



RECYCLE
RALLY

RECYCLE RALLY

KICKOFF EVENT GUIDE

"I RECYCLE BECAUSE IT'S
THE RIGHT THING TO DO"

"I RECYCLE TO
CONSERVE ENERGY"

"I RECYCLE
BECAUSE IT'S EASY"

"I RECYCLE BECAUSE
IT'S A SIMPLE WAY I
CAN HELP PREVENT
CLIMATE CHANGE"

"I RECYCLE BECAUSE
IT CREATES JOBS"

"I RECYCLE BECAUSE
IT PRESERVES OUR
NATURAL RESOURCES"

"I RECYCLE TO
PROTECT THE PLANET"

"I RECYCLE BECAUSE
IT SAVES MONEY"

"I RECYCLE
BECAUSE I LOVE PLAYING
IN OUR BEAUTIFUL
NATURAL WORLD"

"I RECYCLE TO HELP
MY SCHOOL EARN
REWARDS AND PRIZES"

"I RECYCLE BECAUSE IT
KEEPS OUR LANDFILLS
FROM FILLING UP"



WE CALL IT RECYCLE RALLY FOR A REASON

With so many wonderful reasons to recycle, there's no reason your whole school shouldn't be rallying with excitement when you explain to them how easy it is to recycle and how much of a positive impact it can make on your school, community, and planet.

PLANNING YOUR EVENT

This guide will help you develop a memorable event that will inspire your audience to recycle throughout the school year and even into the rest of their lives. Key steps to pulling together a great event are to consider the details related to:

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

**AND PERHAPS MOST IMPORTANTLY,
WHY.**

WHY:

LET'S START WITH WHY:

In order for your event to hit the mark and kick off your program successfully, be sure you determine clear objective(s) for hosting it. Knowing what you are trying to accomplish can help you streamline the rest of planning, simplify the recruiting of volunteers to help, and make for a more meaningful event.

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

- Inform the school** of your involvement in Recycle Rally and encourage all to participate
- Boost awareness** of your school's ability to recycle and explain how and where to do it
- Inspire and enlist interested students** to become directly involved with helping lead your recycling program or "green team"
- Educate students about the reasons to recycle**
- Communicate** a series of steps or **actions you can take together** to increase your recycling rate
- Construct or **decorate new recycling bins** or signs to expand your ability to recycle
- Introduce a slogan**, such as "Bottles and cans are useful again, please throw them in the correct bin," **to create a culture** of accountability so students help police each other
- Capture feedback from your attendees** on how to best keep them involved and motivated in recycling
- Introduce an intra-school contest** between grades or classes to make recycling more fun and exciting for the students
- Communicate a recycling goal** for the school and show everyone how they can help achieve it:
 - Participation rate - % of students involved
 - Earn enough Recycle Rally rewards points to redeem for _____
 - # of bottles, cans (consider stating this on a per-student basis)
 - # of pounds of recyclables (consider equating it to the weight of something significant within your school)
 - Win a prize in one of Recycle Rally's monthly contests

WHY RECYCLE?

- Protects our natural environment
- Avoids filling up landfills
- Reduces energy and greenhouse gases
- Conserves our resources
- Helps our economy
- Creates jobs



TIP:

If you share a goal, try to make sure it's **S.M.A.R.T.** : Specific, Measurable, Action-oriented, Realistic, and Timebound. This will help the students to feel empowered to help achieve it!

Reference our goal-tracking poster or use our Fun Fact calculator to come up with customized goals that will resonate within your school.

TIPS FOR REVIEWING YOUR GOALS:

Make sure you're not biting off more than you can chew in the amount of time that you'll have for your event – simplifying down to just 1, 2, or 3 core messages is usually more effective than trying to convey too much!

Consider what your biggest challenges and needs are in order to make your recycling program a success

Consider what will leave a lasting impression on the students that you can refer back to throughout the year to re-invigorate them



WHO:

Consider who to involve directly in the event.

- Recycle Rally Leader(s)
- Recycle Rally Supporter(s) – (other faculty, staff, and parents who will be helping out with encouraging and handling recycling)
- Sponsor(s) – Administrators who will help reinforce your recycling agenda
- Green Team members / Student Leaders – Students who will be directly involved in handling, tracking, and/or promoting recycling within your school.
- Other helpers: _____



TIP:

Consider inviting a science-minded teacher to conduct a demonstration or experiment on stage to show the value of recycling.

Next, consider whether any of the above should have speaking roles within your event. If so, make sure they each have a unique point to share.

NAME:

MAIN TALKING POINT/THEME:

NAME:	MAIN TALKING POINT/THEME:
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Then consider whether to reach out to people from beyond your school to get involved in the event:

- Representatives from your local recycling center or hauler to share information about the importance or the process of recycling
- Local businesses who might be able to share first-hand experience about why recycling is important / easy / effective
- Local organizations or clubs that are involved in environmental causes – e.g. Keep America Beautiful has local affiliate offices in many communities and they are often willing to attend events and share knowledge
- Staff from your foodservice or custodial crews to help explain what’s recyclable and how the cycle of recycling something can turn it back into something new again
- Representatives from your city or county sanitation, waste services or environmental services roles to share another perspective or conduct a demonstration
- A local entertainer (magician, musician, tumbler, etc.) who can incorporate recycling into their routine

Other participants: _____



TIP:
Consider introducing a humorous or memorable chant, song or slogan that you can refer back to throughout the event or school year to drive the message home and make it fun for students to talk about recycling.

Finally, consider whether any of these individuals will be good candidates to help assist with planning and managing your event:

- Assistants to help with the planning of the event
- Assistants to help demonstrate your main points during the event
- Calling the group to order when ready
- Promoting the event / building excitement – via signage and word-of-mouth
- Boosting interest / 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 / distributing props, supplies, and/or snacks before / during / after the event
- Other participants: _____



A recycling bin with a green side and an orange side, both featuring a recycling symbol. The bin is overflowing with cans and bottles. Labels 'CANS' and 'BOTTLES' are visible on the items.

WHEN:

TIME OF YEAR:

There's never a bad time to host a recycling kickoff event, but there are some particularly great occasions, such as:

- After your school signs up for Recycle Rally to let everyone know how they can get involved!
- America Recycles Day – November 15th
- Earth Day – April 22nd
- Beginning of the school year
- Beginning of a new semester
- Tied to a holiday such as Valentine's Day Halloween, Thanksgiving, etc.
- Tied to the beginning of a new season or time of year such as start of fall, winter or spring
- Plays, choir performances, band concerts
- During halftime of a sporting
- Field days
- School open houses
- School carnivals

TIP:

Just because you select one particular occasion doesn't mean that's the only time your message is relevant. Consider re-introducing your message at some of these other occasions to help reinforce it after your main event is over.

TIME OF DAY:

The best time of day will depend heavily on the age and routine of your students and also upon the goals of your event. Consider whether you want to send them off at the end of the day ready to tell their families about what they learned, or if you'd like to start off the day strong with an invigorating event to get them ready to learn.



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. However, depending on your event, it may make more sense to simply create smaller versions of your event in individual classrooms. If the weather is good, consider hosting it in an outdoor setting.

When you coordinate your location, be sure to consider the following:

- Do you need access to speakers or a screen to display slideshows or videos?
- Will everyone be able to hear?
- Would it be best to show your audience where recycling bins are actually going to be located rather than moving them into an atypical location for the purpose of your event?
- Does your room have the capacity to handle your entire group?
- Does it make sense to break up the room into sections where groups can circulate around to different stations to keep them moving along to something new every few minutes?

TIPS:

Consider setting up interactive workstations or speakers in various parts of the room so the students can rotate from one location to another to keep it interesting.



WHAT:

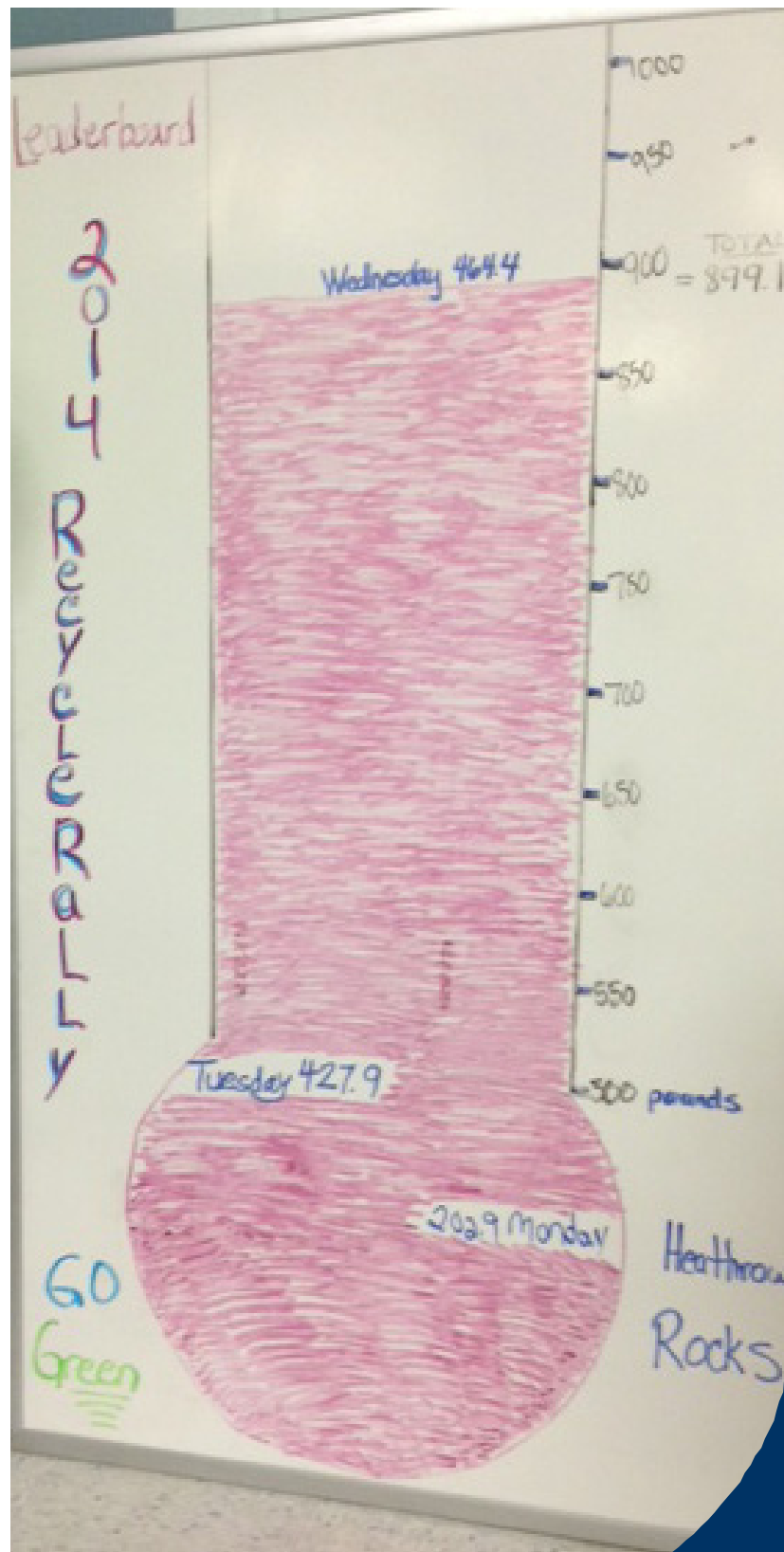
What refers to tangible items that might help get your point across. Consider which props might help get your key points across:

- Recycling Bins
- Slideshows
- Other Visual Aids – e.g. bottle shaped “thermometer” poster to fill in as you make progress toward a goal
- Prizes / rewards to hand out for those who volunteer or express the most excitement
- Refreshments or snacks (if you offer these, make sure they are recyclable or zero-waste if possible)
- Activities or projects to complete during the event:
- Assemble or decorate your own customized recycling bins from readily available materials to help make recycling more accessible
- Ask students to decorate and sign pledge cards to commit to recycling as they enter or exit the event

TIP:

If you don't yet have enough Recycle Rally points to redeem for prizes, consider asking local businesses to provide some fun goodies to help promote your efforts and reward your students.

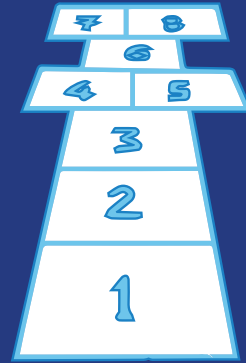
Offer a simple group prize like a specially decorated recycling bin to the classroom or department that earns it.



GAMES TO PLAY DURING THE EVENT:



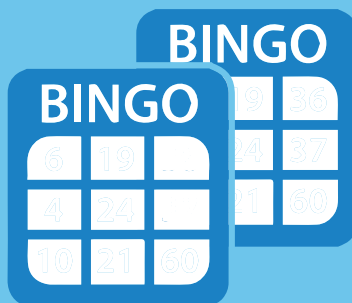
Basketball backboard and rim to mount over top of a recycling bin



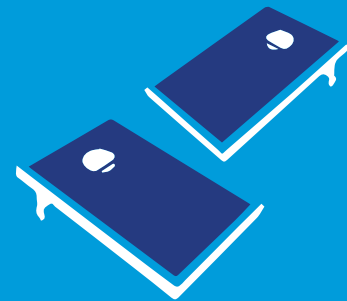
Tape a hopscotch court in front of a bin to make it more fun for students to hop on over and recycle



“Which bin does it belong in?” quiz or contest – bring a handful of variations of recyclable materials and commonly confused non-recyclable materials and ask students to identify which belong in the recycling bins vs. trash cans or other receptacles



Recycling Trivia Bingo – Create various cards with answers to your recycling trivia questions and see which student has the right card and the right answers to fill it in first!



Cornhole / Bag Toss game – use bottles instead of bags and try to get them into the holes

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

- Capture interest by sharing startling facts or shocking statistics
- Reiterate your key point(s) – through repeating a slogan, chant, song, etc. that makes it clear and memorable

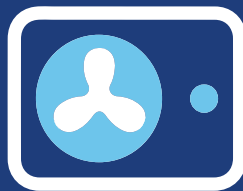
Working on Recycling (to the tune of "I've Been Working on the Railroad")

We've been working on recycling
Collecting all we can
We've been working on recycling
It's a very simple plan
Bring in your plastic bottles
Bring in your aluminum cans
Then take the materials you've collected...
To the recycling bin!

- Make it personal – show your passion and make it contagious for others to care.
- Invite audience participation – ask them to repeat after you or to share their own perspectives about why recycling is important
- After you have informed and motivated everyone, do not forget to request something specific of them – include a strong call-to-action!



Recycling just 5 aluminum cans saves enough energy to power a laptop* for an entire day



Recycling 1,000 aluminum cans saves enough energy to power typical air conditioner* for over a week



Recycling 1,000 plastic bottles saves enough energy to power a lightbulb* for more than an entire year

*www.epa.gov/recycle

TIP:

Conduct a short skit to help drive your point home. If students can light-heartedly reference how things were handled during the skit then they can more easily remind each other to recycle for the remainder of the year.



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 by sending a short pitch, or posting on an events calendar.

FOLLOWING UP AFTER THE EVENT:

- Communicate your progress toward the goals you stated during the event – it won't mean much if people don't know that their actions are making a real difference
- Ask those who were inspired to join your team and become Rally Supporters or Green Team members and delegate some simple duties to get them involved right away
- Post about the kickoff event 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.com as well – we may just want to feature them on future website updates or national communications!

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!

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

Ph: 888.875.6555

Web: www.PepsiCoRecycling.com/Programs/RecycleRally