

Promotional Kit:
Community Heroes Youth Bottle Drive Contest

Thank you for participating in Divert NS' Community Heroes Youth Bottle Drive Contest and for helping keep Nova Scotia clean and our beverage containers out of landfills!

The most important part of planning a bottle drive is letting your community know about it. This kit will provide tips and resources to help you promote your drive.

Promoting your bottle drive:

1. **Social media** can be an effective and inexpensive way to spread the word about your bottle drive. Here are a few different ideas to utilize social media:
 - Promote on your schools', teams' or clubs' social media accounts if they have them
 - Promote on your community's Facebook group or page
 - Post to your own social media accounts and tag friends and family asking them to share as well
2. **Email:** Write an email that includes the details of your bottle drive and ask your school, team, or club to send it out to their mailing list. You can also work with parents, coaches, teachers, or club leaders to share it with their contacts and encourage people to forward it to others in your community.
3. **Posters / Flyers:** Design a poster or flyer with your bottle drive details and post it at your school, sports facility, or club meeting space, as well as on community bulletin boards. You can also hand them out to local businesses for display or place them in neighborhood mailboxes.

TIP: When designing your promotional materials (posters or social media), use fun, colourful graphics to catch people's eye. [Canva](#) is a great free and easy-to-use tool to design your posters and social media images.

Important links:

- **[Refundable Containers:](#)** This webpage is a great resource to let people know what beverage containers are eligible for a refund and how to prepare them for recycling. Here is a QR code to this page that you could add to your posters and flyers.

