

Attachment 6 – Outreach Material Templates

Below are a series of free templates available for use in your project proposals. Should you choose to use these templates for the production of materials, indicate which ones you plan to implement and the Department, in collaboration with The Recycling Partnership, will be available to work with you after funds are released to brand them to your local program needs. All signs and icons can be customized to fit your particular region (i.e. accepted materials can be revised and updated, photos, priority messaging, and local branding to fit your local program). For more information on these templates visit The Recycling Partnership website at <http://tools.recyclingpartnership.org/> and see other options. Indicate and reference in your application which templates you want to use, on what medium, and in what quantity.

A. Basic Convenience Center Labeling Signage: (Recommended for clear collection container labeling on durable signs)		
 <p>PAPER</p> <p>Icon of a sheet of paper.</p> <p>Prohibited: Bagged Recyclables, Plastic Bags</p>	 <p>MIXED RECYCLING</p> <p>Icon of various recyclable items: a bottle, a can, a jug, and a box.</p> <p>Prohibited: Bagged Recyclables, Plastic Bags</p>	 <p>BOTTLES & CANS</p> <p>Icon of a bottle, a can, and a jug.</p> <p>Prohibited: Bagged Recyclables, Plastic Bags</p>

PROPANE TANKS 
\$5
PLEASE PAY IN OFFICE

MONITORS and TVs 
\$15
PLEASE PAY IN OFFICE

TIRES 
\$5 Cars
\$10 Trucks
PLEASE PAY IN OFFICE

SCRAP METAL 

REFRIGERATORS and ACs 
\$15
PLEASE PAY IN OFFICE

COMPUTERS 

CARDBOARD



 **Bagged Recyclables**

 **Plastic Bags**

B. A-Frame Signage
(Recommended to display targeted messages to residents)



C. Curbside Materials
(Recommended for use in Curbside pick-up programs):

C1. Oops Tags:
(Recommended for ongoing communication with residents and contamination reduction)


RECYCLE MORE OF THESE:

CANS Aluminum and Steel Cans	CARTONS Food and Beverage	GLASS Bottles and Jars
		
empty and rinse	empty and replace cap	empty and rinse


PAPER
Mixed Paper, Newspaper, Magazines, and Flattened Cardboard

		
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PLASTICS
Kitchen, Laundry, Bath: Bottles and Containers

		
empty and replace cap		

Graphics provided by The Recycling Partnership

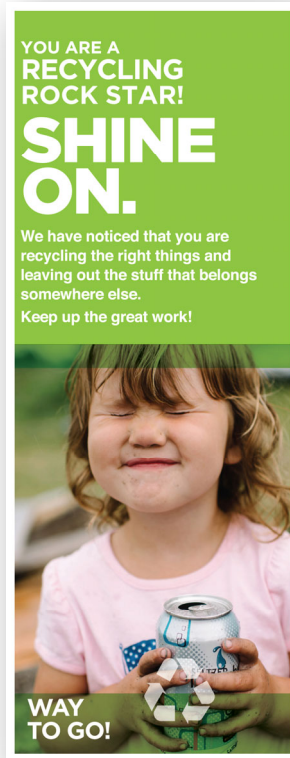

OOOPS!

PLEASE LEAVE THESE ITEMS OUT!

 Do Not Bag Recyclables and no garbage	 No Plastic Bags (return to retail)
 No Food or Liquid (empty all containers)	 No Clothing or Linens (drop-off only)
 No Tangles, (no hoses, wires, chains, or electronics)	 No Big Items (wood, plastic, furniture, or metal)

C2. Encouragement Tags

(Recommended to regularly and positively incentivize and encourage desired recycling behavior).



C3. Oops Stickers

(Recommended for ongoing communication with residents and contamination reduction)



**C4. Refrigerator Magnets:
(Recommended for curbside programs for residents' at-home reference)**

RECYCLE

Aluminum and Steel Cans
empty and rinse

Food and Beverage Cartons
empty and replace cap

Bottles and Jars
empty and rinse

Mixed Paper, Newspaper, and Magazines

Flattened Cardboard

Kitchen, Laundry, Bath: Bottles and Containers
empty and replace cap

NO

Do Not Bag Recyclables
No Garbage

No Plastic Bags
(return to retail)

YUCK

No Food or Liquid
(empty all containers)

No Clothing or Linens
(use donation programs)

No Tangles
(no hoses, wires, chains, or electronics)

My pickup day is:

Graphics provided by
The Recycling Partnership

**D. Outdoor Public Advertisements:
(Recommended for buses, benches, billboards, etc.)**

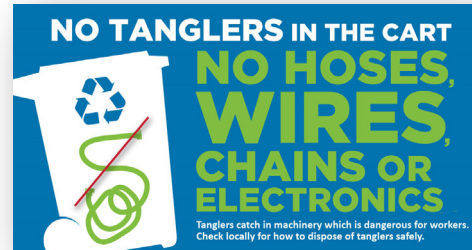


E. Mailer Cards:

(Recommended for communicating new or updated programs or sharing targeted messages with residents)



F. Social Media Advertisements:
(Recommended for use on Facebook, Twitter, and other web platforms to promote a culture of recycling)



G. Printed Advertisements
(Recommended to strategically post in high-traffic areas or insert into utility bill stuffers)



I. Gas Station Pump Handles:
(Creative placement like this or other forms of alternative messaging, can be highly effective in reaching a broader audience)

