

Checklist



Planning - Set Goals

- Discuss project with participants and recruit a recycling committee.
- Decide how the money you earn will be used. Collectively brainstorm on how to collect beverage containers in and around your community.
- Identify what marketing tools you will need to help support your recycling efforts.

Implementation - Logistics and Marketing

- Set up a plan of action. Identify who will be involved and who will be responsible with various aspects of the program.
- Promote this program to everyone. Set a goal for everyone to bring in X amount of containers. Hold a contest within the school to see who can collect the most containers.
- Recruit family, friends and businesses to bring their beverage containers to your organization. Publicize your goals and what you will be doing with the money you generate. Educate all on the benefits of recycling. See the sample letters in this kit.
- Contact the local media to generate involvement – newspapers, TV and radio stations can help promote your program and get your local community involved. See the sample press release included in this kit.
- Monitor progress.

Celebrate - Reward

- Be sure to celebrate your achievements and reward those that go above and beyond to support your efforts. Show everyone the tangible results of their accomplishments.