached an incredible milestone, which means it is time to celebrate! Celebrate your school's recycling efforts and reward them for working together to reach this goal.

## PLANNING YOUR EVENT

This guide will help you develop a celebratory event that will reward your audience while also inspiring them to continue recycling throughout the school year and even into the rest of their lives. Key steps to pulling together a great celebration event are to consider the details related to:

**WHO,  
WHAT,  
WHEN,  
WHERE,  
HOW,**

**AND PERHAPS MOST IMPORTANTLY,  
WHY.**

# WHY:

## LET'S START WITH WHY:

Hosting a celebratory event will help recognize the hard work and efforts participants took to reach the accomplishment you're celebrating. Knowing what you'd like to include in the celebration can help you streamline the rest of the planning and make for a rewarding celebration.

Below are some possible goals for a Recycle Rally Celebration Event. Review them and check the ones that would best apply at your school:

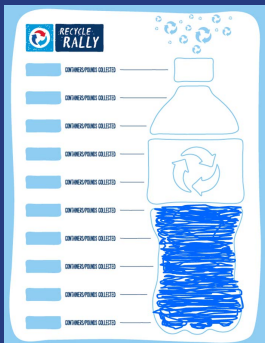
- ☐ **Proudly communicate a recycling milestone** or achievement to your entire school or to a subgroup within your school who helped accomplish it
- ☐ **Recognize individuals** or student groups who contributed to help your school reach a milestone
- ☐ **Recognize community members** who contributed and helped your school reach a milestone
- ☐ **Recognize staff members** who contributed and helped your school reach a milestone
- ☐ **Unveil a tangible item that commemorates your accomplishment(s)**, such as a bench, garden, or play area that you were able to acquire or enhance because of your recycling accomplishments
- ☐ Simply **reward your students with some fun time** after establishing recycling as a part of your school's culture or routine
- ☐ **Capture feedback from your attendees** on what kept them motivated to help your school on its Recycle Rally journey
- ☐ **Help your school receive some positive publicity** in the community for doing wonderful things
- ☐ Other: \_\_\_\_\_

## TIP:

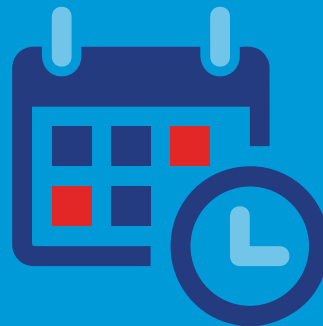
Present tokens of appreciation at the celebration event to those that helped contribute to your school's success and reaching this milestone!



# WHEN:



**Meeting our school's recycling goal halfway:** Set a recycling goal at the beginning of the year, or when your school begins the Recycle Rally program. Once your school hits certain marks such as halfway or three-quarters of the way to your overall goal, host a celebration to recognize the success.



**Changing of the guard:** When a semester ends or a new team of recycling leaders replaces a team of reliable recyclers.



**Local businesses or organizations get involved to help:** Encourage businesses and your community to support or recycle on your school's behalf. This will help to get your whole community thinking about recycling.



**50% student or classroom participation:** When 50% of all students or classrooms at your school participate in Recycle Rally, host a celebration! This will help to encourage those who haven't participated yet to do so.





## TIME OF DAY:

The best time of day will depend heavily on the age and routine of your students. Consider whether you want to send them off at the end of the day ready to tell their families about their accomplishments, or if you'd like to start off the day strong with an invigorating event to get them in good spirits. The time of day may also be dependent upon the schedule at your chosen venue.



## TIP:

Communicate your recycling goals to your students often. If they know they are close to reaching a goal and will be rewarded soon, they may help reach the goal faster!



# WHERE:

Based on the timing and constraints within your school, you may not have many choices for where to host your event. A gymnasium, auditorium, sports facility, or even a cafeteria can be great spaces for this type of event.

An outdoor celebration may also be a viable option, giving students a change of scenery. Consider hosting your celebration event at a local park or playground.

When you decide upon and start coordinating your location, be sure to consider the following:

- ☐ Do you need access to speakers to play music or a screen to display slideshows or videos?
- ☐ Will everyone be able to hear?
- ☐ Does the space have the capacity to handle your entire group?
- ☐ Does it make sense to break up the space into sections where groups can circulate around to different stations to keep them moving along to something new every few minutes?
- ☐ Will you need extra volunteers to help with keeping track of the students during your event or while they enter and exit the event?
- ☐ Does your venue have recycling bins available? (particularly applicable if you plan to provide refreshments)

## TIP:

Whatever space you choose, decorate it with streamers, balloons and more to give it a celebratory look and feel!

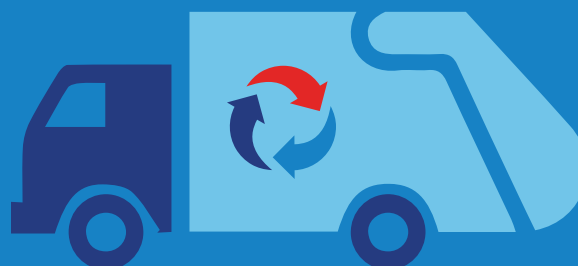




# WHO:

Consider who to involve directly in the event.

- ☐ Recycle Rally Leader(s)
- ☐ Recycle Rally Supporter(s) – Other faculty, staff, and parents who have been an integral role to your school's success
- ☐ Green Team Members / Student Leaders – Students who helped your school meet this milestone or goal
- ☐ Local Businesses – Invite local businesses to help recycle on your behalf as part of the celebration
- ☐ Elected Officials / School Board Administrators – The community wants to hear about your success! Invite elected officials or others to help congratulate your students and staff on a job well done
- ☐ Local Organizations – e.g. Keep America Beautiful has local affiliate offices in many counties (i.e. "Keep \_\_\_\_\_ County Beautiful") and they are often willing to attend or provide helpful resources for relevant events
- ☐ Other helpers: \_\_\_\_\_



## TIP:

Invite your local recycling hauler to bring a recycling truck to the school for the celebration if they have one available.

Next, consider whether any of the above should have speaking roles within your event. To keep the event interesting, try to make sure each speaker has a unique point to share with the audience.

**NAME:**

**MAIN TALKING POINT/THEME:**

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____



Finally, consider whether any of these individuals will be good candidates to help assist with planning and managing the rest of your event. Determine whether you need to recruit any other individuals to help and consider assigning roles for:

- ☐ Assistants to help with the planning of the event
- ☐ Promoting the event and building excitement – via signage and word-of-mouth
- ☐ Boosting interest and excitement – digitally via multimedia
- ☐ Managing audio/video during the event (if necessary)
- ☐ Taking photos or videos during the event
- ☐ Managing traffic flow in and out of the event and conducting headcounts (if necessary)
- ☐ Organizing and distributing props, supplies, and/or snacks before, during, and/or after the event
- ☐ Other participants: \_\_\_\_\_



# HOW:

## ESTABLISHING AN AGENDA OR RUN-OF-SHOW:

Develop your event's agenda to maintain crowd interest by providing humor, shock-value, and/or calls-to-action where appropriate.

- ☐ **Reiterate your key point(s)** – create a slogan, chant, song, etc. Creating one can be fun and easy by keeping these things in mind:
  - Keep it simple – easy to learn, easy to remember
  - Use a familiar catchphrase or melody as inspiration – include a twist to relate it to recycling and to catch the students by surprise, make them laugh, or to just ensure it's easy to remember
  - Use repetition to teach everyone how to join in and re-introduce it at different moments throughout the event
- ☐ **Invite audience participation** – ask them to share how/why they were encouraged to recycle
- ☐ **Translate your school's recycling achievements** into terms that students can relate to – reference our Fun Facts calculator or Progress Tracker (on the Goals & Impact section of your PepsiCoRecycling.com account page) for some ideas
- ☐ **Highlight positive memories, experiences, and anecdotes** about your school's commitment to recycling throughout the year
- ☐ **Integrate a game or activity into the event if appropriate**
- ☐ **Remind everyone to keep on recycling** for the rest of their lives or include a call-to-action to achieve your next big goal

## PROMOTING THE EVENT:

- ☐ Distribute invitations as appropriate
- ☐ Print and hang event invitations around the school
- ☐ Print and hang an event banner
- ☐ Post information about the event on your school's social media channels
- ☐ Make an announcement over the P.A. / intercom about your school's upcoming event
- ☐ If applicable, inform media about your event and what you're celebrating by sending a short pitch, or posting on an events calendar



### TIP:

Check out our event promotional guide for ready-made (editable) invitations, signage, emails, and social media posts to make it easy for you to spread the word!

# HOW:









## FOLLOWING UP AFTER THE EVENT:

- ☐ **Communicate your progress** thus far including the milestone reached, and how much you need to collect to get to your next goal
- ☐ Ask those who were inspired to **become Rally Supporters or Green Team members** and delegate some simple duties to get them involved
- ☐ **Post about the celebration** and milestone reached on your school's social media channels
- ☐ **Send photos from your event** to your school newsletter publisher, yearbook, other local media, PTO / PTA groups, and summarize why you held the event
- ☐ **Send photos to Support@PepsiCoRecycling** as well – we may just want to feature them on future website updates or national communications



## ADDITIONAL RECYCLE RALLY RESOURCES:

Check out our celebration event promotion guide for customizable materials to help spread the word:

-  **Event Announcement Email for staff and students, parents, community:** copy and paste into the body of an email and send out to students and staff, parents and the community to let them know about the celebration
-  **Event Details:** customize details and insert into the event announcement emails
-  **Printed Event Invitation:** customize, print and hand out to staff and students
-  **Banner:** print each page on 8.5"x11" paper and tape together to hang during the celebration
-  **Tips for engaging local media:** inform media about the milestone your school hit
-  **Social Media Posts:** post to your school's social media pages to get your followers excited about the milestone hit
-  **Social Media Tips:** use these tips for social media best practices
-  **Photo and Video Image Release Form:** if you take photos of students at your celebration, make sure they fill out a photo release form so we can share the images - to access the release, reach out to Support@PepsiCoRecycling.com



# WHAT:

What refers to tangible items that might help your celebration be a great success. When considering what to showcase and do at your event, there are many options to consider:

- ☐ Recycling Bins
- ☐ Slideshows
- ☐ Prizes / rewards to hand out for those who made an impact in your schools' success
- ☐ Refreshments or snacks (if you offer these, make sure they are recyclable or zero-waste if possible)
- ☐ Activities to include during the event
- ☐ Games to play during the event



## TIP:

Offer a simple group prize like a homemade trophy that can rotate from room to room to the classroom or department that collects the most recyclables each month.

## ACTIVITIES TO INCLUDE DURING THE EVENT:



Leading students in do-it-yourself craft projects to make something useful from recyclable materials



A “recycling photo booth” with a poster backdrop or recycling bin so the students can have a fun memory with recycling as they enter or exit

## GAMES TO PLAY DURING THE EVENT:



**Set up “basketball stations”** where students can shoot cans and bottles through a hoop that will then land into a recycling bin.



**Set up a giant Tic-Tac-Toe board** using tape or chalk to draw the board on the ground; use aluminum cans as X's and plastic bottles as O's.



**Celebrate your recycling victory by hosting a recycling-themed field day**  
Activities may include any of the above, as well as a relay race, seeing who can sort recyclables the fastest, or testing how many cans individuals can stack in one minute.

**NOW YOU'VE THOUGHT YOUR ENTIRE EVENT THROUGH THOROUGHLY AND YOU'RE READY TO MAKE IT HAPPEN.**

**GO AHEAD, HAVE FUN, MAKE MEMORIES AND RALLY YOUR WHOLE SCHOOL TO GET EXCITED FOR RECYCLING!**

**Feel free to reach out to us for assistance –**

Email: [support@PepsiCoRecycling.com](mailto:support@PepsiCoRecycling.com)

Ph: 888.875.6555

Web: [www.PepsiCoRecycling.com/Programs/RecycleRally](http://www.PepsiCoRecycling.com/Programs/RecycleRally)