



Take the "I Recycle" Pledge

CAMPUS RACE TO ZERO WASTE SCHOOLS CELEBRATE

Research shows that making a commitment can have a positive impact on building motivations that leads to lasting changes in behavior. To that end, invite members of your campus community to make a commitment to recycle more. Students, staff, and faculty, can take the pledge via mobile phone, online, or on paper.

1 PLANNING TO PROMOTE

Decide which pledging options work best for your event.

1. Pledging Online

- a) If you have internet access, cue a laptop or tablet to the pledge page (americarecyclesday.org/pledge) and have students, staff, and faculty take the pledge right there.
- b) Invite smart phone users to scan the QR code (see attached), which will direct to the online pledge.

2. Pledging on Paper

Print the paper pledge template in [English](#) or [Spanish](#).

2 REWARD

How will you reward people who take the pledge? Consider giving out sustainable swag, for example reusable water bottles, mugs, tote bags, etc.

3 PREPARE YOUR MATERIALS

- ☒ Display: Take the pledge flyer (see next page) and a Plexiglas stand
- ☒ Paper pledge: Copies of pledge template and writing utensils
- ☒ Online pledge: Laptop, tablet, or smart phone

4 LET THE PLEDGING BEGIN

