

# Door Hangers and Door-to-Door Visits

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## Report Appendices

Prepared for the Massachusetts Department  
of Environmental Protection and the Town of  
Randolph

Prepared by Aceti Associates and the Town of  
Randolph Recycling Staff

December 2005

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Funding for the North Randolph Recycling Campaign was provided by the Massachusetts Department of Environmental Protection, the Randolph business community and the Town of Randolph Board of Health.

Funding for the East Randolph Recycling Campaign was provided by the Town of Randolph Board of Health and the Massachusetts Department of Environmental Protection.

If there are questions or comments on this report, please contact:

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Arlington, MA 02474  
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[www.acetiassociates.com](http://www.acetiassociates.com)

Appendix A  
Door Hangers:  
Production Specifications and Artwork

## Door Hanger Production Specification

The Town of Randolph seeks copying and die cutting services as specified below.

Title: 1<sup>st</sup> Feedback Door hanger

Quantity: 1,100

Description: 4 ¼" x 11" door hanger, double sided

Artwork: pdf file supplied via email by customer

Stock: 65# cover stock with 30% post-consumer content; Brite Hue, Ultra Pink

Ink: Soy or Vegetable Ink, Black,

Proof: Via email or fax to Jan Aceti

Bindery: Die cut round hole (Note: 1 /12 inches has been left at the top for a small hole.)

Ship to: Jan Aceti  
19 Allen St. #2  
Arlington, MA 02474

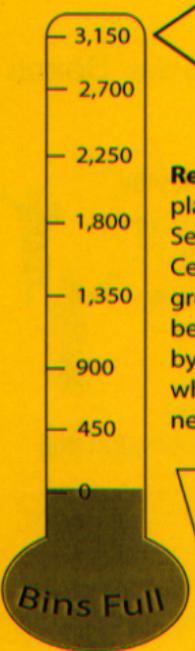
Ship Via: Best Way

Schedule: Jan needs to receive by noon on May 5th

Bill to  
Dave Hirschler  
Recycling Coordinator  
Town of Randolph  
1 Turner Lane  
Randolph, MA 02368

For the door hangers shown below, the front side is displayed on the left, the back on the right.

**Join the East Randolph Recycling Challenge!**



**Goal:**  
3,150 bins of recycling  
By June 30th

**Reward:** The Town will place a park bench at the Senior Center grounds, to be enjoyed by the whole neighborhood.



Our neighborhood of 950 households currently recycles 500 bins of recycling each pick up day.

**Turn this over to see how we can reach our goal!**

**Sponsored by the Board of Health**

Mark Kittredge  
Chairman

Thomas Fisher

David Kaplan



TOWN OF RANDOLPH  
INC. 1793

**If every household recycles one more bag of paper on each pick up day, we'll meet our goal!**

**Think:**

- ◆ Junk Mail
- ◆ Cereal and Cracker Boxes
- ◆ Catalogs

We save the Town money by recycling our trash. Last year, recycling saved \$133,000 -- enough to pay one teacher and one police officer. If everyone in Randolph recycles that extra bag of paper, we could save \$201,000 this year!



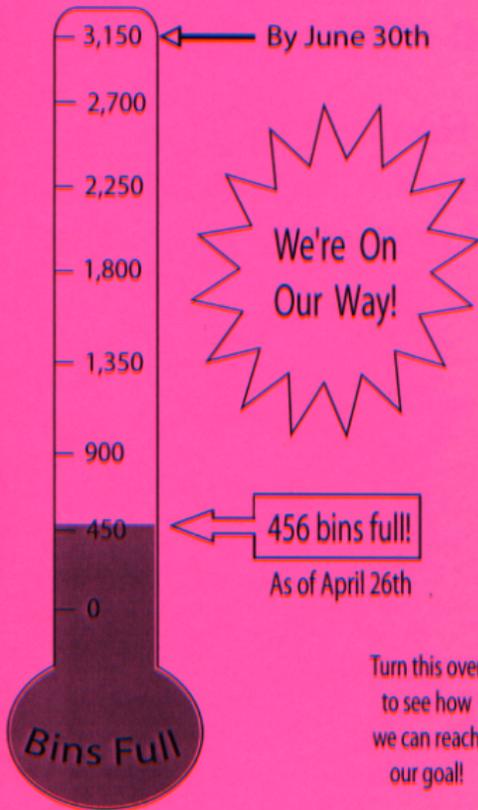

**Thank you for recycling!**

**Town of Randolph Recycling Program**  
**(781) 961-0924**  
[www.randolphboardofhealth.com](http://www.randolphboardofhealth.com)



♻️ printed on 30% post-consumer recycled paper ♻️

## Meet the East Randolph Recycling Challenge!



Turn this over  
to see how  
we can reach  
our goal!

**Sponsored by  
the Board of Health**

Mark Kittredge  
Chairman

Thomas Fisher

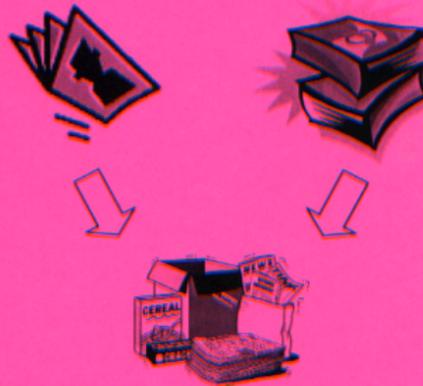
David Kaplan



TOWN OF RANDOLPH  
INC. 1793

- ♻️ **Magazines**
- ♻️ **Catalogs**
- ♻️ **Phone Books**

**Recycle to meet our  
goal of one more bag  
of paper per household  
each pick up day!**



**Place with other papers.**

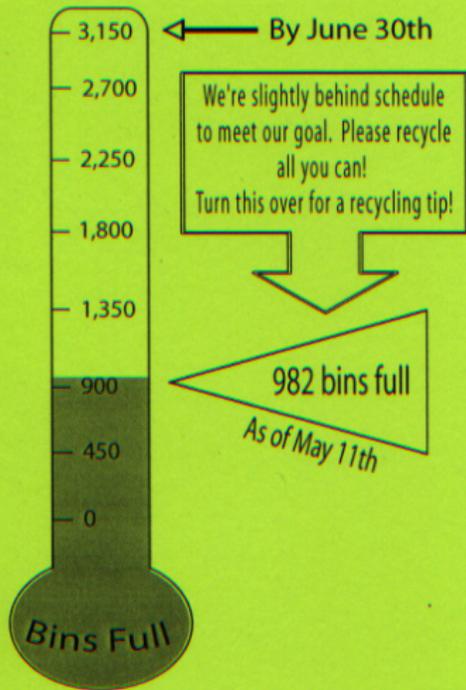
**Town of Randolph Recycling Program  
(781) 961-0924**

[www.randolphboardofhealth.com](http://www.randolphboardofhealth.com)



♻️ printed on 30% post-consumer recycled paper ♻️

## Meet the East Randolph Recycling Challenge!



**Reward:** The Town will place a new park bench at the Senior Center grounds, to be enjoyed by all.



**Sponsored by  
the Board of Health**

Mark Kittredge  
Chairman

Thomas Fisher

David Kaplan



TOWN OF RANDOLPH  
INC. 1793

Did you know...

## junk mail is recyclable?

You can even leave staples  
and window envelopes on.



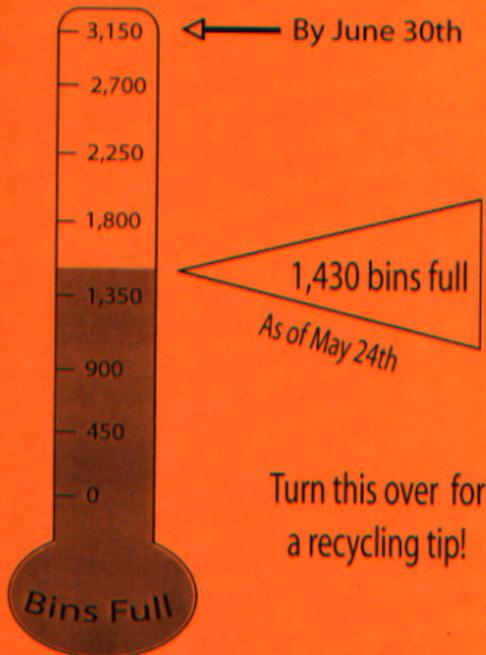
Place with other papers.

Town of Randolph Recycling Program  
(781) 961-0924  
[www.randolphboardofhealth.com](http://www.randolphboardofhealth.com)



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## Meet the East Randolph Recycling Challenge!



Turn this over for  
a recycling tip!

Reward: The Town will place a new park bench  
at the Senior Center grounds, to be enjoyed by all.



Sponsored by  
the Board of Health

Mark Kittredge  
Chairman

Thomas Fisher

David Kaplan



TOWN OF RANDOLPH  
INC. 1793

This project is partially funded by a grant from the  
Massachusetts Department of Environmental Protection.

## All plastic containers are recyclable curbside!

No need to look for recycling  
symbols or numbers.  
(No plastic bags, please.)



Place in bin with glass and metal containers.

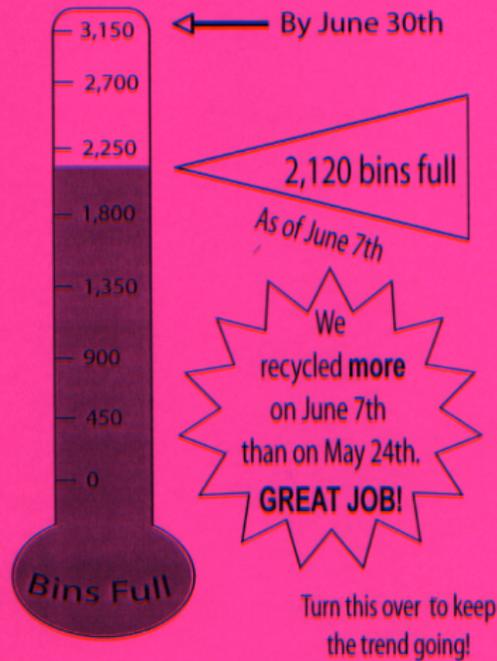
Town of Randolph Recycling Program  
(781) 961-0924

[www.randolphboardofhealth.com](http://www.randolphboardofhealth.com)



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## Meet the East Randolph Recycling Challenge!



**Reward:** The Town will place a new park bench at the Senior Center grounds, to be enjoyed by all.



### Sponsored by the Board of Health

Mark Kittredge  
Chairman

Thomas Fisher

David Kaplan



TOWN OF RANDOLPH  
INC. 1793

This project is partially funded by a grant from the Massachusetts Department of Environmental Protection.

## Recycle thin cardboard to help us meet our goal.

### ♻️ Boxes that held:

- ◆ dry foods like cereal, crackers, pasta, etc;  
(no pizza boxes, please)
- ◆ health and beauty products;
- ◆ shoes, shirts, etc.

### ♻️ Rolls inside paper towels and toilet tissue



Place with other papers

Town of Randolph Recycling Program

(781) 961-0924

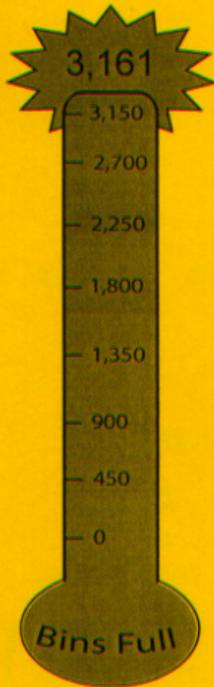
[www.randolphboardofhealth.com](http://www.randolphboardofhealth.com)



♻️ printed on 30% post-consumer recycled paper ♻️

# WE DID IT!

(as of July 5th!)



Thank you  
for recycling!



Keep  
recycling to  
save tax  
dollars!

See back. →

Reward: The Town will place a new park bench  
at the Senior Center grounds, to be enjoyed by all.



Sponsored by  
the Board of Health  
Mark Kittredge  
Chairman  
Thomas Fisher  
David Kaplan



TOWN OF RANDOLPH  
INC. 1793

This project is partially funded by a grant from the  
Massachusetts Department of Environmental Protection.

Did you begin recycling  
something new during  
the campaign?

Junk Mail  
Cracker Boxes  
Toothpaste Boxes  
Shipping Boxes  
Aluminum trays  
Plastic  
take out  
containers  
Yogurt cups  
Catalogs

Please continue recycling  
it year round! It costs less  
to recycle trash than to  
throw it away.

Town of Randolph Recycling Program  
(781) 961-0924  
[www.randolphboardofhealth.com](http://www.randolphboardofhealth.com)



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# Appendix B: Private Sector Sponsor Recruitment



# Town of Randolph

Office of

## BOARD OF HEALTH

1 TURNER LANE  
RANDOLPH, MASSACHUSETTS 02368

(781) 961-0924  
FAX (781) 961-0927

**Mark Kittredge**  
Chairman

March 1, 2005

**John McVeigh**  
Health Director

**Thomas Fisher**

Ms. Monica Curhan  
Vice President of Marketing  
HarborOne Credit Union

**Priscilla E. MacDougall**  
Principal Clerk

**David Kaplan**

68 Legion Parkway  
Brockton, MA 02301

Dear Ms. Curhan:

This spring, the Town of Randolph will be launching two neighborhood campaigns to encourage increased recycling among Randolph residents. I am writing to offer HarborOne Credit Union the opportunity to work with the Town to help make these campaigns a success. The nature of these projects offers HarborOne Credit Union an outstanding opportunity to both create a sense of community good will through its sponsorship and intensively promote its name in two Randolph neighborhoods. We offer you the option of gaining maximum exposure by sponsoring both campaigns, or focusing your resources geographically by sponsoring one or the other.

I have attached full information about each campaign, including the sponsorship amount and the visibility it will provide to HarborOne Credit Union. I hope that you will decide to sponsor one or both of our campaigns. In addition to the satisfaction of being involved in a worthwhile project, I believe that our recycling outreach efforts offer HarborOne Credit Union abundant opportunities for increased visibility among East and/or North Randolph residents, and indeed, within the community as a whole. Jan Aceti, the consultant working with us on this project, will follow this letter with a phone call to answer any questions you might have, and to ask for your participation.

Sincerely,

Mark Kittredge  
Chairman

## **The East Randolph Recycling Campaign**

**Neighborhood:** A part of east Randolph that is roughly bounded by South St. to the south, North St. to the west and the Central and Linwood cemeteries to the north.

**Number of Households:** 950

**Sponsorship Amount:** \$2,750 is needed to support various aspects of the program, as outlined below.

**The Campaign:** Our plan for this outreach program is to distribute six door hangers to 950 households in East Randolph. We will employ local youth to distribute the door hangers between mid-April and the end of June. The door hangers will inform residents of ongoing progress towards a recycling goal, and will indicate that if the goal is met, HarborOne Credit Union will donate a park bench made of recycled plastic lumber for the Senior Center grounds. The grounds surrounding the Senior Center are a pleasant open space that can be enjoyed by the neighborhood at large. Photographs of several recycled plastic lumber park benches currently on the market are attached. A plaque will be affixed to the bench as a permanent reminder of HarborOne Credit Union's donation.

Some sample artwork illustrating the door hanger format we have in mind is attached. To announce the campaign, a notice with the same information will also be sent home with Kennedy Elementary School students. In addition, fourteen sandwich board signs displaying large-scale versions of the front of the door hanger will be placed around the neighborhood the week that the campaign is launched. Finally, we expect that once the project is complete at the end of June, the local papers will publicize the results, including the Credit Union's involvement.

A donation from HarborOne Credit Union would support the purchase of the bench and plaque as well as the printing and distribution of the promotional materials described above.

### **Summary of Promotional Opportunities for HarborOne Credit Union:**

- ♦ Six door hangers
- ♦ Notice sent home with Kennedy Elementary School students
- ♦ Fourteen sandwich board signs
- ♦ Newspaper publicity
- ♦ Permanent plaque on park bench



Barco Products Standard Bench



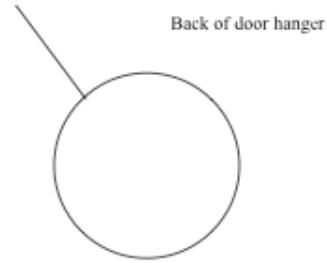
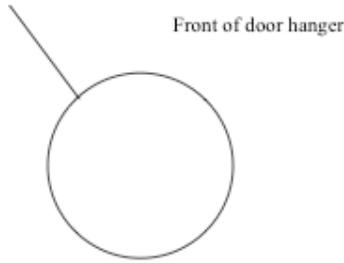
Conversion Products Park Bench



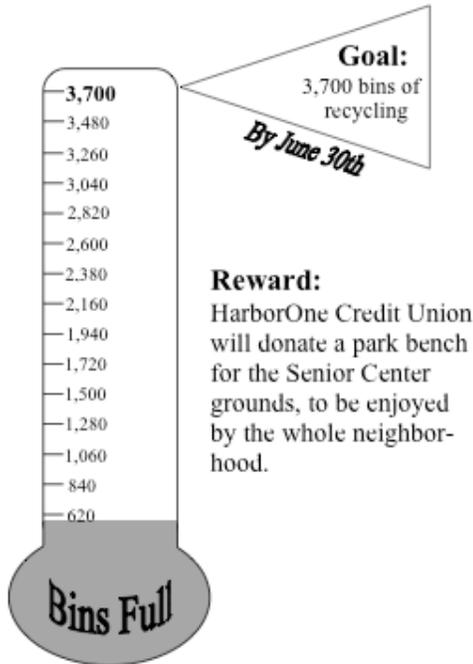
American Recycled Products, Inc.  
Arlington Bench



Barco Products Georgetown Bench



## Join the East Randolph Recycling Challenge!



Turn this over to see how we can reach our goal!



*printed on 30% post-consumer recycled paper*

If every household recycles one more bag of paper on each pick up day, we'll meet our goal!

### Think:

- Junk Mail
- Cereal and Cracker Boxes
- Catalogs

We save the Town money by recycling our trash.



Last year, recycling saved \$124,000 -- enough to pay one teacher and one police officer. If everyone in Randolph recycles that extra bag of paper, we could save \$210,000 this year!



**Thank you for recycling!**

Town of Randolph Recycling Program  
(781) 961-0924

[www.randolphboardofhealth.com](http://www.randolphboardofhealth.com)



## The North Randolph Recycling Campaign

**Neighborhood:** A section of North Randolph between North Main St. and High St. that is roughly bounded by Eugenia St. and Canton St.

**Number of Households:** 900

**Sponsorship Amount:** Joseph B. Lit Insurance can take advantage of several sponsorship options: 1) Fund all of the community groups whose members will serve as recycling volunteers in this program, at a sponsorship level of \$4,000. 2) Fund one community group at an amount between \$450 and \$2,000.

**The Campaign:** The volunteers will make door-to-door visits to 900 households in North Randolph during the month of May. The volunteers will answer people's questions about how, what and why to recycle. They will also have a "photo album" with pictures showing where Randolph's papers and bottles and cans go once they leave the curb and what new products are manufactured from them. Volunteers will provide residents with information about how recycling benefits the Town financially and protects the environment. Finally, volunteers will ask householders to pledge to recycle as much as they can.

Joseph B. Lit Insurance's sponsorship will not only support an innovative recycling outreach program, but will also fund commendable causes pursued by local community organizations. The Randolph Recycling Program will use funds donated by Joseph B. Lit Insurance to compensate each group according to the number of volunteer hours contributed by its members. The Lions Club will contribute the \$600 it earns to its high school student scholarship fund. The National Honor Society will donate the \$450 it raises to the Tsunami Relief Fund. The Randolph Junior Women's Club will put the \$2,000 it earns towards book scholarships for college-bound Randolph High School students. The Boy Scouts will deposit the \$1,800 they raise in their "Scout Bank," to go towards the costs of summer camp, trips and gear. The North Randolph Recycling Campaign offers Joseph B. Lit Insurance an unusual opportunity to make a donation work twice: once as an incentive for volunteers to promote recycling and again when community groups put the money towards worthy goals.

## Summary of Promotional Opportunities for Joseph B. Lit Insurance:

Joseph B. Lit Insurance's sponsorship will be visible to 900 North Randolph households through a variety of means:

- 1) Each household will receive a letter from the town announcing the upcoming visits and mentioning Joseph B. Lit Insurance's sponsorship of our volunteer force.
- 2) A door hanger with the same information will be distributed to each household the week before the door-to-door visits begin.
- 3) A notice with the same information will be sent home with all Devine Elementary School students.
- 4) Fourteen sandwich board signs displaying large-scale versions of the door hanger will be placed around the neighborhood the week before the door-door visits begin.

We expect that our volunteers will speak with residents at about 70% of the households in the neighborhood, for a total of 630 contacts. These residents will have additional exposure to information about Joseph B. Lit Insurance's sponsorship:

- 1) Each volunteer will be wearing a t-shirt identifying them as a Randolph Recycling Volunteer. The t-shirts will display your business's name as well. **(If you choose to sponsor just one group, that group's t-shirts will display your business's name.)**
- 2) A pledge card that is left with the resident will mention your sponsorship.
- 3) At your request, our volunteers will provide each resident with a coupon or other promotional item from your business. **(If you choose to sponsor just one group, that group's members will distribute a promotional item at the homes they visit.)**

Finally, several aspects of the program will increase your visibility beyond the North Randolph neighborhood where the campaign will be carried out:

- 1) We will thank Joseph B. Lit Insurance for its sponsorship in a newspaper advertisement once the door-to-door visits are complete.
- 2) Since your business's sponsorship will be used to fund the various community organizations that will be providing recycling volunteers, members of these organizations will discuss this sponsorship at their meetings and information will be spread through word of mouth beyond those who volunteered.



# Town of Randolph

Office of

## BOARD OF HEALTH

1 TURNER LANE  
RANDOLPH, MASSACHUSETTS 02368

(781) 961-0924  
FAX (781) 961-0927

**Mark Kittredge**  
Chairman

February 27, 2005

**John McVeigh**  
Health Director

**Thomas Fisher**

Mr. Curt Lit  
Joseph B. Lit Insurance  
950 N. Main St.  
Randolph, MA 02368

**Priscilla E. MacDougall**  
Principal Clerk

**David Kaplan**

Dear Mr. Lit:

On behalf of the Board of Health, I am writing to again convey our appreciation for your sponsorship of the North Randolph Recycling Campaign. We will use your contribution of \$225 to compensate the National Honor Society for the volunteer time their members are donating to the campaign. The North Randolph Recycling Campaign offers Joseph B. Lit Insurance an unusual opportunity to make a donation work twice: once as an incentive for volunteers to promote recycling and again when community groups put the money towards worthy goals. By working together, we can support local community groups, manage the residential refuse stream cost-effectively through recycling, and create visibility and good will for Joseph B. Lit Insurance in particular, and for the Town's business sector in general.

Please forward your contribution by May 31<sup>st</sup> to the Board of Health at 1 Turner Lane in the form of a check made out to the Town of Randolph. If you would like your company's logo to appear on a variety of publicity pieces that the Town will be distributing to announce the campaign, please email your logo to our consultant, Jan Aceti, at [jan@acetiassociates.com](mailto:jan@acetiassociates.com) by Thursday, April 21<sup>st</sup>. If we don't receive your logo, we will display your firm's name in text form on these pieces. If you would like our recycling volunteers to distribute a promotional item from Joseph B. Lit Insurance to North Randolph residents with whom they speak, please deliver 50 copies to the Board of Health by April 29<sup>th</sup>.

Joseph B. Lit Insurance is a valued local business in our community, and we thank you again for stepping forward to demonstrate your good corporate citizenship.

Sincerely,

Mark Kittredge  
Chairman

# Appendix C

## Partner Organization Recruitment

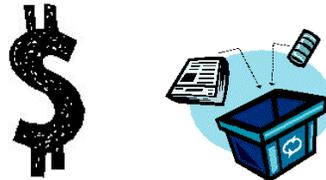
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# Fundraising Opportunity for the Randolph Lions Club

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The Town of Randolph's Recycling Program offers the Randolph Lions Club the opportunity to:

- ♦ raise money for your organization;
- ♦ promote participation in the Town's recycling program.



## How will the Lions Club earn money?

Members of the Lions Club can earn money by working as recycling volunteers in the Northwest Randolph Recycling Campaign. The Town will raise funds from the Randolph business community to provide the Lions Club with \$75 for each two-hour door-to-door shift worked by a Lions Club member. We anticipate needing volunteers to complete 54 two-hour shifts in order to canvass the northwest Randolph neighborhood that is the focus of our campaign. The Lions Club can earn \$4,000 if you are able to complete all 54 shifts. If the Club wishes to volunteer for a portion of the 54 shifts, we will be pleased to compensate you accordingly.

## What will the recycling volunteers do?

As a recycling volunteer, you'll go door-to-door in northwest Randolph, answering people's questions about how, what and why to recycle. Recycling volunteers will also have a "photo album" with pictures showing where Randolph's papers and bottles and cans go once they leave the curb and what new products are manufactured from them. Volunteers will provide residents with information about how recycling benefits the Town financially and protects the environment. Finally, volunteers will ask householders to pledge to recycle as much as they can.

## Why northwest Randolph?

We're launching the campaign on a small scale first, in a section of northwest Randolph that is between N. Main and High Sts., with Eugenia St. to the north and Canton St. to the south. This pilot project will help us understand the best ways to help people recycle more.

## What is the time commitment required?

Each Lions Club member is welcome to volunteer as much time as they want, up to a total of 54 two-hour shifts for the Club as a whole. We ask each volunteer to complete at least one shift. The commitment will include attending a two hour training session on Tuesday, April 26<sup>th</sup> or Thursday, April 28<sup>th</sup> from 7-9pm. You may go door-to-door any time during the following time periods; Saturday, May 7<sup>th</sup>, 10am – 5pm; Saturday, May 14, 10am – 5pm; Sunday, May 15, 1pm – 5pm; Sunday, May 22, 1pm – 5pm.

## What if the volunteers have questions or encounter problems?

There will be a staffed home base set up near the area where we will be canvassing. This will provide a place for you to check in at the beginning of your shift, stop in or call with questions if need be, and return at the end to let us know how it went and be rewarded for your efforts with refreshments and a heartfelt “thank you!”

## Won't people be put off by someone coming to their door?

We will do our utmost to make the door-to-door visits as comfortable as possible for everyone. A door hanger distributed in late April will announce that volunteers will be coming around on Saturdays and Sundays to answer questions about recycling. The Town will also send a letter announcing the upcoming visits to each household in the area. Finally, each volunteer will have a t-shirt to wear identifying them as a

“RANDOLPH RECYCLING VOLUNTEER.” Incidentally, the t-shirts will be made of a mixture of recycled cotton, and “Ecospun,” which is made from recycled soda bottles! Volunteers who carried out a similar campaign in the Town of Dedham in 2004 reported that they had a pleasant encounter with virtually everyone they talked to. One volunteer said, “It was a nice community feeling to go out and do something like this. It was a very positive drive to get everyone involved in recycling.”



## What kind of training will be provided to volunteers?

Town staff will have done a number of door-to-door visits before the training session, so we'll be able to demonstrate what a real visit will be like. We'll go over the answers to common questions about recycling, provide you with some fun and fascinating facts to share, and give you a short list of topics to cover in your conversations with people. And then, there's our recycling game show, “**Symbol of Fortune!**” It'll be fun!



## Questions?

Call or email:

Jan Aceti, Project Coordinator  
Aceti Associates  
781-646-4593  
jan@acetiassociates.com

Dave Hirschler  
Randolph Recycling Coordinator  
617-817-0477  
dhirschler@town.dedham.ma.us

*This project is funded by a grant from the Massachusetts Department of Environment Protection.*

2/18/05

# Appendix D: Volunteer Training

## Volunteer Training Session Agenda

1. **Sign in** -- Jan-- 7-7:15pm
  - ◆ Get verbal commitment from each volunteer on their availability to go door-to-door
  - ◆ Give them a name tag
  - ◆ Give them a clipboard with all materials on it
  - ◆ Topic list
  - ◆ Address list
  - ◆ Photos
  - ◆ End products map
  - ◆ Flyer
  - ◆ Bin sticker
  - ◆ Commitment card
  - ◆ Copy of commitment card with notes
  - ◆ North Randolph neighborhood map
  - ◆ FAQs
  - ◆ List of Outlets for Non-curb-side Recyclables
  - ◆ Announcement Door Hanger
  - ◆ Find out if they will need shoulder bags
  - ◆ Point them to refreshments
  
2. **Intro** -- Mark – 7:15-7:30pm
  - ◆ Welcome, thank you
  - ◆ Introductions
  - ◆ Overview of Strategy
  - ◆ Door-to-Door Visits
  - ◆ Answer recycling questions
  - ◆ Take orders for bin deliveries as needed
  - ◆ Make sure people are up to date on materials accepted
  - ◆ Ask them to pledge to recycle new items
  - ◆ Inform people of financial benefits to town
  - ◆ Provide some evidence that the stuff gets recycled rather than thrown
  - ◆ Overview of Training
  - ◆ Bathrooms are located \_\_\_\_\_.
  - ◆ Game Show
  - ◆ Demonstration of How to Conduct a Visit
  - ◆ Handouts/Logistics for Visits
  - ◆ Practice
  
3. **Game Show** - Mark Jan 7:30 – 7:45pm
  - ◆ Jan to introduce
  - ◆ Mark to host

4. **Questions from Volunteers and Remaining FAQ** - Mark – 7:45 - 7:55pm
  - ♦ Point out FAQ sheet on their clipboard and encourage them to take it home and look it over.
5. **Demonstrations of several possible conversations with residents** Jan to introduce—Jan and Mark to demonstrate 8 – 8:20pm
  - ♦ Have volunteers pull out commitment card and endproducts map because they may be hard to read on the screen
  - ♦ Everything you are about to hear is written down somewhere, and we'll point out where a bit later. So, no need to take notes. Just take it in.
  - ♦ Questions about demonstrations?
6. **Door-to-Door Handouts/Logistics** – Jan 8:20-8:40pm
7. **Practice with each other** 8:40pm – 8:55pm
8. **Provide t-shirts** – Jan will provide to one representative of each group to hand out to their members before they leave.

# VOLUNTEER TRAINING INTRODUCTORY REMARKS

## Introductions

Hi, I'm Mark Kittredge, the Chair of the Board of Health. I'd like to welcome you all and thank you for volunteering with the North Randolph Recycling Campaign. This is Jan Aceti, the consultant working with us on this project. Let's go around the room and introduce ourselves. If you could give your name and your street. [After introductions] Just for your info, bathrooms are located\_\_\_\_\_.

[Mark or Jan to do the rest of the introductory remarks]

## Campaign

The door-to-door visits you'll be doing are the centerpiece of the North Randolph Recycling Campaign. The campaign's goal is to increase recycling by informing people how easy recycling is and about recyclables that they may have not known about before.

## Comfort

We want to make sure you feel as comfortable as possible talking with people in North Randolph and that people there feel comfortable with us and why we're knocking on their door. Each household in this area will receive a letter from the Town this week, informing them of the door-to-door visits that you'll be making. We also left a door hanger at each house on Monday, letting people know you'd be coming around to answer their recycling questions. We also sent a note home with each Devine Elementary School student, and we've put sandwich board signs around the neighborhood with the same information.

We'll also be giving each of you a Randolph Recycling Volunteer t-shirt at the end of this evening. With all of this, people should be pretty comfortable with who we are and why we're knocking on their door.

## Goals for Outreach Volunteers

When we go door-to-door, we want to do the following (we're going to go through this in detail later, so no need to take notes or anything. I just want to give you an overview). We want to:

- 1) answer any questions people have about recycling,
- 2) make sure they are up to date on the materials accepted in Randolph's recycling program,
- 3) ask them to pledge to begin recycling items they hadn't known were recyclable, or, if they are already recycling everything, to continue doing so,
- 4) inform people of the financial benefits to the town when trash is recycled rather than thrown away
- 5) deliver recycling bins to people if they need them, and

- 6) give them some information about where Randolph's recyclables go and what they get made into.

### **Stories**

Now, the Town of Dedham, which shares a recycling coordinator with us here in Randolph, did a campaign something like this last year. Jan also worked on that campaign. Virtually all of the encounters that the Dedham volunteers had with the people they talked to were pleasant and positive. One volunteer said "it was a nice community feeling to go out and do something like this. It's like going to First Night. People smile at you and say 'Happy New Year' even though they don't know you. It was a very positive drive to get everyone involved in recycling."

At one of the houses a volunteer went to, a woman answered the door as her young son stood behind her. She had a few questions about the program, but didn't seem too interested in recycling. At the end of the conversation, the mother still wasn't fully convinced, but as she shut the door the boy scolded his mother and said "mom, you have to recycle!!"

### **Rest of Training**

Ok, now I just want to tell you what we'll be doing during the rest of this training. Up next is the recycling game show, "Symbol of Fortune," in which our contestants (that's you) will compete for exciting prizes by guessing the right answers to questions about Randolph's recycling program. Then, we'll give you the opportunity to ask any other questions you have about the recycling program. After all, if you have a question, chances are someone you'll talk to will be wondering about it, too. After that, we'll do a couple of demonstrations for you of what a door-to-door visit will be like, based on our experience with the trial visits. After that, we'll go over some logistics and give you a chance to practice with each other.

## **“Symbol of Fortune” Game Show Format**

1. We will have divided attendees up into groups as they are settling in.
2. Jan announces the game show and introduces Mark.
3. Mark welcomes everyone to the show
4. Mark mentions that Vanna White is on vacation this week, but we’re lucky to have Jan with us. Jan will be keeping score and handing out prizes to our contestants.
5. Jan describes and displays prizes:  
“All of our valued contestants will receive a compact fluorescent light bulb. Just as fluorescent light bulbs use less energy than incandescent ones, making new products from old bottles, cans and paper generally uses less fuel than making them from scratch. “Our winning team will receive miniature recycling bins made with 100% recycled plastic. Not only are these bins made from recycled plastic, but they also come from sunny Palm Beach County, Florida!! Our prizes come from “Symbol of Fortune” sponsor Signature Marketing of Simsbury, CT.” (who also printed our volunteer t-shirts)
6. Mark describes the rules, below.
7. You all have a sheet on which you can record the correct answers for future reference.
8. Each group discusses the possible answers and decides which one they think is most likely. Majority and minority opinions are permissible if there is no consensus.
9. If other questions surface during the group’s discussion, please write them down. There will be an opportunity to ask them after the game show is over.
10. Mark announces winner. Jan hands out prizes.
11. Mark thanks everyone for participating.
12. Jan thanks Mark for hosting