COMMUNITY RALLY PACK

Your guide to turning RECYCLING into support for your community group



Coca-Cola®

RECYCLING DRIVE

PROUD SPONSOR OF

30 YEARS

NATIONAL RECYCLING WEEK

PLANET ARK

Thanks for nominating your community group to receive $2,500 through the Coca-Cola Recycling Drive. Now, keep the momentum going!

2 WAYS TO WIN

Your community group can also be considered for the **$10,000 Give it a Go Grant** from 23 November. Just show us how your community is giving recycling a go to be considered.

Entry details below.



1 NOMINATE

Keep the nominations coming. Encourage your members, supporters and wider community to nominate your group to be selected as a **$2,500 Weekly Winner.**

CLICK HERE TO NOMINATE

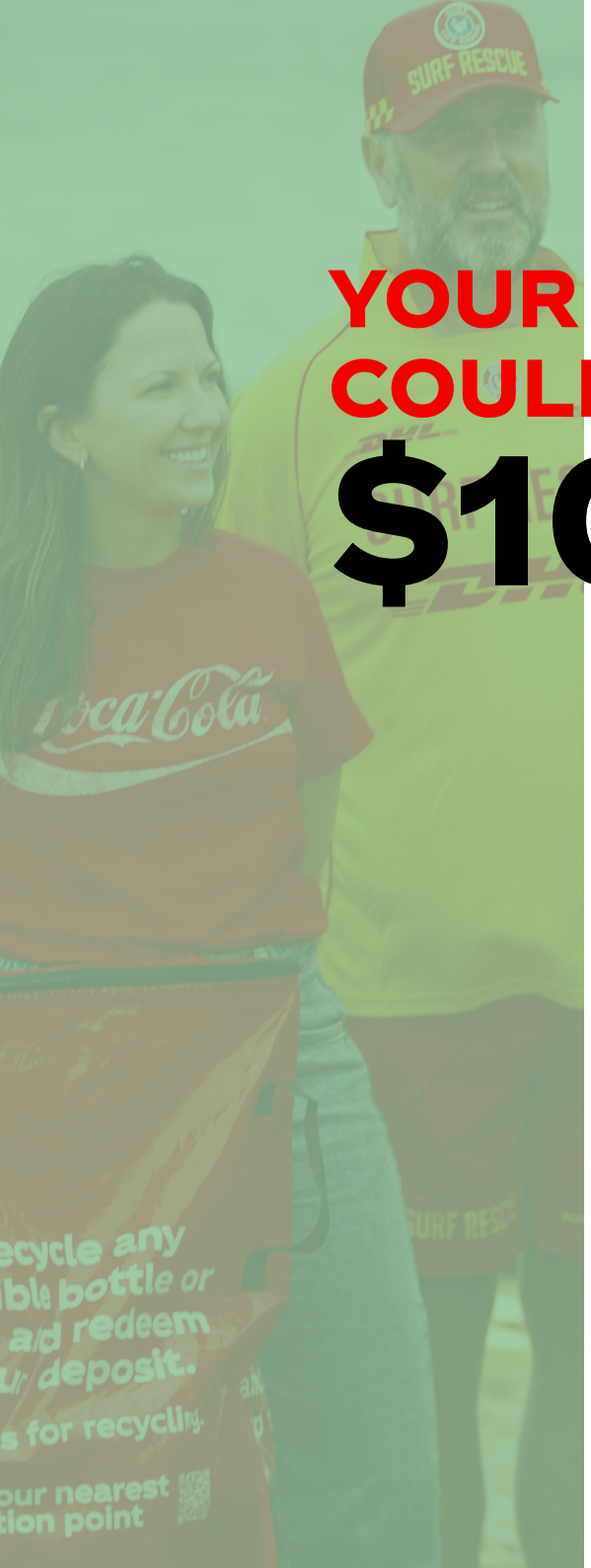
2 SHARE

From 23 November, share a Reel showing how your community is giving recycling a go from a public Instagram account, tag **@CocaColaAU** and use **#GiveRecyclingAGo** to be considered for the **$10,000 Give it a Go Grant.**

RALLY, RECYCLE & RAISE FUNDS

Get your community behind a shared goal and give them something to rally around. Collect and return eligible bottles and cans through your local Container Deposit Scheme and turn the standard 10-cent refunds into ongoing funding for your group.

Ready? Let's get your community involved!



YOUR COMMUNITY COULD RECEIVE $10,000

Now show us what your community has been doing to be considered for the $10,000 Give it a Go Grant.

Win a $10,000 Give it a Go Grant

CREATE. Create a Reel of up to 30 seconds showing you, your community group and/or supporters giving recycling a go – from collecting eligible bottles and cans, returning them through your local Container Deposit Scheme or rallying others to get involved. Tell us which community group you're supporting and what $10,000 could help them achieve.

TAG. Tag **@CocaColaAU** and use **#GiveRecyclingAGo**. You could also be featured by @CocaColaAU, helping shine a light on your community and cause.

KEEP IT PUBLIC. Your Instagram account and Reel must be public during the promotion and judging period so we can view and consider your entry.

KEEP IT REAL. You don't need a professional video. We want to see genuine community action, enthusiasm and the people behind your cause.

RALLY
RECYCLE
RAISE
REPEAT

Full eligibility, promotion dates and Terms & Conditions apply. Click **here** for more information.

Give recycling a go for your community.



WE'VE MADE IT EASY

Your Coca-Cola Recycling Drive Rally Pack comes with ready-to-use social assets and a poster to help get your community involved. Use them to keep nominations coming, rally people to recycle and raise awareness for your community goal.



A4 POSTER



SOCIAL STORY



SOCIAL POST

DOWNLOAD SOCIAL & POSTER ASSETS

SHARE THEM YOUR WAY. Post on your social channels, include them in your newsletter, or put the poster up wherever your community comes together. Remember to tag **@CocaColaAU** for the chance to be featured!

COPY. PASTE. SHARE. ▶

We're giving recycling a go! ♻

We're rallying our community to help support [GROUP / COMMUNITY GOAL] – and we'd love you to get involved. Nominate us to be selected to receive $2,500 through the Coca-Cola Recycling Drive and help us collect and return eligible bottles and cans through our local Container Deposit Scheme. Every eligible container returned generates a standard 10-cent refund, helping us raise ongoing funds for our group.
Let's give recycling a go together.

#GiveRecyclingAGo #CocaColaRecyclingDrive @CocaColaAU



KEEP IT GOING

The best way to keep the impact going is with the people and moments that already bring your community together.

1. **GIVE PEOPLE SOMETHING TO RALLY AROUND**
   Tell your community what you're working towards and what additional funding could help make possible. A clear goal gives people a reason to nominate, recycle and get involved.

2. **USE THE MOMENTS YOU ALREADY CONNECT**
   Have a training session, game, meeting, community day, fundraiser or get-together coming up? Ask everyone to bring their eligible bottles and cans along.



3. **MAKE IT A REGULAR THING**
   Try a regular collection reminder – like the third Sunday of every month – to help keep those eligible containers coming. No need to create a new event. Just build recycling into what your community already does.



4. **GET A LITTLE FRIENDLY COMPETITION GOING**
   Challenge teams, workplaces or different parts of your community to see who can collect the most eligible bottles and cans.

5. **SPREAD THE WORD**
   Ask members, families, volunteers, supporters and local businesses to get involved – whether that's nominating, collecting or simply sharing your story.

Whatever you choose to do, keep it simple and make it work for your community.





EVERY CONTAINER ADDS UP

Every eligible bottle or can returned through your local Container Deposit Scheme (CDS) generates a standard 10-cent refund. And when a whole community gets involved, those 10-cent refunds can add up.

50 CONTAINERS	500 CONTAINERS	5000 CONTAINERS
$5	$50	$500

KEEP IT GOING

Make collection easy. Give people regular reminders. Celebrate your progress. And keep reminding everyone what you're working towards. The more people you get involved, the more potential there is to generate ongoing funding for your group.

FIND YOUR LOCAL CDS

How community fundraising works through Container Deposit Schemes varies by state and territory. Depending on your local scheme, your group may be able to register to receive donated refunds or organise collection drives and return eligible containers collectively.

FIND YOUR LOCAL CDS

SPOT A GREAT STORY? CAPTURE IT.

As you rally your community, keep an eye out for moments that show your group giving recycling a go – a great collection effort, a milestone, your community coming together or a creative approach to recycling. Capture photos and video along the way – they could help tell your story. And don't forget to tag **@CocaColaAU** for the chance to be featured and help shine a light on your cause.

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RECYCLING DRIVE



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