

RECYCLE RIGHT: SOURCE-SEPARATED TOWN

8-WEEK (2 MONTH) CAMPAIGN DESIGNED ESPECIALLY FOR SOURCE-SEPARATED COMMUNITIES



| MONTH 1 (Monday, Tuesday, Thursday) | | |
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| SINGLE STREAM VS SOURCE-SEPARATED RECYCLING | ONE PERSON CAN MAKE A DIFFERENCE! | RECYCLING CAN EARN MONEY & DECREASE COSTS FOR TOWNS |
| ALWAYS DRIVE THROUGH THE RECYCLING LANE | "RECYCLABLE" DOES NOT MEAN PROCESSABLE | RECYCLING IS A MANUFACTURING PROCESS |
| START (OR IMPROVE) YOUR RECYCLING HABIT | PICK ONE THING TO RECYCLE | SET UP YOUR RECYCLING SPACE |
| KEEP RECYCLABLES LOOSE | SIZE MATTERS WHEN IT COMES TO RECYCLING | RECYCLING Q? ASK YOUR OPERATOR |

| MONTH 2 (Monday, Tuesday, Thursday) | | |
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| VIDEO: SOURCE SEPARATED RECYCLING | IS MY RECYCLING REALLY BEING RECYCLED? | JOIN (OR START) A TOWN RECYCLING COMMITTEE |
| LEAVE THE PAPER ON YOUR BOTTLES & JARS | GIVE A RINSE, THEN RECYCLE | LEAVE THE TAPE ON YOUR CARDBOARD BOX |
| CHASING ARROWS DOESN'T MEAN RECYCLABLE | WHEN IN DOUBT, THROW IT OUT | RECYCLING: SOME IS BETTER THAN NONE |
| BUY RECYCLED | QUICK GUIDE TO PLASTICS RECYCLING NUMBERS | HOW TO RECYCLE PLASTIC BAGS |

HOW TO USE: The calendar above is our suggestion for how to schedule social media posts about recycling or which posts to combine for a recycling email. Click on the title of the post you would like to share and it will open to the post on the NRRA Recycle Right website. From there, you can click "share" to share to Facebook, or you can download the image, copy the text to your clipboard, and paste it into a website or email.

Access the full Recycle Right campaign: nrrarecycles.org/recycle-right

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