

The 4 easy ways to promote your Paper Retriever bin to the community

Newsletter

If your organization has a newsletter that is sent out to your members/parents, this is the easiest way for you to get the word out about your Paper Retriever Program.

Use the newsletter to explain the program, use it to tell the members/parents what you will do with the money being raised. This will give them a concrete reason to participate and increase the amount of paper that is recycled through your Paper Retriever bin.

Put a recycling section in your newsletter to communicate goals and results.

Marquee

A marquee is ideal for alerting your surrounding community about your paper recycling fund raiser. Whether it is a digital marquee or hand placed, be sure to word your message so that it lets the community know to bring their paper to your bins and where your bins are located.

Website

Use your website as a tool to reach those parents, parishioners or supporters that are engaged enough to be visiting it on a regular basis. If you have a section that highlights your fundraising efforts, be sure to include information about the Paper Retriever program.

This information should include:

- What you are raising money for,
- Your environmental goals,
- How much you have collected, and
- What items are being collected.

Phone/Email

Some organizations have a phone system that sends recorded messages out to members/parents of the organization informing them of any new initiatives. These phone systems are another great way to communicate your goals and accomplishments.

Use e-mail messages to inform your members of the location of the bin and what types of paper goes in the bin. This is another great way to share your goals and results.

