

Five Steps for Spreading the Word on Recycling Best Practices

1. Identify your networks.

Identify groups or individuals to contact. Examples could include your neighborhood association, work colleagues, clubs, philanthropic organizations, neighbors, friends and family.

2. Create an outreach plan.

Determine how to best connect with those on your contact list. Use the Bin Buddies Outreach Worksheet below to help develop your plan and track your outreach efforts.

3. Make your message relevant.

Note any specific waste management issues or questions relevant for those on your contact list. For example, is your neighborhood association seeking information on curbside recycling? Do your friends and family understand the do's and don'ts of what can be recycled at Consumer Recyclables Collection Sites?

4. Get in touch.

Connect with those on your contact list with an offer to share your insights as a Bin Buddy. You can draft your own email or phone call script or customize the email below for your outreach.

5. Keep connected.

Stay in contact and follow-up as needed with recycling resources and tips from the City of Lincoln and other reliable sources. Please reach out to the Waste Diversion team with any question about reducing, reusing or recycling or any concerns you encounter through your Bin Buddies volunteering. Our office is here to support you, and we are grateful for your partnership to help educate and create a cleaner, greener Lincoln!

Bin Buddies Outreach Worksheet

My Networks	My Outreach Plan e.g. phone, email, in-person, social media	Key Messages	Follow-up

Bin Buddies Outreach Email Template

Hi [contact name from networks list],

I hope you are doing well! I wanted to reach out to offer recycling resources and information that I think will be of interest to [you or name of organization].

As a Bin Buddies volunteer, I help to educate Lancaster County residents on the importance of recycling right (i.e., what can/can't be recycled) at Consumer Recyclables Collection Sites. It is important to only put recyclable items in the bins to ensure the recycling process doesn't become contaminated. Contamination increases costs related to the entire recycling process.

[If in prior contact with] Since last time we [spoke, emailed, saw each other, etc.] I've thought about how [your or name of organization] might benefit from information on recycling practices.

[Insert details about recycling practices information or resources from your key messages.]

[If not in prior contact with] Have you noticed any concerns or questions with recycling, or simply have a question about the "do's and don'ts" of recycling in Lincoln?

If there are any questions about recycling from you or the organization you work for, let me know. I would gladly follow-up with an email (or hard copy if that is preferable) with free resources to help resolve the questions your may have.

Thank you for your time and all you do to help make Lincoln a great place to live!

[Your name]

P.S. There is a Recycle Lincoln email newsletter. Sign up at recycle.lincoln.ne.gov.

