

**Promotional Kit:
Community Heroes Bottle Drive Contest**

Thank you for participating in Divert NS' Community Heroes 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.

Tips and ideas for 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 school's 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 to send it out to their mailing list or work with parents and teachers to send it to their contacts with the request for people to forward it on to people in your community.
- 3. Posters / Flyers:** Design a poster or flyer with your bottle drive details and post at your schools, on community bulletin boards, hand out to local businesses for display or in neighborhood mailboxes. Below is a sample poster and some graphic elements that you can integrate into your posts if needed.
- 4. 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 and we have included some graphic elements below that you can integrate into your materials.

Important links:

- **[Refundable Containers:](#)** This is a PDF that you can include in your bottle drive promotion that lets people know what beverage containers are eligible for a refund. Below you will find a QR code to this PDF that you could add to your posters and flyers.
- **[The Power is in Your Hands:](#)** Learn more about the Nova Scotia Deposit-Refund program as well as the POWER of recycling your beverage containers right. There are lots of interesting facts here that you could include in your bottle drive promotion.

Graphics:

Here are some graphic elements that you can integrate into your posters, flyers, or social media posts. Just right click on these images and save them to your computer. On the next page, you will find a sample poster that combines all these elements.

**BOTTLE
DRIVE**





BOTTLE

DRIVE

for <NAME OF SCHOOL>

Save your refundable bottles and cans and help support <reason for fundraising>

Date: <Date(s)>

Location: <Drop off location or neighbourhood / area of collection>

