

# CLYNK

## For Schools

### RECYCLING CHALLENGE

Feb. 1<sup>st</sup> - March 31<sup>st</sup> 2021

## Tips for Success

For best results set goals for your school and encourage everyone to participate. It's easy! Especially this year, we want this program to be successful, as hands-free as possible and EASY for you with our bag drop or virtual bottle drive and online CLYNK accounts. The CLYNK for Schools Challenge is an opportunity to increase recycling in your community, raise environmental awareness, educate future environmental stewards, and raise funds for your schools.



The CLYNK for Schools Recycling Challenge will run from **February 1 through March 31**



Funds raised through CLYNK bottle and can redemption will be **matched 50¢ to the \$1**, up to \$20,000



Three **cash prizes** will be awarded in each state for first and second place plus a Spirit Award (\$1,500, \$1,000 and \$500 in both Maine and New York)



## Let's Go Green!



At home, in school and in our community we can all help our environment by increasing our recycling. CLYNK makes it easy. In addition to the traditional bottle drive and CLYNK collection bag distribution, families can apply your school's CLYNK tags to their collection bags at home, create a new family CLYNK account and direct the proceeds to your school (during the Schools Recycling Challenge or year-round) and assign some of their earned CLYNK proceeds to your school. Recycle, redeem, and raise funds for your school.

There are so many ways to crush it!

## School Coordinators



Print FREE downloadable CLYNK for Schools Recycling Challenge poster from our website. Post inside your school, at your district office and local library. Download our Green Team Guide.



Enlist student leaders (your "Green Team") to brainstorm, set goals for success and help with daily announcements.



Share information about recycling and ways to protect our environment with your students. Encourage each student to sign a Green Team Pledge to help.



Distribute CLYNK bags to parents and community members through school, at events, at town hall and at your local library. Post information about creating family CLYNK accounts to benefit your school.






Send home an informational flyer and CLYNK bag with each student who pledges to fill it.







Hand out four school CLYNK tags to each student along with information about creating a family CLYNK account (earning 10 free collection bags from CLYNK).






-  Work with students to decorate collection bins at school and create posters to explain the CLYNK for Schools Recycling Challenge and tell how the funds raised will be used for your school.
-  Communicate Recycling Challenge goals on your school's website, PTA Facebook page and in school newsletters.
-  Celebrate success and post updates, including progress toward goals. Recognize and reward students who collect five or more bags. Create a "Wall of Recycling Heroes" in school and on social media.

## Students and Families

-  Share the CLYNK collection and your school's tags with family, friends, neighbors.
-  Announce the Schools Recycling Challenge to your family, teams, book club, co-workers and neighbors through social media. Offer to drop off collection bags and tags.
-  Share bags and tags with neighbors when you are out for a walk, all while practicing social distancing. Remind them that they can donate to your school by logging into their CLYNK account and enrolling in the school's bag donation event.
-  Post a note on your Facebook page or other social media, asking for support for your school (and for the environment).

## Communication is Key

-  Include a rallying cry in your morning announcements. Enlist students to write fun announcements.
-  Share updates, videos and pictures on your social media pages (with the #CLYNKforSchools hashtag).
-  Celebrate success and post regular updates with a request for support. Remind. Remind. Celebrate!

