



Fundraising Through Recycling

Raising Money Through Recycling With Recycle Zone

Here is an overview of how your school, church or organization can make money through recycling with Recycle Zone. Our program guide lists general ways you can set up your program but with a little imagination and applied experience you can design a program that will work the best for your project.

A. Set Your Goals

In the beginning it is important to be familiar with how recycling at Recycle Zone is done and how the values of various items will fluctuate. This knowledge will help you better prepare for the rest of your program. If you want, one of our representatives will come to your group and talk about the program or you could have your group come to Recycle Zone for a brief walk-through and discussion.

B. Organize Your Program

This is explained in more detail inside our packet. The steps we recommend for your organization include:

- Making A Plan
- Promoting The Project
- Recruiting Help
- Making Contact and Publicizing
- Monitoring Your Progress

C. Celebrate and Reward

As you reach milestones toward your goal have nice ways to reward your crews. Then when the final goal or time period is over, have a big celebration.

Then start planning the next recycling project.

The recycling experts at Recycle Zone will help you in any way they can to make your project a success.



Fundraising Through Recycling

Preparation Checklist

Use this checklist to help focus your group on the tasks that are necessary. Add to it any steps that will be unique to your project.

A. Set Your Goals

- Visit Recycle Zone or have a representative come to your group
- Organize your central committee
- Brainstorm ideas on how much money can be made and the target project

B. Make Your Plan

- Create ways for how to get the organization and community involved
- Determine what promotions will be done and what materials will be needed
- Create your action plan and timetable – make it visible to your group

C. Promote the Project

- Set a goal for each member of the organization – how many people to contact
- Consider holding a contest within the organization for amount recycled
- Share your timetable and action plan with all

D. Recruit Help

- Get your members to involve their families, neighbors, business associates
- Publicize your target project for how the funds will be used
- Educate all on the benefits of recycling (see the sample letters in this packet)

E. Make Contact and Publicize the Project

- Contact your local media – newspapers, radio, TV – get them to help in getting the community involved. (See sample press release in this packet)

F. Monitor Your Progress

- Create a way for your members to report their successes frequently; post these for all to see

G. Celebrate and Reward

- Plan a nice event to acknowledge the efforts of all and reward the top achievers
- Publicize how the funds were used and announce the beginning of the next project



Fundraising Through Recycling

Letter To Parents (You can reword this to fit your project)

Dear Parent:

Did you know our (name of organization) is having a fundraiser to raise money for (your target for the money)? The way we are raising money is through recycling of metal items using our local recycling company, Recycle Zone.

The project teaches us all about the value of recycling and how we can make a big difference by doing our small part. That's where you come in. We are asking you to partner with us to make this project a big success.

If you save your recyclable items, like aluminum beverage cans and other items like some we have listed on our flyer, then take them to Recycle Zone on Lorain Road (just east of Stearns), they will give you cash for the value of the recycled items and a receipt. We just ask that you bring the receipt and money to us to help in our fundraising.

If you are unable to make the trip or would rather we do this for you, just contact the person listed at the bottom of this page and he/she will arrange for a pick up. We will let you know how much help you have been for us too.

This is pretty easy. We are not asking you to buy something you will never use or purchase foods you might not want. Instead, we are helping you get rid of items in your home or business that you were going to throw away anyway. Recycling like this also helps our city because the amount we recycle is that much less they have to take to the landfill – the landfill doesn't fill up as quickly and our city's trash pick up is easier.

There are important lessons to be learned through recycling this way. Responsible recycling is an important family activity that we can hand down to generations forever. Your family's participation in the project will help make it a huge success.

Contact Person _____ Phone _____



Fundraising Through Recycling

Facts About Recycling

Aluminum

With the modern 12 fluid ounce aluminum can, it will take 31.8 cans to have one pound.

Recycling just one aluminum can saves enough energy to power a TV for 3 hours.

97% of all beverage cans (soda & beer) are aluminum.

If you are unsure if your beverage cans steel or aluminum, use a magnet, it will stick if it's steel.

North America is currently recycling around 2/3 of all their aluminum cans.

Aluminum can recycling saves 95% of the energy needed, opposed to refining from raw aluminum (bauxite ore).

Current energy saved in one year from recycling aluminum cans in the USA would light the entire city of Denver, CO for more than 10 years.

Using recycled aluminum beverage cans to produce new cans allows the aluminum can industry to make up to 20 more cans using the same amount of energy.

The energy saved in one year from recycled cans is equivalent to 20 million barrels of oil or 12 billion kilowatt hours of electricity.

The aluminum can returns to the grocer's shelf as a new, filled can in as little as 90 days after collection, smelting, rolling, manufacturing, and distribution.

America alone uses over 80,000,000,000 aluminum pop cans every year.

Making cans from recycled aluminum cuts related air pollution by 95%.

Americans throw away enough aluminum every three months to rebuild our entire commercial fleet.

Plastic

At the bottom of plastic containers you'll find a number code which will help you separate your containers accordingly.

Plastic trash thrown into the water kills over 1 million creatures every year.

Glass

The energy saved from one recycled glass bottle will run a 100 watt light bulb for 4 years.

The importance of recycling: This is just a portion of the benefits to recycling and a portion of recycling materials. 75% of all "trash" can be recycled. Recycling benefits our energy resources, fuel, our earth and our future.



Fundraising Through Recycling

Facts About Recycling

Steel/Iron

Everyday Americans use enough steel...you could run a steel pipe from New York to Los Angeles and back to New York.

Using recycled steel saves 74% of the energy opposed to producing them from raw materials.

On average a little more than 9,000 steel cans are removed from landfills with a magnet every minute.

An average American family throws out over 200 pounds of steel cans every month.

In the U.S. the recycling of appliances in one year would be enough to build 160 football stadiums.

Steel recycling saves enough energy that is equivalent to electrically power 1/5 of all homes in the U.S.

Food cans usually contain a tin coating which is a valuable metal. 70% to 80% of this tin is recovered in the recycling process of food cans.

Paper

70% of energy is saved from using recycled paper opposed to new paper from a tree.

To produce each week's Sunday newspapers in the USA, 500,000 trees must be cut down.

If everyone recycled their newspapers 250 million trees could be saved every year.

It takes 15 years for a tree to produce just 700 grocery bags.

2 billion trees are cut down every year just for manufacturing in the USA.

One person on average will use up 7 trees a year using products made from trees.

1 billion trees worth of just paper is thrown in the trash every year.

100 acres of rain forest are cut down every minute.



Fundraising Through Recycling

Letter To Businesses (You can reword this to fit your project)

Dear (Local Business Name)

(Name of organization) is having a fundraiser to raise money for (your target for the money) The way we are raising money is through recycling of metal items using our local recycling company, Recycle Zone.

The project teaches us all about the value of recycling and how we can make a big difference by doing our small part. That's where you come in. We are asking you to partner with us to make this project a big success.

If you save your recyclable items, like aluminum beverage cans and other items like some we have listed on our flyer, then take them to Recycle Zone on Lorain Road (just east of Stearns), they will give you cash for the value of the recycled items and a receipt. We just ask that you bring the receipt and money to us to help in our fundraising.

If you are unable to make the trip or would rather we do this for you, just contact the person listed at the bottom of this page and he/she will arrange for a pick up. For larger items or volumes of recyclable materials, Recycle Zone will pick too. Just give them a call to arrange for this service. We will let you know how much help you have been for us too.

This is pretty easy. We are not asking you to buy something you will never use or purchase foods you might not want. Instead, we are helping you get rid of items in your home or business that you were going to throw away anyway. Encourage your employees to participate from home too.

This is an excellent way to help your local (organization) and support our cause. It could also lead to positive media exposure for your business. Recycling this way can be good for your business also by saving on trash removal. In addition, recycling like this helps our city because the amount we recycle is that much less they have to take to the landfill – the landfill doesn't fill up as quickly and our city's trash pick up is easier.

There are important lessons to be learned through recycling this way. Responsible recycling is an important community activity that we can hand down to generations forever. Your company's participation in the project will help make it a huge success.

Contact Person _____ Phone _____



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Sample News Release

(Reword as needed to fit your project)

For more information contact: Your name and contact information)

FOR IMMEDIATE RELEASE

DATE:

(Your Organization) Takes Recycling to a Whole New Level

(Your Town) (Date) – (Your Organization) is participating in a recycling venture to raise money for (your target project). By recycling like this the organization also will help fight litter, save valuable resources, conserve energy and earn money. (Organization) is working with Recycle Zone of North Olmsted and local businesses that are signing on to help with the project.

(Your spokesperson) said, “Recycling in this manner brings together the community – our organization, families and businesses – in an exciting project that teaches us all about the value of recycling. We believe it is a practical and easy way to raise money for (project).”

This program shows how we can all work together to make a better environment for the next generation.

Visit www.RecycleZoneUSA.com for more information.



Fundraising Through Recycling

Ideas For Putting the FUN into Fundraising

Add Recycling to Other Events

When your organization has other events like sports, picnics, family nights - whatever - think about ways you can add your recycling fundraising activity as part of it. Have a specific location and some bins or boxes available to hold all the items they will bring in. Use a big sign so everyone can easily locate your bins and boxes. Add your recycling information to the event flyers that go home so everyone is aware.

Add Some Competition to Your Activity

Place a scoreboard in a prominent location in your building so all can keep track of how their group or class is doing. Then mark up the score every day, every week or every month, however is best for your organization. Offer some sort of prize, like a party or some other low cost special winning. Competition is one of the best ways to motivate groups into action - don't miss this opportunity to raise excitement and increase collections.

Leadership Challenge

Have your group leader challenge the group to generate so much weight or amount of recyclable materials within a specific period of time. If they do, the leader must perform some silly stunt for the day.

Other Ideas

- Invite someone from Recycle Zone to speak to your group about recycling and its impact on your environment, your city, your future.
- Prepare flyers to go home to parents and neighbors about your program.
- Create teams of youth and adults to go to neighbors homes to ask for recycling donations.
- Try to enlist the support of local officials - city council, school board, mayor, chamber of commerce.
- Invite the local newspaper to one of your events so they can spread the word in an article about recycling and what your group is doing.
- Have your group take a field trip to a nearby landfill to see what goes into it that your group have made money with.
- To add more interest in recycling, have an art contest for items made from recyclable materials. Interesting collages can be made by wiring, nailing or stapling items together or onto a board. Encourage safe practices when handling certain materials that may have sharp edges. Adult supervision may be necessary.

Make recycling fun!