

How to Conduct a Paper Drive



Having a Paper Drive can be as easy as requesting attendees to any already scheduled event to bring their recyclable paper to your bin. Examples include:

- Parent/Teacher meetings
- Youth Ministry meetings
- Bake Sales
- Car Washes
- School Dances

Whether you have a paper drive which is added on to an existing event or if the paper drive is the main event, here are some key steps you will want to follow.

1. Set a goal. How many lbs. of paper do you want to collect?
2. Define a time period. Is your paper drive going to be one day or all weekend long?
3. Announce results. Print it in your newsletter or broadcast it on your website or send out a Media Alert out.
4. Have Fun!

Communicating Your Paper Drive

Media alerts are the easiest and fastest way to get your event noticed. Many TV stations and radio stations have local community web pages on their websites. With these media alerts, these stations can alert the community that your organization is having a paper drive and inform their fans to help support your paper drive. Also, with the media alerts you have the potential to even get live news coverage at your event..

You can find examples of the Media Alert and templates by visiting the Coordinator Tools section at www.PaperRetriever.com

