



America Recycles Day
NOVEMBER 15

Stadium Pledge Drive

AMERICA RECYCLES DAY ACTIVITY

For: Colleges and Universities Participating in the GameDay Recycling Challenge

Objective/Overview: Gather recycling pledges during your GameDay Recycling Challenge football games and hold a raffle to reward those taking the pledge.

This activity is not only a way to engage your students and alumni, but also allows your college or university to participate in America Recycles Day (ARD), the only nationally-recognized day dedicated to promoting and celebrating recycling in the U.S.

After collecting pledges, you will have the opportunity to coordinate with Keep America Beautiful to receive the contact info of everyone that took the pledge from your college or university. You can then use this information to host a raffle, or engage your campus community on other recycling promotions.

- By taking the ARD pledge, game attendees are making a public commitment to improve their recycling habits, and will receive recycling tips and encouragement.
- Holding a raffle serves as an added incentive for your football fans to take the recycling pledge.
- Putting a spotlight on recycling behavior at a football game will encourage fans to be more conscious of their waste and recycling habits during the course of the game.
- Hosting a recycling pledge drive at a football game allows you to engage with members of your campus community you may not regularly communicate with.

1 REGISTER YOUR GAME

Go to <http://americarecyclesday.org> and click on “Host an Event.” Click on “Event Organizers.” Complete the form with information about the football game that you will be gathering pledges from.

- By registering your GameDay Recycling Challenge football game on the America Recycles Day website, your campus become part of the national network of ARD events.
- After registering your event, you will be able to use the America Recycles Day logo on your outreach materials and social media posts.



UMass-Amherst students proudly sport their ARD shirts in front of McGuirk Stadium.

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WWW.AMERICARECYCLESDAY.ORG



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CONTINUED

2 GET FANS TO PLEDGE

Have student volunteers stationed throughout the stadium and tailgating areas to collect pledges. Consider reaching out to your Athletics Department to see if they could include a message about the pledge drive on the jumbotron. The pledges can be gathered through a couple of different means.

Through the ARD website: If your volunteers have a mobile phone, tablet, or laptop with an internet connection, have them go to <http://americarecyclesday.org/pledge/> and collect pledges there. Make sure everyone taking the pledge uses their school email address, so those taking the pledge from your college or university can be identified.

Through text message: Have game attendees submit their pledges through text by texting “recycle pledge” followed by your school’s name to 9 10 11.

3 HOST RAFFLE

If you send an email request to americarecyclesday@kab.org, you can coordinate with Keep America Beautiful to send you the list of all the pledges gathered from your campus. In order to be included, all pledges must be made with a school email address, or have the school’s name in the text message.

- For your raffle, select a unique and eco-friendly prize to reward one or more people from your school that made the pledge. Include available prizes in all marketing materials, and make sure the volunteers at the football game are letting fans know what they could win by making the pledge.
- Announce the winner(s) in a public forum so that they are publically rewarded for their commitment to recycling.

About GameDay Recycling Challenge



The GameDay Recycling Challenge is a friendly competition for colleges and universities to promote waste reduction at their football games. During the challenge, colleges and universities implement waste reduction programs during home football games. Schools track and report waste reductions and disposal data that is used to rank the schools. For more information, please visit gamedaychallenge.org.

The competition is run by a partnership of the [College and University Recycling Coalition \(CURC\)](#), [RecycleMania](#), [Keep America Beautiful \(KAB\)](#) and [EPA’s WasteWise](#) program.

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