

# MAINE RECYCLES CHAMPIONSHIP

## FUNDRAISING TIPS

### General

- Set a goal for your group! This is the most important first step for success, and many groups forget to do it. But want to know the real trick? Instead of setting an end goal (e.g. \$1,000), set an *activity* goal (distribute 300 bags). Focus on the *distribution* and *communication*, and the results will appear.

### Distributing Bags

- Display bags in school's main office or entryway, and make posters to explain what to do
- Hand out bags at basketball games, swim matches, theater productions, parent-teacher conferences, bake sales, and any events with parents
- Send a bag home with every student in your class who promises to fill it, and who will return the bag if their family opts out
- Reward students who distribute three or more bags
- For the real go-getters: go door-to-door in your neighborhood with a parent or friend. You never know who used to be a lacrosse star or mathlete and who wants to support your cause with their bottles and cans.
- Bring a couple bags to the next family birthday, and give to aunts, uncles, and grandparents
- Have a parent fill a bag at their office

### Collecting Bottles and Cans

- See if your school concession stand, cafeteria, and/or classrooms would be willing to switch to CLYNK bags for their bottle and can receptacles during the competition period
- Decorate your recycle bins with flashy colors
- Hang posters above recycle bins that explain the championship, and what your group seeks to do with the fundraising money

### Communication

- Include news of the championship on a school bulletin, e-mail, or school's website
- Include a shoutout in your school's morning announcements
- Share news of the championship on your school's or team's social media pages with the hashtags #thinkCLYNK #MRC2017 (and include pictures, or better yet - video!)
- Tag CLYNK on Facebook (@clynk) and Instagram (@thinkclynk).
- Visit [CLYNK.com/championship](http://CLYNK.com/championship) to find printable and/or electronic flyers and example letters
- **Bonus:** develop long-lasting relationships. When you're telling people how to use CLYNK, include that they can use CLYNK all year long and continue supporting your group by using a regular CLYNK account. Sign up at clynk.com is easy, and all they have to do is go to the "donation" tab once they are logged in online and designate a recipient (your group) for their funds.