

IT'S ALWAYS A NICE DAY FOR A DRIVE!

A guide to organizing and running a successful bottle drive.



Bottle drives are an exciting and easy way to raise money for your club, team or other organization.

Of course, bottle drives aren't just bottles. You can collect any kind of recyclable beverage container. And with every glass bottle, aluminum can, gable-top juice box or any other recyclable container, you're not only moving closer to that team trip or set of jerseys - you're helping the environment, too.

This handy guide outlines the process for organizing and running a great bottle drive.

Step 1: Gather the troops.

Form an organizing group for the bottle drive, and assign everyone a responsibility.

Step 2: Visit your nearest bottle depot.

Call one of the contacts listed to find the depot nearest you, or visit www.itaddsup.ca. Then call or visit the depot, where someone will:

- Give you nifty door hangers to let people know you're coming.
- Outline exactly what you can return and what they're worth.
- Schedule your drive so it doesn't conflict with other drives in the area.

Step 3: Plan your routes.

How large an area are you going to cover? Concentrate on residential areas, and check with managers or superintendents of condo or apartment buildings to see if you can get in with flyers, and to pick up containers.

Plan volunteers for each neighbourhood, and assign vehicles and drivers.

Hello, my name is...

When you're visiting someone unannounced, it's important to be quick, be nice, and be courteous. Smile. Quickly introduce yourself and explain the reason for your drive. Be sure to say thank you - even if they don't give you any containers. Maybe they will next time!

Step 4: Get the word on the street.

Once you're all set with a date and area, it's time to let people know you'll be coming.

Signs, signs, everywhere a sign.

Print up simple flyers with the name of your team, the date, the time of collection and a list of what you need. It's good to have a specific reason for the drive - a set of jerseys, a field trip, some new equipment - so people understand what they're taking part in.

Go door to door.

Deliver a door hanger to EVERY home in your collection area, about a week or so before the drive. If you have the resources, you could also start letting people know a month before the drive so they can set containers aside for you.

Don't forget PSAs.

Write a short description with date, time, area and reason for the drive, and send it to newspaper and radio public service departments. It's free!

Step 5: The day of the drive.

The big day is here! Be early. Make sure you've got lots of boxes and bags. You might want to consider planning a lunch or snacks for your volunteers.

Get on the street, and get collecting those bottles, cans, gable-top containers and drink pouches. It's a great idea to wear a "bottle drive uniform" - team jerseys, caps, or whatever the case may be. Consider signs for vehicles too.

And remember - be sure to separate containers by appropriate type.

You'll soon find out how fast it adds up!

Feel free to contact us if you need more information or if you have questions. Good luck with your drive!

Alberta Bottle Depot Association

Calgary: (403) 287-6574

Alberta Beverage Container Recycling Corporation

Calgary: (403) 264-0170 www.itaddsup.ca

Beverage Container Management Board

Edmonton: (780) 424-3193 or 1-888-424-7671
www.bcmb.ab.ca