



## What's Inside this Guide?

[www.MassRecyclesPaper.org](http://www.MassRecyclesPaper.org)

**Introduction** to this Grassroots Guide

Thanks to our **Campaign Sponsors**

**Checklist of ideas** to help you run your own local paper recycling campaign.

**Worksheet** to help you calculate how much money your community can save.

**List of recyclable paper** that is accepted by MRFs and mills all over the state.

**Tips** for working with the **media**.

**Press Release Template** to announce your participation in the campaign.

**Sample photo release** for community newspapers.

An **Op-ed** that explains the importance of recycling more paper.

**Public Service Announcements** (PSAs) for radio and cable television.

**Modifiable documents** to highlight good recyclers in your community.

A fun **Paper Recycling Quiz** that you can use to educate your community.

**Case Studies and Success Stories** of other paper campaigns in Massachusetts.

Four color Mass Recycles Paper! **campaign poster** to hang in your community.

**CD** so you can modify and tailor all documents to your campaign.