

TERRACYCLE®'S GUIDE TO ENGAGING YOUR COMMUNITY





Volume II: Engaging your community

TerraCycle®'s Collect, Store, and Ship Guide



Empowering your community to start recycling with you is a great way to increase your TerraCycle collections, reach shipment size requirements, and earn rewards through contests and promotions.

01: Establish partners in your community

You already know what makes a collection bin eye-catching and informative, but half the battle is finding the best people and businesses to partner with in your community. Use the suggestions below when establishing recycling partners in your community.



PUBLIC LIBRARIES AND COMMUNITY CENTERS

1. Libraries and community centers make great public drop-off points since they are typically located in a community hub.



SMALL BUSINESSES AND RETAILERS

2. Employees may bring in waste from home and small businesses may want to engage customers at the point of purchase.



DAYCARES AND AFTER-SCHOOL CLUBS

3. Work with coordinators at daycares and after-school clubs to start recycling qualifying waste instead of throwing it out.



PARKS AND OUTDOOR FACILITIES

4. Talk with coaches and facilities managers about leaving collection bins for qualifying waste at your local parks or sport fields.

02: Talk to people in charge

Please make sure you discuss your collection strategy with the manager, facilities coordinator, or any other person in charge at each location. If you need a little help communicating why TerraCycle is important to you, be sure to review the talking points provided below. It's important that you clearly explain who is directly benefiting from the collections and how the program works.

1 For each piece of waste we recycle,
WE EARN \$0.02 FOR OUR SCHOOL/NON-PROFIT.

2 When you collect with us,
WE CAN ENCOURAGE PEOPLE TO VISIT YOUR BUSINESS
to support our school/non-profit.

3 **IT'S COMPLETELY FREE, EVEN FOR US**
TerraCycle provides free shipping labels for us
to ship the waste to them to be recycled.

4 Not only do we earn a donation per piece we collect,
BUT THE WASTE WILL BE RECYCLED
INSTEAD OF JUST THROWN IN A LANDFILL.

03: Spread the word

Start with some basic promotional materials to get the word out and engage your community. Many people will love the combination of recycling and helping a local school or non-profit organization.

USE THE CHECKLIST BELOW FOR A BASIC PROMOTIONAL PLAN.

□ TALK ABOUT IT:

If you are a school, be sure to talk with students and parents about bringing in collections from home. If you are a business or organization, talk to each of your employees or members about bringing in TerraCycle items to recycle at your workplace or meeting area.

□ HAVE A RECYCLING DRIVE:

Having a recycling drive is a great way to educate your community about the benefits of recycling certain packaging while collecting it at the same time. Talk with township authorities about community-wide events that you can recycle with.

□ FLYERS:

Use the flyers provided or make your own! Give a completed “Retail Display Flyer” (Page 7) to a manager so they can promote their involvement in your eco-friendly and charitable efforts. It’s a great flyer to stick right in a window or near a register.

□ EMAILS AND NEWSLETTERS:

Most schools and organizations have newsletters that they send to their students, parents, members, or customers. Create a short paragraph (similar to the talking points discussed on the previous page) about your efforts.

□ SOCIAL MEDIA:

Make a Facebook group for your community recycling or post updates on your town’s own Facebook page. This is a great way to start a conversation about your collection efforts in your community.

04: Servicing your recycling stations

Possibly the most important aspect of community recycling is creating an effective pickup strategy for any public drop-off points you have established. Managers who are hosting your collection bins don't want to be left with overflowing bins and messy collection areas.

We suggest two options for your pickup strategy:

- 1 Visit the location at a scheduled time to check the collection bin(s), or
- 2 Tell the manager that they can call you whenever the collection bin is full so you can pick it up.

Also review the “Dos and Don'ts” outlined below for some quick suggestions on how to service your recycling stations.



DO

- Establish a regular pickup schedule. For example, pick up collections at Pat's Deli every Thursday between 6 pm and 7 pm.
- Take the initiative to provide each location with a small collection bin or even just a sturdy garbage bag. This will also make it easy on you when you go to pick up the collections next time.
- Remove any bins or paraphernalia as soon as the manager requests it.

DON'T

- Do not tell a manager or person in charge that you will pick up the collections “at some point” between Monday and Friday.
- Do not overwhelm a manager. A collection bin and multiple posters may work for one location, but a plain garbage bag with a single flyer may make more sense for another location. And always make sure you adhere to the manager's requests.
- Do not give a manager or person in charge a hard time if he or she wants you to remove any collection bins or paraphernalia.

MY DROP-OFF POINT TRACKER

Use this sheet to keep track of contact information at the locations you have placed collection bins.

1

Store/Organization Name

Contact Person

Contact Phone

Notes (ex. Pickup day)

2

Store/Organization Name

Contact Person

Contact Phone

Notes (ex. Pickup day)

3

Store/Organization Name

Contact Person

Contact Phone

Notes (ex. Pickup day)

4

Store/Organization Name

Contact Person

Contact Phone

Notes (ex. Pickup day)

HELP US SUPPORT

BY RECYCLING WITH TERRACYCLE®

FOR EACH PIECE OF WASTE WE
COLLECT, WE ARE CONTRIBUTING
TO OUR LOCAL COMMUNITY OR
TO A GOOD CAUSE.



FOR MORE INFORMATION,
VISIT WWW.TERRACYCLE.COM.AU