



applegaterecycling

*Paper-Drive
Recycling Kit*

*Information from the
Experts*

Get Your (paper) Drive In Gear with Applegate's Paper-Drive Kit



In this Paper-Drive kit Applegate provides everything you need to hold a wildly successful paper drive.

3. Basic information, or rules of the trade – how Applegate *must* handle your trailer full of newspaper.
4. Applegate's use of newspaper collected from Paper-Drives.
5. Tips and tricks from the experts at Applegate.
6. Flyer for announcing that you are in the market for newspaper, for general use when you paint the town.
7. An informative bulletin that details how much recycling matters. As well as detailing what you are doing in the community.
8. Applegate's suggested Public Service Announcement template – it's a proven winner for free publicity with local newspapers and television channels.
9. Handouts.

Applegate will purchase your paper!

We need clean, dry newspapers – and we pay for them! A newspaper drive is a great opportunity for churches, youth groups, boy scouts, private schools, athletic teams, bands, and other groups to raise money! This is an opportunity to work together, build camaraderie, offer a community service and help preserve our precious environment.

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.

We can accept only clean and dry newspaper. Our state – of – the – art manufacturing plants 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 that we can use: clean, dry newspaper.

How to load: There are 2 ways to load the trailer.

Please use one or the other, not a combination of both.

- BUNDLED: in brown paper bags or tied with light string.
- LOOSE: placed in the trailer with out bags or string.

How much to load:

- 20 tons is the maximum legal weight that can be loaded into our trailers.
- A good way to avoid overloading is to keep a stack of bundled newspaper no more than 5 feet high to use as a ruler. Don't exceed its height and you should be great!

Let us know when your paper drive is finished, so that we can pick up your loaded trailer. We'll bring it back to our manufacturing facility, where all your paper will be weighed. Applegate will pay your organization by the pound for the paper that you collect.

Applegate Recycling Facilities

1000 Highview Drive
Webberville, MI 48892
800-627-7536 x309
517-521-3597 (fax)

1241 Meadowbrook Drive
Eastanollee, GA 30538
888-427-7534 x202
706-778-0072 (fax)

1925 State Rt. 1241 N.
Hickory, KY 42051
888-502-7753
270-247-5301 (fax)

2500 Jackson Street
Monroe, LA 71202
800-854-1907
318-323-1338 (fax)

1050 Superior Avenue
Chambersburg, PA 17254
800-231-1939 x403
717-709-0870 (fax)

600 Industrial Drive
Bloomer, WI 54724
800-633-3179
715-568-3897 (fax)

230 Shoop Drive
Penrose, CO 81240
866-568-9639
719-784-0132 (fax)



This way to success

Serve the LORD with fear, and rejoice with trembling. (Psalm 2:11)

Applegate reuses American resources to conserve American energy and land!

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 clean newspapers you collect will be used to make premium-quality, conservation-minded products, such as energy saving cellulose insulation and erosion controlling hydro-seeding mulches, which further protect the environment.

Recycling is beneficial for your community.

- Recycling cuts unnecessary waste. Paper accounts for 40% of all municipal waste, by weight, more than glass, plastic and aluminum combined.
- Recycling creates jobs. A study of 10 northeastern states found that processing and remanufacturing recyclable materials in the region employed more than 103,000 people.
- Recycling is profitable. For example, Minnesota's recycling adds nearly \$3 billion to the state's economy, with local governments often sharing in the profits. In fact, one year, Minneapolis received \$1.5 million!

Why recycle your newspapers with Applegate?

During World War II, if you didn't recycle, you were aiding the enemy. Today we feed a new foe...foreign economies. For example, nearly 25% of recycled paper gets shipped overseas. Stay local; we're a company with Michigan-based, US ownership.

Applegate uses the clean, dry newspapers collected at paper-drives to create high environmental impact products, by taking newspapers out of the waste stream to make products which further protect our environment:



Insulation – Applegate Cellulose Insulation can reduce the energy costs of the average home by up to 40%! Significantly reducing the environmental impact of a families energy usage, helping slay your monstrous utility bill.

It's green from start to finish!



Mulch – Applegate Premium Hydro-seeding Mulches promotes quick seed germination and reduces the impact of soil erosion. Allowing streams, rivers and even road traffic to flow freely by reducing the amount of sedimentation and other contaminants which would otherwise wash into them.



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Tips for organizing your Paper Drive

Choose a leader!

Every paper drive must have a champion who will accept overall responsibility. With a dedicated leader to give it a firm push, your recycling project will be off to a good start and can be kept rolling with much less effort.



Allow enough time!

The most successful paper drives take some time. Please allow yourself 6-8 weeks to get the word out about your paper drive and to collect the newspapers.

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 charity).

If you can, have a long-term goal or provide aftercare, once people get in the habit of saving newspaper it's hard to let go!

Define your 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.

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.

- 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 curbside 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 a trailer.

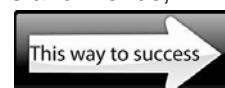
Prepare your announcements!

Your announcements should always include:

- **WHO** is sponsoring the paper drive, including a contact person and a phone number
- **WHAT** is being collected
- **WHEN** newspapers will be collected
- **HOW** the money will be used (**Why** you are collecting newspaper – how the money will be used.)

Spread the news!

Some of the most effective methods is to get people involved in your paper drive are: Public Service Announcements (which are generally free) with **radio** and **television** stations as well as local **newspapers**, church and school bulletins, word of mouth; telling neighbors and friends, placing posters all over town (with proper permission), or many more.



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Group Name

Paper Drive

When:

Where:



How:

applegaterecycling

Why:



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Applegate Insulation is putting money back into the community. Applegate purchases large amounts of old newspapers, collected by local community organizations, and turns what would be waste into energy savings by making cellulose insulation; which reduces the cost to keep you cool in the summer and toasty in the winter. As a result, Applegate enables community organizations to raise money for their activities, and helps alleviate the financial burden for community recycling programs. Starting start date, name of your organization will be collecting old newspapers to earn money for purpose of fundraising. Residents of the area can bring their old newspapers to location of paper collecting point during times you plan to collect, until end date.

Recycling newspapers is an excellent way to preserve the environment and for local organizations to raise money. According to Thomas recycling one ton of paper saves:

- 17 Trees
- 3.06 Cubic yards of landfill space

The Thomas Recycling website also reports: "If all morning newspapers read around the world were recycled, 41,000 trees would be saved daily and 6 million tons of waste would never end up in landfills."

To find out more about paper drive fundraising, or cellulose products made by Applegate, contact Applegate's corporate office in Michigan at 800-627-7536, or visit www.paper-drive.com.

Applegate Insulation has always subscribed to the three green rules;

1. Recycling to protect the environment, community and your future.
2. Creating goods and services from our recycling to further reduce energy usage and costs of consumers.
3. Allowing the community to participate in a profitable manner both economically by paying for waste newspaper, as well as in providing opportunities for communities to unite for a common goal.

www.paper-drive.com
www.applegateinsulation.com



PUBLIC SERVICE ANNOUNCEMENT

: 45 Seconds

Did you know that just one ton of recycled newspaper saves 17 trees, and 3.06 cubic yards of landfill space?

And did you also know, recycled newspaper saves energy when it's turned into insulation?

Right now, Applegate Insulation is using your old newspaper to save energy and reduce heating bills in thousands of homes across the country.

So how do you make sure your recycled newspapers don't get dumped in some already-enormous landfill?

On collection date, bring your old newspapers to location of paper collection point, where your group name will be collecting newspapers for Applegate Insulation from time of collection. In return, Applegate Insulation will donate money to the group for the purpose of the fundraising – and you'll have the chance to save the environment!

For more information, please call name of contact person at contact's phone number.

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Paper-Drive Fundraiser!



Paper-Drive Fundraiser!

Organization

Paper-Drive Location / Bring Newspapers Here!

Date/Time

Contact Information

Proceeds of the Paper-Drive Fundraiser go to:

Visit, www.paper-drive.com for information on how our paper-drive fundraiser will help keep America secure.

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Date/Time

Contact Information

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