

# Thank you!



Everyone at Applegate thanks you for your interest in organizing a paper drive! You are not only raising money for your group, but you are participating in a national effort to recycle materials that would otherwise be buried in our nation's growing landfills.

You should be proud of your efforts to recycle waste newspapers! Did you know that one ton of recycled paper saves 17 trees and 3.06 cubic yards of landfill space? By having a paper drive, your group has the chance not only to raise money for your projects and events, but you also have the chance to protect the environment! The newspapers you recycle will be used to manufacture premium-quality, conservation-minded products, such as energy saving cellulose insulation and erosion control hydro-seeding mulches, which further protect the environment.

**We look forward to working with you!**

*For first time fundraisers;  
Mention this brochure to receive  
an extra \$5.00 per ton on your first  
Paper-Drive!*

1000 Highview Drive  
Webberville, MI 48892  
800-627-7536

1241 Meadowbrook Drive  
Eastanollee, GA 30538  
888-427-7534

1925 State Rt. 1241 N.  
Hickory, KY 42051  
888-502-7753

2500 Jackson Street  
Monroe, LA 71202  
800-854-1907

1050 Superior Ave  
Chambersburg, PA 17201  
800-231-1939

600 Industrial Drive  
Bloomer, WI 54724  
800-633-3179

230 Shoop Drive  
Penrose, CO 81240  
866-568-9639



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[www.paper-drive.com](http://www.paper-drive.com)



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## Paper-Drive Fundraising



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# Organizing for Success



**Call Today!**

## **1. Choose a leader!**

Every project must have one central person who will accept overall responsibility. With a dedicated leader to give it a firm push, the

project will be off to a good start and can be kept rolling with much less effort.

**2. Allow enough time!** The most successful paper-drives take some time. Please allow yourselves 6-8 weeks to get the word out about your paper-drive and to collect the newspapers.

**3. Set a Goal!** Your group members will be more enthusiastic and motivated if they have a goal. It is important that everyone know why you are raising funds and how they will be spent (such as a field trip, team equipment, church camp, or donation to a charity).

## **4. Define you collection area!**

Based upon your goal, you will be able to determine how large an area you need to cover. It will then be easier to get your message to everyone in this defined area. Your "area" may even be a group of people. For example, you may want every family in your school or church to participate in your paper-drive.

## **5. Determine the best collection method!**

There are many ways to collect newspapers. The best collection method for your group will depend on your group's location, resources, facilities, transportation and the number of people who will be collecting. Here are some ideas:

- *Curb side pickup:* People can be encouraged to get in the habit of saving their newspapers and setting them out on a designated day (the first Saturday of the month, for example), and group members can drive through and pick

them up.

- *Permanent collection point:* People can get in the habit of saving their newspapers and bringing them to the collection point (such as a church, school, club, or even an old barn).
- *Temporary collection point:* This option is ideal for groups that are not able to collect at the curb side and do not have storage. It is extremely important to schedule a convenient time and place for people to bring their newspapers and to make sure they know about it. The newspapers are then loaded directly into the trailer.

**Don't forget to advertise your paper drive!**

We have prepared press releases and public service announcements, available upon request.

## **6. Prepare announcements!**

Your announcements should always contain:

- WHO is sponsoring the paper-drive, including a contact person and phone number
- WHAT is being collected
- WHEN they should drop off their newspapers
- HOW the money will be used

## **7. Spread the news!**

Some of the most effective methods for getting people involved in your paper-drive are: word of mouth, telling neighbors and friends, placing posters around town, church and school bulletins, free public service announcements with newspapers or local radio and television stations.

**8. Have fun!** Organizing a paper-drive isn't easy, but everything worthwhile involves some work. Plus, it can be lots of fun! Contests and rewards for bringing in the most paper can be a fun diversion which also encourages people to go the extra mile. Your group will enjoy working together to raise money for a worthy cause and share the pride of accomplishment.

*The earth is the LORD's, and the fulness thereof; the world, and they that dwell therein. – Psalm 24:1*

## **The Big Day: Loading the Trailer**



*1. We will provide the semi-trailer! We'll deliver the trailer to the location of your choice! You'll have the trailer for an entire weekend. If you need the trailer for more than one weekend, please call us in advance to check availability. There is NO CHARGE for the trailer if your group collects AT LEAST 10 TONS of newspaper.\**

*2. We can accept only clean and dry newspaper. Our state-of-the-art facilities require the finest grade newspaper. We can't use newspaper that is contaminated, wet, or has been wet. We can only pay you for the newspaper we can use: clean, dry newspaper.\*\**

*3. How to load:* There are 2 ways to load the trailer. Please use one or the other.  
**BUNDLED:** in brown paper bags or tied with light string.  
**LOOSE:** placed in the trailer without bags or string.

*4. How much to load:* 20 tons is the maximum legal weight that can be loaded onto our trailers. A good way to avoid overloading is to keep a stack of bundled newspaper no more than 5 feet high.

**Call the nearest Applegate facility today! We'll help you get started!**

\*For groups that collect less than 10 tons of newspaper, a nominal \$50 charge may apply.

\*\*A disposal fee of \$50/ton may apply for unusable items such as phonebooks, magazines, wet/contaminated newspaper, junk mail and letters which contain plastic, etc.

**www.paper-drive.com**