Campaign Checklist

Thank you for taking the Recycle Right® Pledge! The goals of this campaign are to increase and improve recycling in communities and build confidence in the recycling system. You can help achieve these goals by taking action on one or more of the items below.

- Showcase the circularity of recycling by telling a story of a recyclable material and what it is turned into or a local manufacturing company using post-consumer products.
- Open your recycling plant or solid waste facility for a public tour or conduct a virtual tour.
- Place PSA graphics around the community – bus stop, library, community center etc.
- Utilize community/constituent newsletters for educational content and public awareness.
- Host a booth, tabletop at a neighborhood, community day – make it fun, interactive and educational with games, prizes/swag, flyers, etc.
- Hold a local rally, photo op, media event, etc., with public works staff.
- Hold a “Touch a Truck” event.
- Send educational flyers/mailers to residents.
- Share why recycling is important to you, the benefits of recycling and/or one tip that makes recycling easier for you.
- Talk about recycling with a local community group (school, Rotary club, etc.)

Throughout the campaign, NLC and WM will provide templates, resources and materials to support implementation of these checklist items in your community.

Questions? Contact us at membership@nlc.org.