



America Recycles Day

November 15



A nationwide initiative by Keep America Beautiful

This Go-to Guide is intended for any individual or local group planning America Recycles Day community events.

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America Recycles DaySM, a program of Keep America Beautiful, is 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

Keep America Beautiful[®], Inc., established in 1953, is the nation's largest volunteer-based community action and education organization. With a network of more than 1,200 affiliate and participating organizations, Keep America Beautiful forms public-private partnerships and programs that engage individuals to take greater responsibility for improving their community environments. To learn more, visit kab.org

Welcome and Introduction

Word of mouth is a powerful force. That's why communities come together every year to celebrate America Recycles DaySM. Last year, local organizers like you educated millions of people through thousands of America Recycles Day events.

Keep America Beautiful created this "Go-to Guide" to make it easy to organize a local event. Register your events at americarecyclesday.org, and use these step-by-step instructions and resources to promote recycling awareness, commitment and action in your community.

Thank you for joining Keep America Beautiful's strong network of America Recycles Day event organizers, and **making recycling a natural thing to do.**



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Why America Recycles Day?

- To celebrate and increase recycling.
- To improve education about what is recycled in your community.
- To motivate people to recycle more by providing a way to demonstrate their commitment.

**We
Recycle!**



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Reasons to Recycle

- Recycling is the easiest thing we all can do 365 days a year to **save energy, conserve natural resources** and **create green jobs**.
- Recycling is a multibillion dollar industry that **employs millions of Americans** and helps advance our clean energy economy.
- Our national recycling rate of 34 percent annually:
 - Saves the energy equivalent of **nearly 250 million barrels of crude oil** or nearly **27 days of all U.S. oil imports**.
 - Avoids greenhouse gas emissions equivalent to removing more than **35 million cars from the road each year** or growing nearly **5 billion tree seedlings for 10 years**.



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Resources to Reuse

Customize America Recycles Day materials to promote your recycling event throughout your community.

Download materials from

americarecyclesday.org/toolkit

- America Recycles Day Logo
- Flyers
- Pledge Cards and Signage
- PowerPoint Template
- Sample Media Materials
- Sample Proclamations
- Sample Promotional Emails
- Website Banners

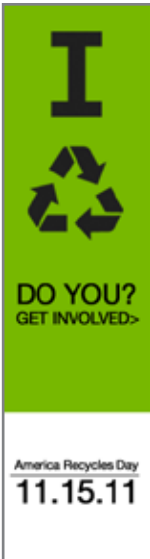
Visit americarecyclesday.org to tap into resources such as recycling fact sheets, links to government and industry recycling information, and **Earth911®.com**, a free service to identify where and what to recycle in your community.

Celebrate in Style

Order America Recycles Day promotional items, made from recycled-content, to use for publicity and incentives. When you register your local event, some items are free, depending on availability, and others can be purchased at a special discount.

Register your event at americarecyclesday.org

- Banners
- Bookmarks
- Buttons
- Pencils
- Posters
- Stickers
- T-shirts



I Recycle Display

Host a recycling information table in your community to promote recycling awareness, commitment and action.

Steps to Success

Engage local partners

Join forces with such partners as your city government, schools, businesses, nonprofits or neighborhood and civic associations.

Identify a prime location

Ask to stage your event at a local store, hospital, school or city hall if you don't have a visible, high-traffic location in mind.

Select your event date and time

Schedule your event on or around November 15 or during the entire month.

Recruit and train your volunteers

- Reach out to your personal networks and event partners to recruit volunteers.
- Familiarize your volunteers with the recycling information and materials at your event.
- Prominently display giveaways to encourage people to stop by the table.
- Outfit volunteers in I Recycle T-shirts. Visit americarecyclesday.org to order items at a special discount or use the guidelines to create your materials locally.

Register your Event

Register your local event at americarecyclesday.org

Connect to the national campaign for ideas and resources as well as promotional materials.

Publicize your event in the searchable city list of activities.

Share your results and photos to become eligible for a cash prize.

Sample Information Table



Materials

Table and chairs

Set up for the volunteers who are staffing your display.

Banner or signage

Request a free banner when you register, purchase one at a discounted price, or download the print-ready file to produce it locally.

Handouts

Contact your city or county recycling office as well as local partners for your community-specific recycling information.

Giveaways

Request free America Recycles Day pencils, stickers, buttons and bookmarks when you register online or purchase other items at a special discount. See details and restrictions.

Pledge cards (optional)

Provide pledge cards to encourage people to take the America Recycles Day pledge or set up a laptop with Internet access so they can pledge online. (See page 9 for details.)

Extra supplies

Remember to bring pens, scissors, tape, a black permanent marker, string and a stapler.

Digital camera

Capture photos to share your success with local partners and americarecyclesday.org



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Spread the Word

Create some buzz about your event and recycling.

Signage

Customize the America Recycles Day posters or flyers to post on site. Ask your local partners to post them in their offices or buildings.

Email blasts

Promote your event with your personal and professional networks by using the customizable America Recycles Day email template. Include a link to americarecyclesday.org. Ask your local partners to do the same.

Local media

Issue a news release about your America Recycles Day event, and get listed in local community event calendars on air, online or in print. Go to americarecyclesday.org/toolkit for sample media materials.

Social media

Post a promotional message on your personal and organization's Facebook pages.

Leverage other events

Visit americarecyclesday.org to build on other events planned in your community including educational presentations, special collection drives, recycling competitions and more.

Print advertising

Customize the America Recycles Day public service announcement (PSA) to place in your local newspapers.

Radio advertising

Contact your local radio stations about their requirements for local PSAs. Download the America Recycles Day radio PSA script from americarecyclesday.org/toolkit and customize with your event details.



Interactive Recycling Activities

These activities can help draw attention to your display and engage visitors.

America Recycles Day Pledge Drive

Research shows that asking people to make a commitment to recycle actually builds motivation that leads to lasting changes in behavior.

- Promote the pledge drive with the “Take the Pledge” table tent that can be downloaded from americarecyclesday.org/toolkit
- Set up a table tent and a laptop at your display with access to the Internet so visitors can “Take the Pledge” online at americarecyclesday.org
- If you don’t have Internet access, download instructions, the table tent and America Recycles Day pledge cards from americarecyclesday.org/toolkit and print them on recycled-content paper.
- Offer an I Recycle sticker, button or other giveaway to those who pledge so they can help spread the word.
- Make your pledges count. Include the number of pledges collected at your event when you report your results on americarecyclesday.org



Recycling Sort

Provide a mix of five to 10 items along with a trash can and recycling bin, and ask attendees which of the items can be recycled in your community. Some items may include a yogurt container, cereal box, paper coffee cup, aluminum foil or paper towel roll. Confirm what is recyclable in your community by contacting your city’s recycling office. Award prizes to those who answer correctly.

Guessing Game with Recyclables

Bring a large container or clear plastic bag filled with crushed cans or plastic bottles. Ask people to guess the number of items and award prizes.

Catch Recyclers “Green-handed”

Use your camera to take random photos of people recycling at or near your display. Give the recyclers you catch “green-handed” a prize such as an I Recycle button, sticker or T-shirt.

A Special Thank You to our 2011 Sponsors



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For more information, visit
americarecyclesday.org

Keep America Beautiful, Inc.

1010 Washington Boulevard
Stamford, CT 06901
203.659.3000

1030 15th Street, N.W.
Suite 490 West
Washington, D.C. 20005
202.688.0600



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