



School fundraising outreach guide

The more hard-to-recycle trash you ship in, the more money you bring in! Here's how to spread the word to students, parents, faculty, and staff.



Build a community of TerraCyclers

Congrats on bringing TerraCycle to your school. We can't wait to see how much trash your community sends to TerraCycle instead of to landfills!

Remember: The more you send in for recycling, the more cash you can earn for your school.

So, how can you engage students, parents, faculty, and staff and make sure you're getting all of the trash (and dollars) you can?

We're here to help with the resources in this outreach guide, including templated content for:



Your website



Email



*Social media
and more*





Website

Create a blog article or web page about your TerraCycle recycling hub so that your school community can always access information about how and why to drop off trash.

Here's a template to get you started:

[Your school name] is recycling the unrecyclable with TerraCycle!

Help us be green and earn green by recycling your hard-to-recycle trash

[Your school name] is proud to share that we've set up a TerraCycle recycling hub for common things we toss in the trash that can't be recycled locally. The best part? Just by dropping off trash, you help us raise funds for our school!

[insert an image of your recycling center]

The recycling hub is located in **[location in your school]**. Students, parents, staff, and faculty are invited to use it. The more we recycle together, the more **[your school name]** earns.

How it works

- Members of the **[your school name]** community (like you!) drop off hard-to-recycle trash at our recycling hub.
- Once we have a full box, we send it to TerraCycle (using a free shipping label).
- TerraCycle awards us points that we can redeem as a cash donation.
- We'll use the dollars we earn to fund **[equipment upgrades, activities, programs, etc.]**.

Here's what you can drop off:

- **[List trash accepted for each program you've joined. Examples include:**
- **Swiffer Sweeper, WetJet, and Duster refills**
- **Hasbro toys and games**
- **Dial caps, pumps, refill packets, and bar packaging]**

Tips for dropping off recycling

- Start collecting accepted items in a box at home and bring it in once it's full.
- Please make sure to only drop off accepted items (listed above).
- Items don't have to be sparkling clean, but please remove as much product (e.g., crumbs from snack bags or soap from pump bottles) as possible.
- Please sort your items into the correct boxes.

About TerraCycle

TerraCycle is on a mission to eliminate the idea of waste. It develops ways to collect and recycle trash that is not generally accepted by traditional municipal recycling services, including cigarette butts, toys, mascara wands, and much more.

To learn more and get involved, visit terracycle.com.

Any questions about the recycling hub at **[your school name]**? Reach out to **[the email address of the responsible party at your school]**. And remember, the more items you drop off, the more money we can earn, so feel free to collect for friends and family too!

Email



Send an email introducing your school's new fundraising initiative. Include info about what to recycle and where to drop it off. Remember to highlight the fundraising component!

Here's a template to get you started:

Subject line: We're recycling the unrecyclable with TerraCycle!

We're proud to share that we've set up a TerraCycle recycling hub! The best part? Contributing to it helps us raise funds for our school—and at no cost to you!

[insert an image of your recycling center]

How it works

- Members of the *[your school name]* community (like you!) drop off hard-to-recycle trash at our recycling hub.
- Once we have a full box, we send it to TerraCycle (using a free shipping label).
- TerraCycle awards us points that we can redeem as a cash donation to our school.
- We'll use the dollars we earn to fund *[equipment upgrades, activities, programs, etc.]*.

Here's what you can drop off:

- *[List trash accepted for each program you've joined. Examples include:*
- *Swiffer Sweeper, WetJet, and Duster refills*
- *Hasbro toys and games*
- *Dial caps, pumps, refill packets, and bar packaging]*

A couple of tips:

- Start collecting accepted items in a box at home and bring it in once it's full.
- Please make sure to only drop off accepted items (listed above).
- Items don't have to be sparkling clean, but please remove as much product (e.g., crumbs from snack bags or soap from pump bottles) as possible.
- Please sort your items into the correct boxes.

We look forward to recycling with you! The more you drop off, the more money we can earn, so feel free to collect for friends and family too.

- If you have any questions, please send an email to *[the email address of the responsible party at your school]*.



Add reminders to your newsletters

Add a section to your regular newsletters that highlights your TerraCycle recycling hub. Provide quick facts and celebrate recycling and fundraising wins.

Here are some text stubs to get you started:

- We recently started recycling hard-to-recycle trash with TerraCycle! You can drop off **[list of the items accepted by the programs you participate in]** at our recycling hub in **[location in your school]**. By doing so, you'll not only help the planet but also help us fundraise! TerraCycle gives us points that we can redeem for cash for each shipment. Learn more. **[hyperlink "Learn more" to a blog article or web page on your site]**.
- We just sent in our first shipment to TerraCycle! Thank you to everyone who has contributed so far. If you haven't visited our recycling hub yet, it's located in **[location in your school]**. You can drop off **[list of accepted items]**, which we'll send to TerraCycle to be recycled. TerraCycle gives us points that we can redeem for cash for each shipment, so you'll be helping us fundraise! Learn more. **[hyperlink "Learn more" to a blog article or web page on your site]**.
- Have you visited our TerraCycle recycling hub yet? Students, parents, faculty, and staff can drop off hard-to-recycle trash like **[accepted items]**. Then we send the trash in, earning TerraCycle points that we redeem as a donation to our school. Be green while helping us earn green! Learn more. **[hyperlink "Learn more" to a blog article or web page on your site]**.
- We just joined another TerraCycle program! Now you can recycle **[accepted waste for the new program]** as well as **[other trash you accept]**. Our recycling hub is located in **[location in your school]**. Remember, the more trash you drop off, the more we fundraise! TerraCycle gives us points that we can redeem for cash for each shipment. Learn more. **[hyperlink "Learn more" to a blog article or web page on your site]**.
- We just redeemed our TerraCycle points and earned **[\$insert dollar amount]**! Thank you to our community members who help us fundraise by dropping off their trash. Together, we sent **[X pounds]** of hard-to-recycle items to TerraCycle to be recycled, helping the planet as well as earning cash that will go toward **[technology upgrades, school programs...]**. Learn more. **[hyperlink "Learn more" to a blog article or web page on your site]**.



Social media

Like email, social media is excellent for sharing consistent updates and reminders with your audience. Added bonus: You'll reach more students here.

We recommend posting across channels, including Facebook, Instagram, Twitter, and TikTok. Don't forget to tag us!

   **in** @TerraCycle

 @TerraCycleHQ

We've prepared some graphics for you to use.

Click the images below to download.

We're fundraising
by recycling with
TerraCycle!



We're fundraising
by recycling with
TerraCycle!



You can also incorporate pictures and videos of your recycling hub, people dropping off trash for recycling, packing up boxes to ship to TerraCycle, and more.



Social media (cont.)

Here are some caption ideas for your social posts:

Exciting news! **[Your school name]** is now recycling the unrecyclable with TerraCycle. That means we'll be collecting hard-to-recycle trash to send to TerraCycle for recycling. Yep—we want YOUR trash. You can drop off **[list of the items accepted by the programs you participate in]** at our recycling hub in **[location in your school]**. By doing so, you'll not only help the planet but also help us fundraise! TerraCycle gives us points that we can redeem for cash for each shipment. Learn more here: **[link to a blog article or web page on your site]**.

This year, we sent a whopping **[number]** of pounds of hard-to-recycle trash to TerraCycle! We're proud of all of you who took that extra step to drop off your items at our hub instead of throwing them in the trash bin. Not only are you helping the planet, but you're helping us fundraise. Interested in learning more about our recycling hub? Here's more info: **[link to a blog article or web page on your site]**.

Be green while helping us earn green! We're recycling the unrecyclable with TerraCycle, so we're collecting your trash. You can drop off **[list accepted trash]** at our recycling hub, which is located in **[location in your school]**. Then we send the trash in, earning TerraCycle points that we redeem as a donation to our school. Learn more here: **[link to a blog article or web page on your site]**.

We just redeemed our TerraCycle points and earned **[\$insert dollar amount]**! Thank you to our community members who help us fundraise by dropping off their trash. Together, we sent **[X pounds]** of hard-to-recycle items to TerraCycle to be recycled, helping the planet as well as earning cash that will go toward **[technology upgrades, school programs...]**.

We almost have a full box of **[accepted waste for a certain program]** to send to TerraCycle for recycling. Do you have any of these items to drop off? (Feel free to collect for friends and family too!) Learn more about our TerraCycle recycling hub: **[link to a blog article or web page on your site]**.

We just sent in our first shipment to TerraCycle! Thank you to everyone who has dropped off trash for recycling so far. For each shipment, we earn points that we can redeem as a donation to our school. Want to help us fundraise while helping the planet? Learn how here: **[link to a blog article or web page on your site]**.



Other ideas & resources

Signage

Print an informational poster to hang above your recycling hub! We have a template to help!

Printable posters can be found on your TerraCycle profile page, here's a couple to get you started.

Click the images below to download.



Recycle all VTech® and LeapFrog® toys here



 Only VTech® and LeapFrog® electronic learning devices and electronic toys are accepted.

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Recycle All Flexible Plastic Snack Pouches and Caps Here



 Any brand of flexible plastic snack pouches and caps is accepted!

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Word-of-mouth

There's nothing quite like the power of word-of-mouth. Mention your recycling efforts at assemblies, events, and sports games. Encourage teachers to give reminders in class. Provide handouts that students can bring home to parents.

You're well on your way to
building a community of
TerraCyclers—and earning
extra cash for your school!



Questions?

Visit our Help Center for instant
answers or to contact us directly:
help.us.terracycle.com.