

How To Set Your Recycling Goals



Your First Step

Whether you are hosting the Paper Retriever program for the environmental benefits it brings to your community or for the fund raising opportunity you need to establish what your recycling goals are. This will enable you to track and communicate your progress.

Your starting point is easy. Each Paper Retriever container needs to generate **at least 1 ton of paper per month**. However, to maximize your earnings you want to collect as much paper as possible. Additional "How To" messages posted on www.PaperRetriever.com will help you in taking the steps towards those volumes. But what is a realistic volume of paper your location can collect each month?

Example:

Your location has 200 students, parishioners or members. If each of these are encouraged and bring just (1) bag full of newspapers and magazines from home to your bin, the weight would be roughly 10 lbs per bag for a total of 2,000 lbs. Communicating to your surrounding community about your recycling program and asking them for the paper will grow this number exponentially.

NOTE:

Establishing your goals is the first step. The second step is to communicate your goals to your community. They need to know

- What you are trying to accomplish,
- How they can help, and
- And how you are doing each month.

Proper Bin Location is Key

Repeated studies over the past 12 years show that placement of your bin(s) in a location that is highly visible and readily accessible to the community

- Increases your collections,
- Insures the safe servicing of your bin,
- Acts as a billboard for your drive by residents, and
- Lowers the possibility of unwanted items being deposited

Your Paper Retriever Representative will work with you to find the best bin location.

