



America Recycles Day

November 15



A nationwide initiative by Keep America Beautiful



Host a tailgating recycling event on game day.

Keep America Beautiful (KAB) in coordination with the US Environmental Protection Agency (EPA) and the College and University Recycling Coalition (CURC) created this *Go-to Guide* to make it easy to organize a tailgating recycling event on Game Day.

Game Day Challenge, an initiative of EPA's WasteWise program, is a friendly competition for colleges and universities to promote waste reduction at their football games. During the challenge, colleges and universities implement waste reduction programs during home football games. For more information, visit epa.gov/gameday.

America Recycles DaySM is a program of Keep America Beautiful and the only nationally recognized day dedicated to promoting and celebrating recycling in the United States. Every year on or around November 15 (America Recycles Day), millions turn out to thousands of local events held throughout the country to celebrate and learn more about their recycling programs. For more information, visit americarecyclesday.org.





Why Host a Tailgating Recycling Event?

- Increase visibility of your campus recycling program.
- Heighten waste reduction awareness.
- Increase recycling participation among students, alumni and faculty.
- Increase the amount of materials recycled.

Recycling Matters

Recycling is the easiest thing we all can do 365 days a year to save energy, conserve natural resources and create green jobs.

- Our national recycling rate of 34 percent:
 - Saves the energy equivalent of nearly **250 million barrels of crude oil** or nearly **27 days of all U.S. oil imports.**
 - Saves Americans approximately **\$24.4 billion in avoided costs for barrels of crude oil.**
 - Saves Americans the equivalent of the **annual energy consumption of nearly 13.3 million US households per year.**
 - Conserves the equivalent amount of energy contained in **11.5 billion gallons of gasoline.**
 - Avoids greenhouse gas (GHG) emissions equivalent to removing more than **35 million cars from the road each year**, or growing nearly **5 billion tree seedlings for 10 years.**
- Recycling is a multibillion dollar industry that employs millions of Americans and helps advance our clean energy economy.



Getting Started

1. Build your tailgating recycling team

Engage your campus recycling coordinator, athletics department, student groups, sororities, fraternities, ROTC, or other local service organizations. Reach out to local businesses and present it as an employee volunteer opportunity. Start with America Recycles Day sponsors if they operate in your community.

2. Gain approval and support from stadium's management and operations team

Lay out your plan with them and ask for feedback. They will be critical to the success of the recycling effort!

3. Pick your game day in October or November

4. Register your event on americarecyclesday.org.

The first 150 colleges and universities to register will receive a free Tailgating Recycling Event Toolkit including:

- 1 Banner
- 50 Buttons
- 500 Recycling Bags
- 15 T-shirts

Once you register, you can download additional Game Day and America Recycles Day promotional materials including:

- Customizable Print Ad Template
- E-newsletter/Web site Ad
- Facebook Icon
- Pledge Cards
- Posters (11x17)
- Radio PSA Script
- Sample News Release
- Sample Volunteer Memo
- Sample Volunteer Schedule



5. Work with the stadium operations team and your campus recycling coordinator to reach out to the waste management provider

Make sure you are familiar with the recyclables they accept, how they are collected and agree on a plan for pick-up.

6. Round up volunteers

- Identify the tailgating areas you will cover and the number of volunteers needed to staff the event. Work with your campus recycling coordinator, student groups and other partners to recruit. Consider volunteer incentives.
- Ask volunteers to commit to two- or three- hour shifts. (See Sample Schedule)
- Email your volunteers in advance with Game Day recycling information and instructions to minimize training on Game Day. (See Sample Volunteer Memo)
- Get volunteers excited! Their enthusiasm will spread to the tailgaters.

7. Promote your event

Involve your athletics department

Enlist help from the athletics department to spread the word before and on Game Day. Request a Game Day recycling jumbotron ad and a plug about recycling from the game announcers.

Print advertising

Customize the print ad and advertise in the school newspaper and game day program booklet.

Email blasts

Send a message to campus listservs.

Social media

Post information on Facebook event and fan pages.

- Spread the word across campus on Twitter with the hashtag #GreenGameDay. [Click here](#) for EPA's sample Twitter posts for coaches, schools and players.
- Encourage tailgaters to use the #IROGO hashtag on Twitter and describe where they recycled. If they tweet about "Recycling on the Go" at the game between October 20 and November 15, they will be eligible to win a \$15 iTunes gift card from Keep America Beautiful.

Leverage partner communications channels

Promote through your partners' listservs, Web pages and news releases.

Local media

Distribute a news release to local and campus media and through your alumni association. (See Sample News Release)



8. Game Day logistics

- Establish a central location in the tailgating area for your volunteers and staging your event. Clearly mark it with an America Recycles Day-Game Day Recycling banner from your event toolkit.
- Have a strategy for collection of the bags of recyclables from tailgaters. Go to CURC's website at curc3r.org to access *The Collegiate Football Sustainable Materials Management Guide*¹ for ideas and best practices.
- Have volunteers, in teams of two or three, walk aisles of the lot(s) to generate buzz, distribute bags, and communicate with tailgaters about how recyclables will be collected.
- Make sure your volunteers stand-out with I Recycle T-shirts and buttons.
- Create incentives for volunteers who collect the most recycling or who accumulate the most bags of recycling in their zone.
- Set-up an information table with materials about recycling on your campus and in your community. Encourage tailgaters to take the America Recycles Day pledge.

9. Setup

You'll need:

- Table and chairs for volunteers staffing your event
- A volunteer sign-in sheet, the schedule, and instructions for working the event
- Recycling bags for your volunteers
- America Recycles Day pledge cards (optional)
- Pens, scissors, tape, a black permanent marker and string, if you have a banner
- Digital camera to share photos with your volunteers and partners and for your Facebook page. Consider immediately uploading photos using a smartphone.

10. Success stories

Report results and share photos on americarecyclesday.org to become eligible for a cash prize.

MORE INFORMATION

For Game Day recycling case studies, technical tips and more best practices, visit epa.gov/gameday or curc3r.org.

¹ Produced by the Virginia Tech Office of Energy & Sustainability

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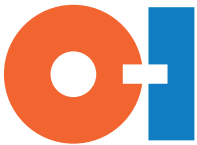


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