

Tips to Keep Your RoundUp Going

The challenge for any fundraising effort is to sustain it over time — to keep everyone interested and excited. Set goals and keep the community informed of your progress. This becomes your rallying point.

Your RoundUp should be fun. Part of the fun is coming up with new ways to collect aluminum cans. Following are a few ways you can keep your group motivated to make sure they all keep “Rounding Up” aluminum cans.

SCHOOL SPIRIT WEEK

Competition is keen when school classes challenge each other to see which class can recycle the most aluminum beverage cans in a week. The winning class receives ten percent of the other classes’ proceeds.

Posters and announcements should be made daily and class collection bins ideally are placed in an easily accessible area. Place a barometer by each bin so daily tallies can be compared. Encourage teachers and staff to recycle for their favorite class.

WASH CARS/RECYCLE FOR THE ENVIRONMENT

Groups in need of cash and desiring to help the environment are conducting pro-rated aluminum can car washes. Cars bringing in 100 aluminum cans receive a free car wash (the fee is pro-rated for drivers recycling fewer cans).

Participants make money for their project and help encourage recycling. Publicize the car wash at least three weeks in advance by hanging posters and sending information to public service directors at newspapers and local radio and television stations for inclusion in community bulletin board announcements.

PARADES

Parades happen in many towns. Add the element of recycling to your next parade. Recycling is easy, gives your parade an environmental edge and helps control litter. RoundUp recycling teams buddy up, provide signs to vendors and recycle. As the crowds arrive, let them know to save their cans and pass them forward to the RoundUp recycling team who will be the last participant in the parade. Prior to the start of the parade, a RoundUp recycling team can let parade attendees know that they will be back at the conclusion of the parade to recycle their beverage cans. Vendors will often post a recycling bin or display signs about your group recycling during the day.

CARNIVAL

A number of our RoundUp school groups keep their program going through their entire school year and build enthusiasm by rewarding recyclers with tokens to be used at their annual carnival. The tokens could be used as cash at the carnival. Some games were designated for recycling tokens only, making a winner at those booths extra special. Last-minute tokens could be earned as students build a Great American Can RoundUp recycling mountain at the carnival.

CHALLENGES/ROUNDUPS

Businesses challenge other businesses, schools challenge other schools, Scouts, similar clubs and groups can all join. The idea is to recycle and achieve the challenged goal. For business challenges, the local Chamber of Commerce or service organizations often support this type of environmental outreach.



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ENVIRONMENTAL PLEDGE.

The RoundUp's "Environmental Pledge" certificate can be used to gain support and generate participation before a RoundUp recycling program or reward participants for their efforts during Earth Day or similar environmentally-themed activities. Participants are asked to "Make Every Day Earth Day" by incorporating the three R's (reduce, reuse and recycle) into their lives. They can pledge to do more to encourage environmental awareness through community service such as environmental education, environmental action and public service. For certificates that you can personalize for your group, call us at 202/232-4677.

MAKE AN ENVIRONMENTAL WISH

Aluminum can banks hold participants' wishes. All you need to supply is a pen or pencil and a slip of paper stating "My environmental wish is..." and place the wish in the can bank. Wishes make for interesting press release or newsletter copy. Share your filled can banks with elected officials from the County Council to the Governor.

E.B. Erwin Elementary School students presented Vice President Albert Gore, Jr. with a "Make An Environmental Wish" can filled with their wishes. Contact the RoundUp for can banks and a sample wish slip.

BUILD A MOUNTAIN OF CANS

Did you ever wonder what 100,000 of something looks like? The Boy and Girl Scouts of Alexandria, Virginia did, and they discovered that their mountain of 100,000 used aluminum cans filled two tractor trailers and earned them \$1,000. A mountain of aluminum cans, whether it is created in a day, week or over several months, is a great way to rally the community to earn funds for a special project by recycling aluminum cans. In

Texas, Dyess Elementary School is building many Great American Can RoundUp mountains of used beverage cans to earn funds for a memorial playground. The media has seen the mountain grow and has brought increased participation to the program, enabling them to raise over \$10,000 for the playground.

Check with local recycling centers to see if they have any suggestions or can help you transport the cans by providing a trailer. Retail store parking lots make convenient locations to host mountain-building events. All you have to do is set a goal as a rallying point and keep the community informed and involved in the progress.

STUDENTS TEACH RECYCLING

Older students become recycling "assistant teachers," serving as role models, developing lesson plans and initiating RoundUp activities with younger students. Schools have networked with senior citizens to help them recycle on a regular basis. Teachers and parent-teacher organizations can assist students and generate goodwill; and, where applicable, students can earn community service graduation credits.

SCOUTING FOR CANS

A new twist on the Boy Scouts of America "Scouting for Food" is with a dual collection of food cans for the needy and used aluminum cans for recycling. As you canvas neighborhoods asking folks to leave a bag of canned goods on their doorstep the following week, let them know you would appreciate their used beverage cans in a separate bag too. In fact, carry a large plastic bag for any used



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aluminum beverage cans they would like to donate today. You can use the recycling proceeds to buy additional canned goods or make a charitable contribution.

Tip: Be sure to include recycling of aluminum cans on your door hangers so everyone can participate.

Enter the GACR CanTrifecta Challenge with your previous month's collection information by the 20th of each month to win one of three \$50 monthly awards and be in contention for the national CanTrifecta's GACR Champion and Reserve honors and an additional \$250.

GAME DAY RIVALS

As fans enter the parking lots for tailgates, let them know about the aluminum can recycling contest to see which school can recycle the most aluminum beverage cans into the bed of their team's pick-up truck located by the entrance to the stadium. Better yet, promote the game day recycle challenge before game day so extra cans can be brought to the game. Have volunteers on hand to place the cans in plastic bags for transport. Compacting or crushing the cans will allow more cans per bag. The trucks will caravan to the recycling center where the cans will be weighed and the winner determined. Phone the results back to the stadium for screen display, announcements and environmental bragging rights.

Host a mini-contest for the school's fans who recycle. For every can recycled earns a raffle ticket for a drawing. A bag of cans extra chances beyond a ticket per can. The goal is more cans. Prizes could include a view from the press box, a visit with the coach to learn game strategy, the opportunity to watch a practice session or eat with team members. Ask local

businesses (restaurants, video arcades, retail stores, etc.) to donate prizes to help your cause, and post flyers about the tailgate challenge at businesses and public places such as libraries. Be sure to request permission. Campus newsletters, PTA bulletins, paycheck inserts, pizza boxes are opportunities to get the word out.

ALUMINUM CAN FASHION SHOW

Aluminum cans have sparkle, shine and can make for some amazing lightweight attire. How do you wear your cans? For some it will be earring jewelry, for others a simple hat or can shoe fashion. What's your preferred can runway fashion? Do send us photos to share.

WHO HAS THE MOST CANS IN A 39 GALLON BAG?

That's the question and GARC participants are challenged to see which one of them is the best can packer. Your multiplier is 34.35 times the weight of the bag. Please send Al the Can photos on Facebook.

Environmental Benefits Recycling Calculator
Novelis provides you with up-to-date calculations (<http://www.novelis.com/Internet/recyclingcalculator/recycleCalculator.aspx>) to learn the environmental benefits if everyone in your community, school or group recycled 100% of their aluminum cans. It is fun to work the calculator to see the sustainable environmental benefits such as the energy, greenhouse gases and water saved thanks to your GACR accomplishments.



CANS: INFINITELY RECYCLABLE™

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CAN RECYCLE SIGN

Create a message using used beverage aluminum cans. How about a large “RECYCLE” sign on the football field to remind folks to recycle their aluminum cans at your GACR rally? It is fun to design and coordinate colors of different beverages to make the sign resonate. Great way to generate buzz and press too! Plus, all the cans are recyclable afterward.

CAN CRUSHER CONTEST

You will need a lot of cans to play this fun game. This is a contest of skill compacting a 12 ounce beverage can into an 8 ounce beverage can, upright, no blow-outs, and 3.4” in height with your foot. Most of the time the result is road kill or grand slam. Not a blow-out, then it is are nouveau. If your foot goes in the middle, it is a two-for-one can. If the can leans to one side, what are its political connotations? If the can does not reduce to 3.4” in height, considered it canned air and the participant should try again.

UNDERHAND BADMINTON

Set up your badminton net; get your rackets out along with aluminum cans from the recycling bin. The goal is teamwork to see how long you can keep the aluminum beverage can in play. No overhand shots allowed. Keep it slow and easy for the best scores.

12, 24, OR 36 CAN MULTI-PACK LIMBO

How low can you go limbo using stacked fridge packs of beverage cans and a pole? As the group progresses, eliminate a multi-pack from each side until a winner is determined. This can be a winner takes all contest or an opportunity to party opening the multi-packs and quick chilling the cans over ice.

REWARDS FOR RECYCLING

Contact local businesses, retailers, and restaurants for coupons, merchandise or old logo items to donate to recognize outstanding recycling. Local athletic teams could be tapped as well for autographed photos, a view from the press box or meet the coach opportunity.

