

CLYNK[®] FOR SCHOOLS RECYCLING CHALLENGE 2018

TIPS FOR FUNDRAISING

After six years of watching from the sidelines, we highly recommend setting goals for your school. Those that do often see amplified results. Consider setting an activity goal like, 'we will distribute 300 bags,' as opposed to a monetary goal. Focus on bag distribution and communication, and the results will appear.

There are so many ways to crush it!

SCHOOL COORDINATORS

- Print a **FREE** downloadable Recycling Challenge poster from our website and place near the school front entrance. www.clynk.com/retail.
- Hand out bags to parents and community members at basketball games, swim meets, theater productions, parent-teacher conferences, bake sales, etc.
- Host a Recycling Challenge pep rally
- Encourage kids to find their own ingenious marketing strategy like writing a CLYNK song. They can sing at an upcoming school concert, while handing out bags.
- Send a bag home with every student who pledges to fill it. (As environmental stewards, ask that they return the bag if their family isn't interested).
- Reward students who collect five or more bags.
- Work with students, potentially an art class, to decorate bottle collection bins for the school.

- *Send us a digital file of the "recycle art" and we'll add to our curated collection for future drop box locations.
- Create and hang posters above CLYNK bins that explain the Challenge and your plans for the raised funds.

STUDENTS AND FAMILY

- Try hosting a CLYNK potluck, book group night or other fun gathering.
- Bring bags to family gatherings and ask everyone to add to the bag at the party or to take a bag home to fill.
- Parents, take bags to work to fill on site or hand out.
- Bring some bags and share with neighbors while you're out walking the dog.

Shout from the rafters! Communication is key.

- Consider CLYNKing at the school concession stand in the cafeteria and/or classrooms. Include news of the championship on your school bulletin board, e-mail, newsletter and/or website during the competition and all year.
- Include a rallying cry in your morning announcements
- Share news, videos and pictures on your social media pages with the hashtag #CLYNKforSchools
- Tag CLYNK on Facebook, Instagram, and Twitter @thinkCLYNK
- Visit www.clynk.com/clynk-for-schools/ to find updated info. You can also find a **FREE** downloadable poster, Green Team Guide, T-shirts and other swag on our Retail page at www.clynk.com/retail.

Families can also give by signing up for CLYNK and donating to your school through your personal online CLYNK account. Your influence will impact schools and the community through positive recycling momentum year-round. Head to our website or call our Customer Service team at 1.866.883.4113.