



Fundraising Guide

Everything you need to know
about fundraising with the
ACT Container Deposit Scheme (ACT CDS)

actcds.com.au



ACT
CDS
Container Deposit Scheme

Partnering with
RETURN-IT

Thank you

for your interest in the ACT CDS!



Fundraising with the ACT CDS helps you reduce your environmental footprint while raising awareness and much needed funds for your chosen cause.

It's a clean, green fundraising machine and it's so simple to participate!

This fundraising toolkit has everything you need to get started.



About the ACT CDS

The ACT CDS has one goal:
Reduce litter and landfill in the Territory.

How?

By encouraging people to recycle their eligible drink containers at our return points. Every container returned is diverted from ever becoming litter or landfill. There's a 10 cent refund for each eligible container returned, which acts as an incentive to not only participate but to collect litter from the environment and encourage others to get involved as well.

Other benefits of recycling and fundraising with the ACT CDS include:

1. Access to a range of media resources to efficiently integrate the ACT CDS into your event or fundraising plan and spread the word to local media.
2. Recognition as a community leader for encouraging positive recycling behaviours.
3. Reaching a broader audience as we share your fundraising initiative on the ACT CDS website and social media platforms.
4. The opportunity to raise awareness about recycling and link your organisation to a great cause.
5. Collecting containers at events reduces their overall impact on the environment.

Which drink containers are eligible for a 10c refund?

Always check the label for the '10c' symbol to determine whether the container is eligible.

Eligible drink containers are those that are commonly found in the litter stream and are smaller, more portable containers, between 150mL to 3L.




Your eligible containers need to be empty and the '10c' symbol needs to be visible so we can determine the container is eligible for a refund. Remove and dispose of the lids before returning and uncrushed cans are preferred. Wine, spirits, cordial and plain milk containers are not eligible. If a container isn't eligible for a refund, please use your co-mingled recycling bin (the one with the yellow lid).

If you're in doubt, visit actcds.com.au to find out what can be returned.

Return Points

Each type of return point offers different refund options. To find out where you can cash in your containers, visit actcds.com.au/return-points/





Drop & Go Pods

Self-service and open 7am to 7pm, seven days a week.

Ideal for: A smaller number of bags of drink containers.

Refund types:	Donations:
✓ Electronic refund	✓ Yes







Drop & Go Points

Self-service and staffed. Open during business hours and weekends.

Ideal for: Four to five bags of drink containers at a time.

Refund types:	Donations:
✓ Electronic refund	✓ Yes






Cash-back Depots

Staffed and offers refunds on the spot. Open during business hours and weekends.

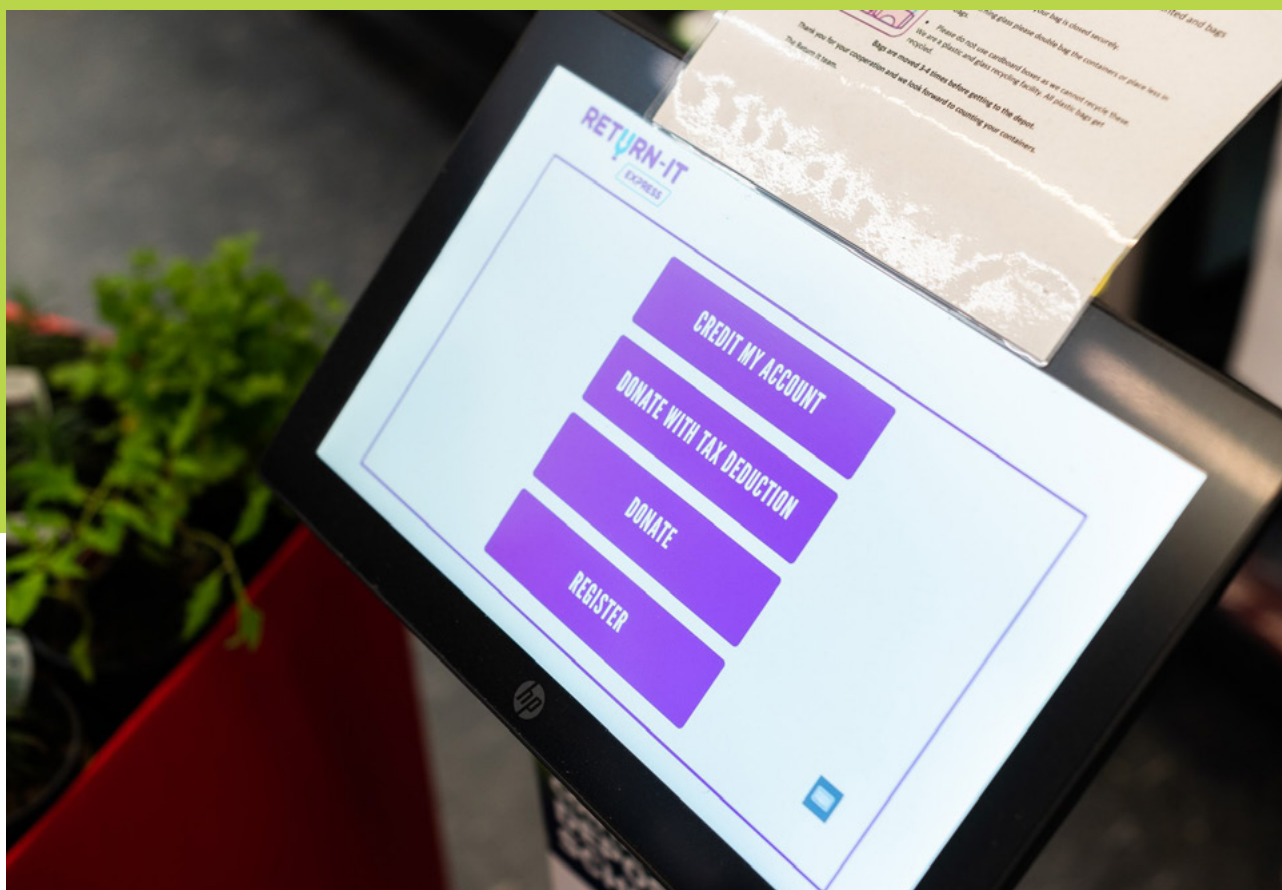
Ideal for: Larger quantities of drink containers.

Refund types:	Donations:
✓ Cash ✓ Electronic refund	✓ Yes



How to get started

- 1. Organise fundraising activities and start collecting containers.** You can raise funds by organising an event such as a collection drive or fundraiser and return the containers to a return point. Businesses can also consider providing bins in the workplace for staff. You can then donate the funds raised to your chosen charity, sporting group, school or business.
- 2. Create an account and share your number.** If you are a not-for-profit or community organisation such as a charity, sporting group or school, you can create an online account with Return-It at express.returnit.com.au/account/register. Simply sign up for an Express Account using your organisation's phone number and encourage your supporters to donate their refunds directly to your express account by sharing your organisation's phone number.
- 3. Trailer Program.** The ACT CDS network operator, Return-It, has introduced a free trailer hire program for communities and businesses. To find out more and make a booking, visit returnit.com.au/trailer-program



How to promote your fundraising journey

Set your fundraising target

It is easier to receive donations if you set an achievable fundraising target and communicate the goals of your fundraising initiative to your supporters.

Share your story

Tell your members, friends, neighbours and community about your fundraising initiative and explain how these funds will help your community.

Spread the word

Speak to your existing supporters first, and progressively work outwards to engage with the broader community through emails, content on social media and word of mouth.

TIP: Get social. Like the ACT CDS Facebook page and share photos and posts about your fundraiser using our hashtag #ACTCDS. We can help raise awareness of your drink container collection drive and promote your commitment to recycling.

Follow up

Send regular reminders and updates to your supporters on your progress and encourage more people to join in.

Saying ‘Thank you’

You can never thank people enough for their generosity and support. It’s better to thank people soon after they donate their containers. Personal phone calls and emails as well as public recognition or social media posts show people both privately and publicly how much you appreciate their support and motivate others to donate to your cause too.

Use our helpful resources to spread the word

We have developed a range of resources to help promote your fundraising event, including collection bin stickers and signs, posters, social media banners and tiles. Download these assets at actcds.com.au/fundraising

Tips for hosting an event

Events present a wonderful opportunity to engage with your community and collect drink containers. Here are a few tips for how you can run collections at an event:

- Place special bins for drink containers at your event. Recruit volunteers to monitor the drink container collection bins during your event and check that each container deposited is eligible and patrons aren't using the bins for general waste. It is important to avoid ineligible containers and food waste sneaking in. Your volunteers can learn all about what makes a container eligible at actcds.com.au/eligible-containers
- On the day, you can also display ACT CDS-branded signs and posters from our toolkit that explains how it all works. This is a great opportunity to educate the community not only about recycling and the ACT CDS but also about the charity you've chosen to support.
- MCs and keynote speakers can advocate for your cause and help you raise awareness about your fundraising initiatives. Feel free to adapt the MC's announcement template below to boost returns at your upcoming events.

Event checklist

Before the event:

- Create and distribute a media release using the ACT CDS template.
- Promote your event on your social media platforms and mention **#actcds** or **@actcds** so we can share your posts. Don't forget to include your nominated charity's hashtags if you have one!
- Organise your drink container collection bins with the ACT CDS network operator, Return-It. Email to enquire via info@returnit.com.au

On the day:

- If you're using our collection bins, monitor them during the event to avoid contamination from non-eligible containers and other waste.
- Provide your MC/speaker with the MC's announcement template below, so they can spread the word.
- Share live updates on social media using our hashtags and encourage your guests to do the same.

MC's announcement

If using collection bins:

[Name of the event] is proud to support the ACT Container Deposit Scheme and [Charity name]. Today all of you can recycle your cans and bottles at one of the drink container collection bins to help raise funds for [Charity name and fundraising objectives]. Please dispose of your cans and bottles in the ACT CDS bin, and let's show our support for [Charity name].

Inspiring stories

Buddhist Centre fundraises with recycling for double win

Every Thursday morning Dao An, a Buddhist nun, deposits hundreds of empty drink containers at a Return-It drop off point in Mitchell for the ACT Container Deposit Scheme (ACT CDS). She is one of six residential nuns at Canberra's Sakyamuni Buddhist Centre monastery, and the bottles and cans she returns have been collected by the centre's many supporters, from individuals to local businesses. The centre got involved around 18 months ago and now earns up to \$800 a month.

"We have to raise funds in many ways and this is a very good way because we like the aspect that it's protecting the environment. By bringing these containers to be part of the recycling system we are helping to save a lot of resources for the future generations," says the founder of the centre, Buddhist monk Thich Quang Bo. "The world population is very close now to eight billion and everyone is consuming more and more. What that means is the natural materials are running out and we need to help the earth by slowing down that process. This is very clear cut in our minds."





Tackling local litter, one bottle at a time

Kirsty Young and her husband Wayne Corbin have recycled a remarkable 7,589 bottles and cans with the ACT Container Deposit Scheme since it launched in June 2018. Kirsty and Wayne are involved in a local litter pickup group called Lanyon Litter Control and saw the ACT CDS as a really good way for the recycling industry to get a good, clean stream of containers. Kirsty and Wayne use some of the refunds for the litter pickup group to pay for equipment for their volunteers.



National Zoo volunteer recycles 170,000 containers for wildlife

Retired nurse and National Zoo and Aquarium volunteer, Sue Fallon, has helped recycle 170,000 bottles and cans through the ACT CDS, raising \$17,000 for wildlife charities along the way. Sue has volunteered at the Canberra zoo for more than 11 years and is part of the National Zoo Animal Conservation Team (NZACT) – a group of 15 people from different areas of the zoo, focused on fundraising and conservation goals. When the ACT Container Deposit Scheme launched in 2018, Sue jumped at this new opportunity and helped arrange for the Zoo to establish bins for recyclable containers that she would return. This initiative has gone from strength to strength, raising \$1,350 in January 2020 alone. These funds went to the Native Animal Rescue Group in Braidwood.



Year 6 Waste Wise Warriors educate their peers

Mim Thurstkettle, Elsie Harding, Lucy Lawton, Molly Campbell, and Charlie Noble are Fraser Primary School's Waste Wise Warriors. The Year 6 girls are the driving force behind the school's mission to collect as many recyclable containers as possible, to keep them out of landfill and raise funds for their school garden through the Container Deposit Scheme.

"We love doing this, we feel like we are doing our bit for the environment but also raising money for our school," said Lucy. "It's good to know we're achieving something like this."

"I feel really happy to be involved because it means we're not wasting all of this plastic, we use so much plastic in the world and we're able to turn it into plants," agreed Charlie. "Instead of putting all this plastic in the bin we're helping it to be re-used for important things and not end up in places where it can hurt the environment."

Templates

We've put together some templates to help you spread the word.

Simply copy the template below into a blank document, add your logo and fill it out with your details. This template is just a guide, so please feel free to include any additional information that will raise awareness and improve understanding of your fundraising goals.

Template Media Release

<Group/organisation name> is raising funds for <xxx> with the ACT CDS.

It's never been easier to support [community group name] and raise funds for [cause details]. From [date and time], locals can recycle eligible drink containers through the ACT Container Deposit Scheme and donate the 10 cent refund to [community group name].

[community group name], said that all donations received will fund [cause details].

[community group spokesperson quote]

Hundreds of thousands of containers are returned for recycling through the ACT Container Deposit Scheme each week. Every eligible bottle or can returned is worth 10 cents and has the potential to help [community group name/cause details]. Find out more about the scheme at www.actcds.com.au

To learn more about how you can help the environment and support [community group name], please visit [link to community group website].

<Group/organisation name and contact details>



Newsletter Template

We have an exciting new fundraising initiative about to kick off! From [starting date], [community group name] will be collecting empty drink containers to deposit with the ACT Container Deposit Scheme (www.actcds.com.au) and earn 10 cents for each one. This means we'll be helping to keep the ACT clean and protecting the environment while raising money for [cause details].

You can help by:

- depositing your eligible cans and bottles in the designated drink container collection bins placed around [location];
- bringing cans and bottles from home every [date and time] to [location] to help us raise funds for [cause details];
- talking to your friends, family or neighbours and see if they will save their eligible drink containers for you;
- collecting containers from colleagues at your workplace, gym or sports club.

Eligible drink containers include glass bottles, plastic bottles, aluminium cans and cartons sized between 150ml and 3L. A quick guide is to look out for the '10c' symbol on the label to see if it can be returned for a refund.

Please get in touch with us if you are available to help our volunteers sort and return containers. We urge everyone to get involved and turn rubbish into a resource.

We hope to raise [hundred / thousands of dollars] for [add details if there is a specific project the group is working on].

So please join us in recycling your eligible drink containers. You'll not only be helping us raise much needed funds, you'll also be helping to reduce litter and landfill.

Social media

Spreading the word

From <DATE>, you can help @<group name> reduce litter in the environment and raise funds by donating your drink containers to [cause details] at <LOCATION and COLLECTION DRIVE DETAILS> @actcds #actcds

Celebrating milestones

With your support, we successfully raised <\$XXX> through @actcds, helping us to <DETAILS OF WHAT FUNDS WILL BE USED FOR> #actcds

Engaging with your community/ Thank you

Thank you for your support! Keep donating your drink containers @actcds <LOCATION> and help us raise funds to/ for <DETAILS OF WHAT FUNDS WILL BE USED FOR> #actcds

How to use our fundraising resources

We have designed a range of marketing assets to assist with your fundraising efforts and help you choose the container collection method that works best for your group. All our templates include editable fields for you to add:

- Group's name.
- Group's logo.
- Group's website.
- Fundraising details.

The assets can be edited with Preview or Acrobat Reader.

Editing the assets

You CAN alter/add:

- The group/charity logo.
- The group/charity name.
- The fundraising details.
- The hero image.

You can add your logo with Acrobat Pro or any other PDF editor programs and change the hero image with Adobe Illustrator.

If you require any assistance in adding your information and images to the design, please email contact@actcds.com.au so we can give you a hand.

You CANNOT alter:

- The ACT CDS logo.
- The ACT CDS website and call-to-action.

Bin Sticker



Print on adhesive paper in 80x80mm sizing, with a cut along the perimeter of red circle line. The circle stick can then be peeled away before it is applied to the bin.

Poster



Print on A3 and apply in visible placement across your local community, such as schools, community halls, council notice boards, tourism information centres, pubs and coffee shops.

Certificate



Acknowledge your supporters and contributors throughout your fundraising journey. You can:

- Print on A4 and post, email or handover the certificate to your supporters.
- Save the certificate as an image and tag your supporters in a social media post.

Email signatures banner



The email signature banner can be instrumental in promoting your fundraiser to your supporters at a time they are already speaking to you.

Place the banner at the end of your signature, above the disclaimer.

TIP: You can link the banner to your fundraiser webpage or Facebook to entice your supporters to learn more about your container collection drive.

Newsletter, website and Facebook digital banners



Spread the word about your fundraising initiative by embedding one of our digital banners on your website, Facebook page and newsletter.

TIP: Include further information about your group and a call to action to maximise your fundraising efforts.

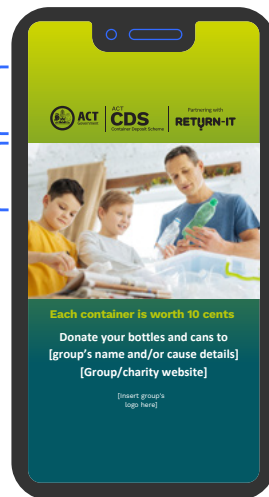
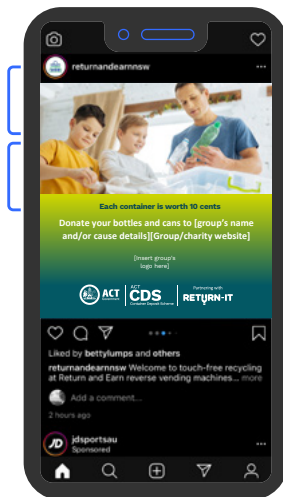


Suggested copy:

We are collecting eligible bottles and cans to raise funds for [insert project/cause details]. Simply drop off your containers at [location/address/group/charity details].



Social Media tiles and stories

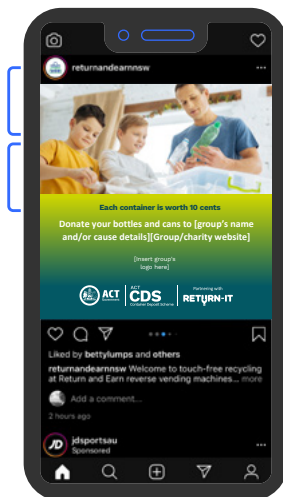


Suggested applications:

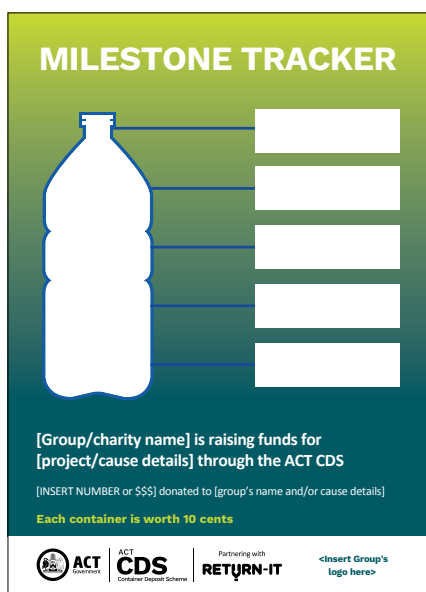
- Individual posts on Facebook or Instagram.

Use one of our social media templates on page 11 of this guide to engage with your community, spread the word and celebrate your milestones.

TIP: Add a link to your social media tile or story to drive traffic to your fundraising webpage and add location tags to promote your eligible container drop off locations.



Container meter



Print on A3 and, as you reach your milestones, colour in the sections of the bottle to keep your community up to date with your progress.

This is an easy way to keep track of your fundraising efforts and engage children in your container collection drive.

Terms of use

The purpose of this Toolkit is to help ACT residents, community groups, charities, schools, sports clubs and not for profits reduce litter in our environment, encourage recycling and raise funds through their participation in the ACT Container Deposit Scheme.

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Published by:

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ACT Container Deposit Scheme

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