



# The CLEAR CHOICE

Your Guide to Successful Fundraising with ClearStream®



Recently, 500 ClearStreams® captured recyclables from over 3,000,000 attendees at the Taste of Chicago. A clear bag collects a clear stream of recyclables, because people see the right thing to do and do it publicly. Peer pressure works. The ClearStream system gets rave reviews wherever it goes. ClearStream is a unique container that is never confused with a trash can. Customers are unanimous - ClearStream not only reduces contamination, it prevents it!

## Why ClearStream® for fundraising?

Collecting recyclables is a simple, easy way for school organizations, youth clubs, and other community groups to raise necessary money and to help keep the earth clean.

### How To Make Money With ClearStream®:

Using the ClearStream CycleMax allows for easy collection of recyclables at many types of events.

At smaller events, volunteers can service the units themselves. For large events, haulers rent the units and pick up the roll off boxes of recyclables at the end of the event.

The ClearStream is the most flexible container in the industry. Put on a clear bag and lid, and you will get clean recyclables. Take off the lid, and you have a trash container that holds 45 gallons and is never out of service.

### How To Plan an Event Using ClearStream:

Prior to the event, some questions need to be considered:

**Who will** be in charge of this fundraising activity? Will it be a separate committee or a particular club?

**Decide** fundraiser goals; how much does the organization need to raise?

**At what** type of event will the ClearStreams be used?

**Will permits** be required from the facility hosting the event? Are permits required from your local municipality?

**Will this** be an indoor or outdoor event?

**How long** will your event last? The longer the event, the more bags are needed. You may need to arrange overnight security for multiple day events.

**What is** the expected attendance? Estimate from previous year as a basis. If the event is outdoors, weather factors need to be considered.

**How does** the organization need the recyclables? Source separated? Comingled?

**What types** of materials will be collected? Aluminum? Bottles? Both?

**How many** garbage cans will be on site? One ClearStream container for each garbage can is optimum.

**Verify with** service provider about central recycling containers (roll carts or cardboard dumpsters). How do they want the material and what are they prepared to pay?

**Who will** service the ClearStreams during the event? This includes removing full bags and replacing with the new. If using volunteers, who will be in charge? How many volunteers are working?

**What will** happen to the collected materials? Will volunteers haul to a recycler? Will a hauler be hired to collect materials?

## Pre-Event Set Up:

**Schedule** pick up and drop off time for the ClearStream units.

**Apply** decals to the units at least one day before the event.

**Train volunteers:** teach to properly secure bags and attach lids to the frame. Be sure supervisors know how to get them on/off the frames.

**Ask volunteers** to wear pants with deep pockets or bring a backpack to carry extra plastic bags.

**Consult the** Easy 1-2-3 Guide attached in this brochure. This gives step-by-step instruction using the Secure Lock feature of the ClearStream unit.

**A bilingual** training video is available on the instructions page of the website: [www.clearstreamrecycler.com](http://www.clearstreamrecycler.com).

**If possible**, set up the day before the event.

**Place containers** evenly throughout the facility. Exits are one good place to place the units. Be sure to place a ClearStream beside every trash container.

**“Seeding”** or putting a few recyclables in each container before the event starts is helpful.

## During the Event

**Have volunteers** place bags in the previously set out ClearStream units.

**Instruct volunteers** to collect and replace bags when they are 2/3 full.

**Keep lids** clean by wiping with rags as necessary.

**Move units** to heavy traffic areas.

**Record information** about the event in a notebook for future use. Were there enough units? Enough bags? Enough volunteers?



## After the Event

**Move the** remaining recyclable material to the central recycling containers and take down the ClearStreams.

**Wipe down** frames and lids.

**Repack units** and return to storage.

## Promoting the Event

**Through use** of its clear printed bag and bold signage, the ClearStream is designed to educate attendees.

**Send out** literature prior to the event, featuring pictures of the ClearStream. Pictures are available on our website. (Right click your mouse over a picture, click *save copy as* or *print picture*. If you use *save copy as*, you will be able to save that picture to your computer and place it directly into your promotional literature.) If you need other types of pictures contact us and we will gladly email more to you.

## Other Promotional Ideas

**Pre- and Post- event** press releases featuring the recycling program. (Samples available)

**Reminders to recycle** during the event over the P.A. system.

**Special shirts** for the cleaning crew, advertising recycling.

**Place helium balloons** with a recycle logo by each unit.

**Banners and signs.**

**Include information** in publications, programs, ads, etc.

**Invite patrons** to share their pictures or take your own pictures, report your success, submit to local papers to build recognition for your organization and its recycling program.

## FAQ's - Answers to Frequently Asked Questions:

### Do I have to use your bags?

We recommend using our bags indoor as leakage could be a problem with store bought bags. Our bags are 2-3 times stronger than bags found at your local grocery

or hardware store. You must use a bag which opens up to 40 inches wide; recommended bag is 40" x 48". For recycling, a clear bag is a must, without it you will not be successful.

### How do your units hold up against the wind?

The units are designed to stand up against most wind. The bag, when empty of recyclable or trash, allows the wind to blow in and around the unit. Since it is not a solid surface, the wind does not get enough strength to knock it over. When the bag is full, it is usually too heavy to knock over. The lid is aero dynamic, so the wind blows up and over the lid, not allowing it to fly off. When the frame is opened to its full width, the lid will snap/pressure onto the frame.

### What can I do to insure the units will not blow over?

There are a few accessories available, most common are sandbags and "U" shaped stakes. Sandbags are more versatile. One sandbag over the top of each leg and under the bag will protect your units from blowing over even in the windiest conditions.

### I will be using your units on carpet, will they leak?

Our bags are a 1.25 mil star sealed bottom. They are designed not to leak. However,



The ClearStream® is undefeated in successful recovery of clean recyclables and litter control at away from home events. If you have given up on trying to recycle at events because your current container doesn't measure up - consider the ClearStream®.

there may be instances where the bag can be damaged when taking off the roll or stepped on before use which may cause a small puncture. We do have spill guards available to catch anything that may drip out of the bag.

### **Can I customize the units?**

Yes, however, the minimum order is 750 units. This includes the lids design/color and frame color. Minimum custom bag order is 6,000 bags. minimum custom decal order is 100.

### **I have extra recycling units.**

#### **Can I use these as trash units, too?**

Yes! The frames are identical, just powder coated differently, blue and black, to distinguish between recycling and trash.

#### **What if our host only allows collection of plastic bottles, no cans?**

We have special stock decals which can be ordered. They read "Plastic Bottles Only" or "Aluminum Cans Only."

#### **How many recycling containers should I have at my event?**

It is recommended to place one recycling container next to every trash container you have out. If this is not possible due to budget concerns, look to your high traffic areas. Food courts and seating

areas are the most common. Next areas might be where beverages or not permitted.

#### **How does the Secure Lock work on your frames?**

The easiest way to understand how to use the lock is to visit our website for a streaming video which will show step-by-step. Go online to [www.clearstreamrecycler.com](http://www.clearstreamrecycler.com) and click on "Setting Up ClearStream" on the menu bar to the left. Click the link to the instructional video on that page. You may also refer to the instruction sheet for Secure Lock, in this brochure.

#### **We are a non-profit organization, can we receive a discount? Can you send us free units?**

Unfortunately, due to the government contracts we are on, we are not permitted to sell or give away any of the ClearStream™ product line for under commercial invoice.

#### **Can you send me a sample to I can try/show my board?**

Unfortunately, due to the government contracts we are on, we are not permitted to sell or give away any of the ClearStream™ product line for under commercial invoice. However, we do have a 30-day money back

delayed billing on one case of either the ClearStream™ or the

TrashMax™ units. We will ship you the units and you will have 30 days to test them out. If you decide to keep them, you will then pay your invoice after 30 days. If not, we will arrange for the shipment back.

#### **How do you repack the frames and store the units?**

After your event is over, you can either stack your frames up in your storage space side-by-side and nest the frames on top of each other. The most common method is to repack them in the cardboard master cartons. Visit our website at [www.clearstreamrecycler.com](http://www.clearstreamrecycler.com) for further details.

#### **Where are the quantity breaks for your units?**

Quantity breaks are in pallet quantities: 12 Master Cartons (60 units). Quantities for units are 1-11, 12-23 and 24-47. 48+ will require a custom quote. Bag price breaks are

#### **Resourceful Bag and Tag, Inc., makers of ClearStream®**

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