



RECYCLE
RALLY

RECYCLE RALLY

RECYCLING COLLECTION DRIVE GUIDE

JOIN OUR
RECYCLING REVOLUTION

GET IN ON THE ACTION!

NOW COLLECTING
RECYCLABLES!

DON'T DELAY, RECYCLE TODAY

HELP OUR SCHOOL EARN
REWARDS AND PRIZES

DROP YOUR BOTTLES
AND CANS HERE

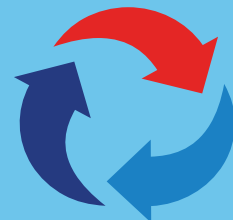
RECYCLE
TO SHOW
YOU CARE

HELP US MAKE
TOMORROW BETTER

EVERY BOTTLE
AND CAN MATTERS

IT TAKES ALL OF
US TO SUCCEED

RECYCLE TO HELP
US REACH OUR GOAL





LET'S GET READY TO RECYCLE!

Rally your students, staff and community and host a recycling collection drive to collect empty non-alcoholic aluminum cans and plastic bottles.

PLANNING YOUR EVENT

This guide will help you plan a fun and rewarding recycling drive that will help your school to rack up Recycle Rally rewards points and to make your entire school community more aware of the great impact that you can make by urging each other to recycle.

**WHO,
WHAT,
WHEN,
WHERE,
HOW,
AND PERHAPS MOST IMPORTANTLY,
WHY.**

WHY:

LET'S START WITH WHY:

In order for your recycling drive to be a success, determine clear objective(s) for hosting it. Knowing exactly what you are trying to accomplish can help you to streamline the rest of the planning, simplify the recruiting of volunteers to help, and make for a more successful drive when it's all said and done.

Below are some possible goals for a Recycle Rally Collection Drive, review them and use the ones that would best apply at your school:

- ☐ **Expand or increase awareness** and involvement in recycling throughout your entire school
- ☐ **Extend your recycling program** beyond your school to inform and involve parents and/or community members about the Recycle Rally program and how they can help
- ☐ **Develop students' leadership skills** by involving them in planning and hosting the collection drive
- ☐ **Create a friendly competition** – see which group within your school can recycle the most during your drive or compete against a nearby school to see who can recycle more
- ☐ **Debut a new aspect of your recycling program** – e.g. newly constructed or decorated recycling bins or signs
- ☐ **Work toward achieving a recycling goal** or earning enough rewards points to redeem for something your school needs
- ☐ Other: _____

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!



TIP:

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:

- **Don't try to accomplish everything on the list above during one event.** Make sure to keep your objective(s) simple enough that you can clearly and easily communicate to your students and other invitees
- **Consider what your biggest challenges and needs are** in order to make your recycling drive a success
- **Consider including an aspect that will leave a lasting impression** on the students that you can refer back to throughout the year to re-invigorate them to recycle all year long



WHEN:

TIME OF YEAR:

There's never really a bad time to host a recycling collection drive, but there are some particularly great occasions to associate with one, such as:

- ☐ Shortly after your school signs up for Recycle Rally to kick start your journey!
- ☐ America Recycles Day – November 15th
- ☐ Earth Month - April
- ☐ 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
- ☐ Field Days
- ☐ School open houses
- ☐ School carnivals
- ☐ Plays, choir performances, band concerts
- ☐ Opening day of a new sports season (especially those in which spectators and participants will be consuming lots of bottled beverages)

TIP:

Create a theme for your event based upon when you're hosting it! If it's around Halloween, throw a spooky collection drive. If it's during a school carnival, decorate the recycling bins to look like a carnival game.



WHERE:

A gymnasium, cafeteria, designated classroom, or recycling center can be great spaces for a drive! If conditions allow, you may also want to consider directing people to drop off bottles and cans outdoors – perhaps along a spot on a designated wall or fence, or at an outdoor bin or receptacle in your parking lot.

To make the most out of your drive, you can also consider coordinating with another event, such as a school sporting event, choir/band concert, or play. Ask attendees to bring recyclables to help your school and provide random prizes or raffle tickets to those who participate.

WHEN YOU COORDINATE YOUR LOCATION, BE SURE TO CONSIDER THE FOLLOWING:

- ☐ If you are getting collections from “outsiders” other than students, faculty, and staff, do you need to designate an outdoor area in which they can safely drop off their recyclables without disturbing the school day?
- ☐ Do you have capacity in your current recycling bin/receptacle or will you need to designate a different temporary storage area in an out-of-the-way location to store the extra bottles and cans until they can be cleared offsite?
- ☐ Will you need to reach out to your recycling hauler or service provider to make them aware that your volume will be increased so that they may plan for it and ensure it is moved to a recycling center in a timely manner?
- ☐ Is it possible and appropriate to add new signage or other distinguishing factors to your chosen collection area(s) so they can be easily identified by anyone who wants to participate?
- ☐ Would any offsite locations be willing to serve as recycling drop-off locations in addition to your school? (e.g. local recycling center, other local businesses or facilities in which families often consume bottles and cans but don’t have great access to recycling bins, etc.)



TIP:

Some schools even have student volunteers walk the parking lot or car line during designated times to enable people to drop off their bottles and cans without having to get out of their vehicle.

WHO:

FIRST, CONSIDER REACHING OUT TO SPECIFIC PEOPLE TO HELP WITH THE DRIVE:

- ☐ 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 the recycling drive within your school
- ☐ Other helpers: _____

THEN, ASSIGN THEIR ROLES:

- ☐ Assistants to help with planning the recycling drive
- ☐ Promote the drive / build excitement – via signage and word-of-mouth
- ☐ Boost interest / excitement – digitally via multimedia
- ☐ Take photos or videos during the drive
- ☐ Recyclable collectors
- ☐ Recyclable handlers to help tally up your totals
- ☐ Other roles: _____

NEXT, DECIDE WHO YOU'LL INVITE TO PARTICIPATE IN THE DRIVE:

- ☐ Staff and students at your school
- ☐ Parents and family members of the students at your school
- ☐ School board members
- ☐ Local businesses who might be able to share information about the drive with their customers
- ☐ Local businesses who might be willing to collect recyclables at their location and donate them towards the end of the drive
- ☐ Representatives from your city or county sanitation, waste services, or environmental services roles to spread the word
- ☐ City officials
- ☐ Other participants: _____



TIP:

Challenge all classrooms to participate in the drive – if they do, consider offering a reward such as a party or watching a movie!

HOW:

There are two keys to success related to hosting a successful recycling collection drive: promoting the drive to maximize participation and following up with those who participated.

PROMOTING THE EVENT:

- ☐ Print and hang details around the school and at local businesses
- ☐ Print and hang an event banner
- ☐ Post information about the drive on your school's social media channels
- ☐ Make an announcement over the P.A. / intercom about your school's upcoming drive
- ☐ Include information about the drive in a school newspaper or newsletter
- ☐ If applicable, inform local media about your drive by sending a short pitch, or posting on an events calendar to encourage community participation

FOLLOWING UP AFTER THE EVENT:

- ☐ Communicate your progress and celebrate your success if you achieved your goal
- ☐ Communicate the next goal you hope to reach and a call-to-action to keep recycling
- ☐ 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 drive on your school's social media channels (if applicable)
- ☐ Send photos from your drive to your school newsletter publisher, yearbook, other local media, PTO / PTA groups, and summarize why you held the event
- ☐ Interview people who were involved to capture lessons learned so that you can ensure next time runs even more smoothly



HOW:

ADDITIONAL RECYCLE RALLY RESOURCES:

Check out our recycling collection drive 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 recycling collection drive



Event Details: customize details and insert into the event announcement email



Printed Event Invitation: customize, print and hand out to staff and students or post around your school and community



Banner: print each page on 8.5"x11" paper and tape together to hang during the collection drive



Tips for engaging local media: inform media about your collection drive to let your community know about it



Social Media Posts: post to your school's social media pages to encourage people to donate bottles and cans to your school's collection drive



Social Media Tips: use these tips for social



Photo and Video Image Release Form: if you take photos of students at your drive, 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

TIP:

Send event photos to Support@PepsiCoRecycling.com as well – we may feature them on future website updates or national communications!



WHAT:

What refers to tangible items that will help you host a successful drive. Review the considerations below and check which ones would help make your collection drive run more successfully:

- ☐ Additional recycling bins or collection receptacles
- ☐ Signs indicating where the recycling drive is being held
- ☐ Signs indicating where to place certain recyclables
- ☐ Props to call visible attention to your drive – e.g. balloons, costumes, murals, etc.
- ☐ Tools to audibly communicate or call attention to your drive – e.g. megaphone, P.A. system, horns, whistles, etc.
- ☐ Other visual aids – e.g. bottle shaped “thermometer” poster to illustrate your progress toward your goal
- ☐ Materials needed for safe and easy collection:
 - ☐ Gloves
 - ☐ Drop-cloth or table (if necessary)
 - ☐ Collection receptacle



TIP:

Offer a simple group prize like a homemade trophy or a specially decorated recycling bin to the classroom or department that collects the most recyclables during the drive.

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