

Start a Great American RoundUp

TURN ALUMINUM CANS INTO CASH

Welcome to the Great American Can RoundUp (GACR). The GACR is an easy and fun way to raise money and help the environment. Your RoundUp will turn aluminum beverage cans into cash. A few examples of what you can do with the recycling proceeds is to purchase much needed supplies for your school or community group or you can donate the funds to local charities. Additionally, by recycling beverage cans you reduce litter and solid waste in your community, save energy and conserve natural resources. Furthermore, by registering for the GACR, your group will be eligible to win cash prizes in either the GACR Schools and/or All-Star Recycling Challenges and participate in other fun GACR contests.

It is easy and convenient to RoundUp cans for cash with a network of more than 9,000 buy-back locations willing to pay for your empty aluminum beverage cans. To find the closest buy-back or scrap dealer locations (not municipal or drop-off options unless you have a special arrangement), visit www.earth911.com. Type in your zip code and fill in "aluminum cans" as the commodity to be recycled. The most important elements in your RoundUp will be the members in your organization or students in your school, their families, the community and local businesses. So, you're already on your way!

Starting your RoundUp is easy:

SET GOALS

Start talking about the Great American Can RoundUp contests and how you can win cash awards in addition to your recycling proceeds. Get everyone involved in the decision of how the money you earn will be used, and collectively brainstorm how to collect cans in and around your community. Keep everyone informed by posting progress reports at www.cancentral.com/RoundUp. It is a great way to rally the community's participation, recruit volunteers and win in the various mini-contests.

DETERMINE CAN COLLECTING LOGISTICS

Decide on a central collection point where each participant can bring their cans. Then determine how and when to bring the cans to the recycling center. Create flyers and a barometer poster to let your community know all the details and keep them informed of your group's recycling progress. Watch the community rally with more cans as your goal nears.

SELECT A RECYCLING CENTER

Identify local aluminum buy-back recycling centers via www.earth911.org. Type in aluminum for "what" you will be recycling and your zip code. The site provides buy-back center names, locations and contact information. Your aluminum cans have value. It is the scrap dealer rather than a municipality or drop-off location who will pay for your used beverage cans and is worth pursuing. Interview several scrap dealers or buy-back centers to see how much they pay (aluminum is traded as a commodity so prices will fluctuate). Do they pay more for crushed cans, offer more money per pound for large quantities of cans recycled at one time or do they help with the pick-up of the collected cans? Depending on the quantity of cans collected, some buy-back centers may provide a collection container and transportation of the cans in exchange for half the proceeds. Inquire if they are willing to pay a premium to non-profit groups giving back to the community.

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RECRUIT HELPERS

Post flyers to encourage neighbors and local businesses to save cans, donate large plastic collection bags and bins, and help transport filled bags to recycling centers.

REGISTER

In addition to earning money from the cans that you recycle, you can also earn rewards and cash prizes through the many contests of the Great American Can RoundUp. Go to www.cancentral.com/RoundUp to see the descriptions and rules of all the contests for which your group might be eligible. It's great to be recognized for your environmental and recycling accomplishments and most contests offer cash prizes in addition to bragging rights. So, have some fun and enter. Stay current by checking the contest page at the same time you post your recycling progress reports. Also, watch for mini-contests at Al the Can on Facebook and ALtheCan on Twitter as well.

COLLECT CANS

Put your can collecting into action. Place collection boxes in convenient locations and set a day of the week for participants to bring cans to your collection place. Beverage can recycling can be as easy as attaching a plastic bag labeled "ALUMINUM CANS ONLY" to a fence at swim meets or ball games. Plan events to keep everyone involved and motivated.

RECYCLE CANS

Take the cans weekly or every other week to your local recycling center. Keep the receipts to turn in or fill out the recycling tally sheet and have the recycling center stamp or sign the tally sheet. At the end of the contest period, send in your receipts or documented Verification Form to CMI. You can either fax it to 202/232-5756, e-mail it to roundup@cancentral.com, or mail to CMI-GACR, 1730 Rhode Island Avenue, NW, Suite 1000, Washington, DC 20036, by the contest deadline. Check deadlines for respective contests.

RECORD AND TRACK

Record your latest recycling tally at www.cancentral.com/RoundUp. Compare your group's recycling progress to others and become eligible to win random drawing pizza party gift certificates.

Tip: For more cans, inquire if your recycling center will let you post information about your cause enabling patrons to donate their cans to your group. Most scrap dealers are delighted to issue a check to your group for the cans donated.

PROMOTE YOUR PROGRESS AND ACCOMPLISHMENTS

Use the media to generate involvement. Newspapers, TV and radio stations can help promote your program and encourage community involvement. Barometers are a great way to convey progress towards your goal. The ABCs of Environmental Education curriculum, "Lesson 7. Action Please!" <http://www.cancentral.com/curriculumSelect.cfm> will help you promote your RoundUp.

Contact several local recycling centers (look in the yellow pages or call your local state recycling coordinator) to determine their hours of operation, what they pay for aluminum cans and whether they prefer the cans to be crushed. Also, check on the availability of special rates for non-profit groups and whether the center has a pick-up program.

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CELEBRATE

Plan a celebration rally for all involved where you can announce how much money you earned through your recycling efforts and how the proceeds will be used. Whether or not you win GACR contests cash awards, you turned aluminum cans into cash, demonstrated your group's commitment to a sustainable planet, helped others incorporate recycling into their lives, and learned how easy cans are to recycle.

That's it. You are ready to RoundUp!

USE YOUR IMAGINATION

The challenge for any fundraising effort is to sustain it over time and keep everyone interested and excited. The GACR Recycling Challenge contests should be fun, and part of the fun is coming up with new ways to collect aluminum cans.

MORE IDEAS!

What are your ideas to keep can collecting and recycling fun? How about a vice-principal who offers to get wet in a dunk tank for two hours if students recycle so many beverage cans? Go to www.cancentral.com/RoundUp for more ideas.

WHY CANS?

CANS CHILL FAST

CANS ARE GREAT OUTDOORS

CANS ARE EASY TO CARRY

CANS ARE UNBREAKABLE

CANS ARE CONVENIENT TO STORE

CANS KEEP DRINKS FRESH

CANS ARE THE PERFECT SIZE

CANS ARE ENDLESSLY RECYCLABLE

CANS ARE FUN TO STACK

CANS HAVE VALUE

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Have questions. Need to submit Recycling Forms. Contact Jenny Day at CMI.
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www.cancentral.com/RoundUp

