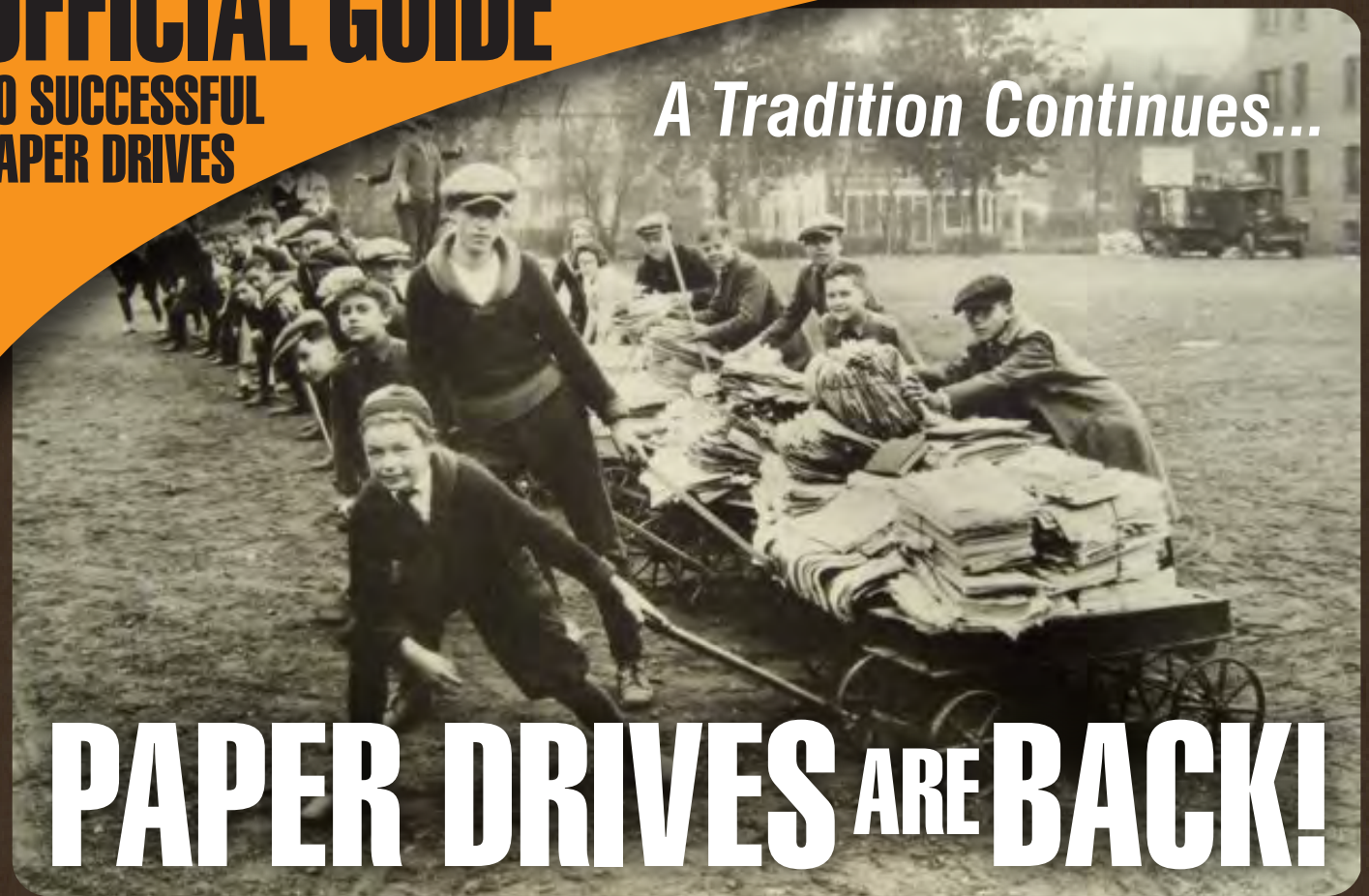


# OFFICIAL GUIDE

TO SUCCESSFUL  
PAPER DRIVES

*A Tradition Continues...*



# PAPER DRIVES ARE BACK!



**NEWSPAPERS**  
**CORRUGATED BOXES**  
**FOLDING CARTONS**  
CEREAL, CAKE MIX, COOKIES,  
CRACKERS AND PASTA  
**MAGAZINES**  
**OFFICE PAPER**  
**JUNK MAIL**  
**PHONE BOOKS**

Collect 9 tons of recyclable household papers from your neighborhood and earn **\$270 for a weekend paper drive**. Book four successful paper drives and earn \$1,000 or more. Newspapers, corrugated boxes, empty folding cartons (such as cereal, cake mix, cookies, crackers and pasta), magazines, catalogs, office paper, junk mail and phone books are increasingly valuable resources and worth saving as a fun and easy fundraiser.

## Think BIG for BIG Results!

Get started today and earn extra income by collecting the recyclable papers that every household discards. It is the ideal fundraiser with no front-end expenses, no inventory and no asking for money.

**Rock-Tenn Paper Drives 651-641-4444**

*A Century of Paper Recycling in Your Community*



Call Rock-Tenn Recycling at 651-641-4444 or e-mail: [stpaulpaperdrive@rocktenn.com](mailto:stpaulpaperdrive@rocktenn.com) to get information on how to create a successful paper drive campaign and to book an advance date for your paper drive weekend.

2250 Wabash Avenue • St. Paul, MN 55114 • fax: 651-641-4149 • [www.stpaulpaperdrive.com](http://www.stpaulpaperdrive.com)



# **Did You Know Paper is a Valuable Resource?**

**Save scrap paper....and make money, too!**

All non-profit organizations depend on fundraising activities to support their programs. Now we have an exceptionally good fundraising activity to help achieve those goals- Rock-Tenn (formerly Waldorf) Paper Drives are back!

The Rock-Tenn facility located in the Midway area of St. Paul has been recycling scrap paper since 1908 and helping non-profits organize paper drives since the 1920's. In fact, they invented the paper drive! This proven method of recycling used paper benefits not only the non-profit organizations collecting the papers, but also our environment. Few fundraising activities can boast such significant rewards.

All of these used papers are worth saving for recycling:

**Newspapers**

**Magazines**

**Catalogs**

**Business Papers**

(shredded or unshredded)

**Junk Mail**

**Telephone Books**

**Folding Cartons**

(used to package such items as cereal, cake mix, crackers, cookies, pasta, etc.)

**Corrugated Boxes**

**Paper Egg Cartons**

**Paper Bags**

**Do not include** non-paper items.

**Book an advance date for your paper drive now  
Collect 9 tons and earn \$270! Do that 4 times and earn \$1,000!**

**Be creative and use your goals to stack-up success and profits with Rock-Tenn Paper Drives  
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If you only read one page in this folder  
**THIS IS IT!!**



## **Tips for Success**

**Paper drives are easy and profitable. To achieve maximum results, follow these simple steps.**

### **Plan Ahead**

- Recruit enthusiastic team members to participate in your paper drive campaign.
- Be sure your neighbors and community know you are having a paper drive. This will allow them to save their papers for your event.
- Have each team member canvass his/her own block, relatives and friends. Remember to canvass apartment buildings and senior citizens residences.
- Encourage door-to-door pick-ups.

### **Publicize how the proceeds will benefit your program activities**

- Use the posters, flyers and sample news release to announce your paper drive.
- Put a "hotline" phone number on your flyers for team member pick-up.

### **Many Papers**

- Make sure that your community knows the wide variety of recyclable papers that can be collected.
- Use a paper grocery bag to collect your papers.

### **Visibility**

- Keep your collection container in a highly visible secure location such as a parking lot at a shopping center, school or church.

### **Loading the Container**

- Flatten and stack all papers in the collection container neatly and densely in order to maximize the weight of the container.

### **Questions**

- Contact a Rock-Tenn paper drive specialist for help planning your drive or permanent collection site. We're here to help you be successful.

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# Think Big for Big Results!

## Some incentive ideas for successful volunteer paper drives

### **Have Fun!**

Successful paper drives are fun! Having enough volunteers to pick up papers in the neighborhoods and rotate shifts stacking the containers makes paper recycling an easy and fun fundraising activity. Build teamwork and create enthusiasm.

### **Set goals and create expectations!**

Many successful paper drives have specific goals and time frames. The stakeholders within your organization will be more energized to get their friends and neighbors involved in paper collection if they have a purpose and a goal.

### **Rock-Tenn marketing tools:**

Put posters up in busy community places: schools, restaurants, churches, community centers, libraries are a few examples.

**Use the Neighborhood Alert Flyer—to tell your neighbors about the upcoming paper drive:** 30 volunteers take 10 flyers each. They ask 10 neighbors to collect paper for your group and leave them a flyer as a reminder. Potentially your volunteers could collect the household paper of 300 families. 300 families x 2 bags per week= 600 bags of paper x 15# each=9,000# or 4.5 tons per week! Used paper is valuable and each bag adds to your profits.

*It is helpful to pick up paper from your friends and neighbors every two or three*

*weeks to ensure that all the paper goes to your fundraiser. Store it in volunteer's garages or at a central site if available.*

### **Get publicity, tell the community:**

Your community wants to know about your organization and your paper drive! Send the news release to the local paper and shopper and then follow up with a phone call to the editor. You may even get a story on your organization's activities.

### **Put a "Hot Line" number on the posters and Neighborhood Alert flyers:**

People may wish to call and request a pick-up or for paper drive collection hours. Don't lose a potential contributor.

### **Contests, Incentives and Prizes:**

What kinds of low-cost prizes, donations and contests would be fun for your organization? Would team competition help to make the paper drive more fun? Consider incentives that will increase participation and paper volume collected for your drive.

**Cost of incentives should be minimal-maximizing fundraising benefits:** Coupons, pop, disposable cameras, key chains, points, casual day passes and special privileges are all popular incentives for all age groups. Local businesses may also be willing to donate food, prizes or coupons if asked.



# Action Plan

## Follow this schedule for maximum results!

- 90 days** Organization Fundraising Coordinator contacts Rock-Tenn Paper Drive Specialist at 651-641-4444 to arrange the details of the drive:
- Book Date, Location
  - Promotional Tools
  - 25' Ground Container or 35' Trailer
- 90 Days** Fundraising Committee determines Paper Drive Leader and a 'hot line' number for publicity. Makes a plan and communicates it to organization membership. Solicits several enthusiastic volunteers to canvass the identified neighborhoods to ask residents to save paper for your Organization.
- 80 Days** Organization volunteers ask neighbors, friends and co-workers to save their paper for the Paper Drive. Tell them about the program activity that you are earning money for, such as tuition assistance or camping equipment, as a couple of examples.
- 60 Days** Volunteers ask businesses to display posters in stores, coffee shops and libraries, etc. near the paper drive location.
- 45 Days** Volunteers canvass neighborhoods with Neighborhood Alert! flyers. Knock on the doors and ask the residents to save paper and bring it to your scheduled event.
- 30 Days** Organization's Publicity Person sends news release to local media.
- 14 Days** Rock-Tenn sends a confirmation letter of the drive dates to the Paper Drive Leader.
- 7 Days** Paper Drive Leader informs local police of the drive collection site and dates.
- 7 Days** Publicity Person makes follow-up phone calls to local media encouraging them to cover the drive.
- 1 Day** Rock-Tenn delivers the container to your site per your instructions for placement.
- 0 Day** Paper Drive Begins
- 1Day** Rock-Tenn picks up the collection container.
- 2 Days** Paper Drive Leader calls Rock-Tenn to find out how successful the Paper Drive was.
- 30 Days** Organization receives payment.

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# Location, Location, Location.

St. Mary's School in New Richmond, WI started collecting scrap paper as a community service in 1996 and has been the leader for community paper recycling ever since. They attribute their great success to the generosity of a community business that has allowed them to share their parking lot. The collection trailer is located on Main Street and has proven to be a highly visible centralized location for drop-offs for over 12 years. Volunteers stop by the trailer 2-3 times each day to keep the trailer tightly stacked to ensure optimum loads that earn the top rate for each and every load. They also do site pick-ups for elderly citizens and businesses. "Keep the kids involved," is the advice of Ted Casey, School Volunteer, "and talk about the value of community service and recycling for the environment. Let the media get the message out about where the money goes and the community will be behind you all the way."



Photo by Gail Winship. Submitted courtesy of New Richmond News. Volunteers at the drop-off site are (adults from left) Arlene Tenner, Ted Casey, Don Brown and Chad Denucci. (Children from top) Stephani Brown, Delaney Brown, Logan Denucci and Abby Denucci.

Owners of Blue Ribbon Feed store, located next to the collection site, stated that the additional traffic that the recycling site brings to their location, particularly on weekends, has boosted their sales, as well.

The collection site is open seven days a week with volunteers available to greet and unload paper on the 3rd Saturday of each month from 8AM to Noon.

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# Scouts get Points for Hours Worked



**Boy Scout Troop #132 from St. Michael's Catholic Church in Stillwater** uses recycling as their primary fundraiser throughout the year. They schedule their recycling weekends 4 times per year, 3 months apart. The regular dates and publicity, which appear in the local newspaper, church bulletins, community calendars, as well as on 3 local cable community calendars, help to make the drives fun and successful fundraisers for their program activities.

The boys have found a way to combine community service, help the environment and earn points for credit to help pay for camping fees on trips that are planned throughout the year. The troop has an incentive to collect as much paper as

possible and also to work several hours for needed camping funds. The collected money is credited to an account for each boy scout volunteer based on the number of hours worked and the total value of the recycling drive which includes both recyclable paper and cans. The boys are involved in tasks ranging from home site pick up for elderly citizens to thanking participants for bringing paper and unloading cars as they bring paper to the collection site in the parking lot at St. Michael's Catholic Church.

Proceeds from the community paper drive this year will benefit all camping trips, and also several of the older scouts who will be doing a high adventure camping and kayaking trip in the Florida Keys.

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# News Release

## Encourage your local media to cover your paper drive

*For Immediate Release*

Contact: \_\_\_\_\_

Phone Number: \_\_\_\_\_

**Paper Drive Finances** (Organization's) \_\_\_\_\_

**Program Activities**

(Organization) \_\_\_\_\_

will be conducting a paper drive at \_\_\_\_\_

on \_\_\_\_\_ from \_\_\_\_\_

We will be collecting recyclable household papers, including:

- **Newspapers**
- **Magazines**
- **Catalogs**
- **Business Papers (shredded or unshredded)**
- **Junk Mail**
- **Telephone Books**
- **Folding Cartons (used to package such items as cereal, cake mix, crackers, cookies, pasta, etc.)**
- **Corrugated Boxes**
- **Paper Egg Cartons**
- **Paper Bags**

(Spokesperson/title) \_\_\_\_\_ described the paper drive as an outstanding example of an organization earning its own way, while benefiting the environment. "The wide variety of papers we are collecting from the community will help us reach our fundraising goals. We encourage the donation of papers that are not currently being recycled. Our paper drive creates a win-win solution for us and the community."

(Organization Name) \_\_\_\_\_ was established in (year) \_\_\_\_\_ and includes (number) \_\_\_\_\_ members. For more information about the paper drive call (your 'hot line' number) \_\_\_\_\_. The proceeds from this paper drive will be used for \_\_\_\_\_.

# PAPER DRIVES ARE BACK!

*Your old newspapers and household papers are valuable. Save them for our upcoming paper drive!*

---

Organization

---

Date

Time

---

Place

## *We will pick up your old papers*

- Paper Grocery Bags
- Paper Egg Cartons
- Corrugated Boxes
- Telephone Books
- Paper Junk Mail
- Catalogs
- Newspapers
- Magazines
- Empty Folding Cartons

Cereal Boxes, Cake Mix Boxes,  
Cracker Boxes, and Cookie Boxes

Proceeds from this drive will be used for the benefit of a worthwhile project on behalf of our organization.

Thank you for your help!



ROCK-TENN COMPANY  
PAPER RECYCLING  
2250 Wabash Avenue • St. Paul, MN 55114

*For Further information, call  
Paper Recycling at 651-641-4444*

Tell Your Neighbors

Save Your Papers



# Neighborhood Alert! PAPER DRIVE

(Organization)

Please bring your papers to our drive location:

(Location)

(Dates/Time)

For more info, call our HOT LINE at:

(Your Phone Number)

We are collecting newspapers, magazines, catalogs, business papers, junk mail, telephone books, folding cartons (cereal, cake mix, crackers, cookies, tissue, pasta, etc), corrugated boxes, paper egg cartons, and paper bags

Proceeds are for our program activities.

*Post on your refrigerator as a reminder!*

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## **Terms and Conditions**

**Together we make paper drives  
successful fundraisers**

### **Your organization is responsible for:**

- Scheduling your drive 3 months in advance.
- Recruiting and organizing committed volunteers.
- Obtaining a visible paper collection site.
- Maintaining the security and cleanliness of your paper drive collection site.
- Collecting recyclable used papers and stacking them tightly in the furnished container to maximize your opportunity and profits.

### **Rock-Tenn Recycling is responsible for:**

- Guaranteed scheduled paper drive dates.
- Providing a clean and lockable paper collection container.
- Transporting the paper collection container to and from the collection site.
- Providing materials to promote your organizations paper drive.
- Providing payment according to the Rock-Tenn Pricing by Zone for the paper collected. Pricing by Zone will be determined by the number of miles from Rock-Tenn Recycling—St. Paul.

**Want a steady source of funds? Call us about a permanent site.**

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# Paper Recycling Facts

## United States Recycling Facts

- 56% of all paper used in the U.S. is collected for recycling-54,300,000 tons/year
- 34,400,000 tons used at U.S. mills
- 19,900,000 tons used at foreign mills
- Old corrugated boxes are recovered at approximately 75%
- Old Newspapers are recovered at approximately 75%

## Rock-Tenn Recycling Facts

- Rock-Tenn owns 11-100% recycled paper mills in the U.S.
- In 2007 these 11 mills recycled over 1.9 million tons of scrap paper-5% of U.S. consumption total.

## St. Paul Recycling Facts

- Rock-Tenn started paper recycling at its St. Paul site in 1908.
- Rock-Tenn is the largest and oldest paper recycler in Minnesota.
- Rock-Tenn St. Paul currently recycles approximately 1,000 tons/day of various grades of scrap paper. This is 50% of all paper recycled in Minnesota.
- Typical grades of scrap paper recycled at St. Paul include:
  - Old corrugated boxes
  - Old newspapers
  - Office papers & junk mail
  - Residential papers
  - Paper converters scrap
- 100's of scrap paper suppliers from Minnesota and surrounding states that include:
  - Big and small retailers
  - Residential curbside collectors
  - Volunteer paper drives
  - Office complexes
  - Commercial printers

## Recycling Fun Facts

Rock-Tenn St. Paul's Annual scrap paper usage would:

- Make a 77 mile long train of box cars
- Fill up the Metrodome every 2 years with compressed paper
- Yearly usage of old newspapers if stacked on top of one another would make a stack 545 miles high

Total recycled paper collected in the United States annually would fill the Empire State Building 100 times each year.

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