



Take the “I Recycle” Pledge

America Recycles Day Activity

Audience

General

Objective/Overview

Research shows that making a commitment can have a positive impact on building motivations that leads to lasting changes in behavior. To that end, invite attendees to make a commitment to recycle more. This year, you can invite attendees to take the pledge via mobile phone, online, or on paper.

Step 1: Planning to Promote

Decide which pledging options work best for your event.

1. Pledge via Text

Anyone with SMS (texting) capabilities can take the pledge via text by (see next page).

2. Pledging Online

- a) If you have internet access, cue up a laptop or tablet at your event to the pledge page (americarecyclesday.org/pledge) and have attendees take the pledge right there.
- b) Invite those with smart phones to scan the pledge QR code (see the attached flyer and script), which will direct them to the online pledge.

3. Pledging on Paper

Make copies of our paper pledge template (see page 4).

Step 2: Reward

How will you reward people who take the pledge? Consider giving out America Recycles Day promotional materials to pledge-takers (request an order when you register your event).

Step 3: Prepare Your Materials

- Display: Take the pledge flyer (see next page) and plexiglass stand
- Paper pledge: Copies of pledge template and writing utensils
- Online pledge: Laptop, tablet, or smart phone

Step 4: Let the Pledging Begin!



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Script: Pledging with a Phone (via text or QR code)

You: Would you like to take the pledge with your phone? If you have a Smartphone with a scanning app, you can scan this QR code and be directed to the online pledge. You can also pledge by sending a text message.

If the attendee chooses texting:

You: All you have to do is text “Recycle pledge” to 91011 (“nine ten eleven” is easier to remember). You will automatically opt in to receive tips and alerts about recycling from KAB.

Attendee: Oh. I don’t really want to be getting lots of texts.

You: Well, you will be getting no more than one text per month with recycling tips and facts. By texting “recycle pledge” to 9 10 11, you are promising to recycle more material than you do now. Is that possible?

Attendee: I already recycle a lot...

You: Think about different instances when it’s not so easy to recycle. Do you recycle at work, at home, and while out-and-about? What about in the bathroom— do you recycle products and packaging there? Think of the box your toothpaste comes in, or your shampoo bottles.

Attendee: OK, I can improve. I’ll pledge!

You: Great, just text “recycle pledge” to nine ten eleven. Don’t forget the space between “recycle” and “pledge.” Here’s an “I Recycle” sticker for pledging.

If the attendee chooses scanning:

You: Just open your scanning app and scan this QR code (show attendee a flyer (attached)). You will be directed to the online pledge.

Attendee: Ok. I’m there.

You: All you have to do is select the material you want to recycle from the dropdown menu and click “pledge.”

If someone at your event doesn’t have a QR scanning app and wants to get one, tell him or her to search the App store for “QR scanning.”



Download this QR code at www.AmericaRecyclesDay.org/toolkit to include it on your own posters or flyers.

Pledge to Recycle via Text FAQ

- 1. If I text this number will I be contacted in the future?** Only via text, not by phone. The communication will be recycling tips and facts and you will only receive one text per month.
- 2. Does it cost me money to send this text?** Your normal texting rates may apply.
- 3. How do I opt out of texts from Keep America Beautiful?** Just text “recycle pledge stop” to 91011.

Step 4: Let the Pledging Begin!



America Recycles Day

NOVEMBER 15

Take the Pledge

Scan



text
"recycle
pledge"
to 9 10 11

or pledge
online at
[www.America
RecyclesDay.org](http://www.AmericaRecyclesDay.org)

Take the Pledge



THE NATIONAL RECYCLING RATE HAS INCREASED EVERY YEAR SINCE 1980. THE CURRENT RECYCLING RATE IS 34%. JOIN US IN RECYCLING MORE.

For America Recycles Day 2012, I pledge to:

Learn: I will find out what materials are collected for recycling in my community at AmericaRecyclesDay.org;

Act: Reduce my personal waste by recycling. In the next month, I will recycle more:

_____ (list the material you commit to recycling)

Name: _____

City/State: _____

Email (optional): _____

America Recycles DaySM is an initiative of Keep America Beautiful.

Printed on Post-Consumer Recycled Paper

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