



Best Practice Guide

Getting the most out of your recycling programme

This guide helps you to promote your Textiles Recycling Programme with Roberts Recycling, and get the most out of the promotional and educational resources. Offering top tips and support all the way, we hope that this guide helps you to:

- **Increase your textiles recycling donations.**
- **Engage your community in supporting your sustainability efforts.**
- **Empower the next generation to value the importance of textile recycling and reuse.**

Promote Your Programme

The best way to increase your unwanted clothing donations is to promote your programme.

From posting on social media, to letting your friends and family know about your organisation's recycling goals, promotion will help you to reach more people, increase the awareness and reach your goals faster.

Use the Promotional Resources

We've created a suite of promotional resources including posters, social media graphics, templated newsletters and more. Every new season, we'll share updated themed resources to help drive collections across Spring, Summer, Autumn and Winter.

Printable Posters

Whilst we don't want to encourage excessive poster printing as this increases your carbon footprint, it is important to have a visible sign for people to see your recycling efforts. Print out the posters and showcase them in high traffic areas, so that more eyes are drawn to your recycling goals.

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<https://www.robertsrecycling.co.uk/> | <https://www.dragonbags.co.uk/> | <https://www.recycle4school.org.uk/>

Social Media

Utilise your organisation's social media to raise awareness of your programme.

Use the assets provided in the pack as a starting point, but try to be consistent with posting out updates on your recycling efforts by taking new photos, videos and providing updates to your audiences on the totals you have collected.

Facebook and Instagram are fantastic channels to post your recycling efforts and engage with your followers - as they are free! If your school or organisation are part of local community groups or partnerships, encourage them to reshare your posts, and always try to tag your followers in your posts.

Comments, likes and shares helps your content to reach more people, so be sure to ask your followers to engage with your efforts and don't be afraid to ask for support.

Capturing Content

Make sure to capture your recycling efforts!

From filming the Roberts Recycling Team when a collection is due, to celebrating your students helping bag up the clothes or van and dropping them off at your bank or bin - there's so much content you can film and share!

Videos, which can also be known as 'Reels' can do really well on social media and reach far more people organically than posting a social media graphic or still photo.

However, posting photos can also do really well. Mix things up for different social media platforms.

Tag Partners in Posts

When posting on social media, be sure to tag in your local community partners and councils, or mention their accounts in your captions. On facebook, you can update all of your followers by typing '@followers'.

Tag Roberts Recycling, Dragon Bags and Recycle 4 School!

We love to see your content - but we'll miss it unless you tag our accounts. Therefore, please remember to tag in our social media channels.

We will reshare as many posts as possible to our Facebook pages, Recycle 4 School, Dragon Bags and instagram, as we want to celebrate your amazing recycling efforts.

Community Outreach

Local businesses may be looking for a good cause to support and this could be your programme! Often, many businesses like to support community efforts, so don't be afraid to get in touch locally and offer support.

Partner with shops, cafes, or community groups to help spread the message. Ask them to print out your posters and pin them up in the shop.

The local council may also want to share your efforts. The local newspaper might want to run a feature story on your work, which will raise awareness of your amazing work.

Contact TV and Radio Stations

Try contacting your local TV or radio station to help raise awareness of your cause, why you are collecting textiles and how people can help. Radio presenters are always open to positive local community stories and fundraising efforts, especially if there is a great cause to get behind.

Don't be afraid to call or ask their helpline - you never know what can happen!

Ask for Parents and Guardians support

Share your recycling goals with parents and guardians of your students or participants. Share the 'Spring Collection Drive Posters' with them, so that they can print this out in their workplace and encourage donations from colleagues. You may find a very supportive parent or group that wants to help but doesn't know how - the collection drive posters are perfect for them!

Use the 'newsletter / website story' template in the pack to announce your involvement in the programme to your online audiences, or update your parents through the 'email template' and ask for support in collecting donations.

Ask for their support in sharing and liking your social media posts and to follow your social media pages.

Engage your team

Mention the programme in your next staff meeting. Highlight the new resources available and how everyone can help. You may want to organise an environmental group or lead within your school or organisation and focus on textile recycling as your sustainability goal for the year!

Share the 'Welcome Video' on your Socials

Please feel free to post the welcome video on your socials and tag in our accounts!

This is a great way to introduce the programme to your audiences, and show that you are partnering with Roberts Recycling to collect unwanted textiles donations. Don't forget to play this in your school or classroom too.

Plan 'Seasonal Collection Drives'

Use the seasonal posters to organise targeted drives. Host collection drive days or events where parents and guardians can drop off donations and enjoy cakes, coffee, or fun activities. These events can engage families and create a community atmosphere.

- **Countdowns:** Build excitement with social media countdowns or milestones as collection days approach.

Spread the word

Encourage students, participants, parents, and staff to spread the word. The more people know, the more support you'll receive. Word of mouth is still one of the most effective ways to reach more people.

Explain the benefits

The more your audiences care about your recycling efforts, the more contributions will be possible. By helping to explain the positive impact this programme has for your organisation, audiences will understand the need and be more willing to donate.

Here are some key points that you can use to quickly and effectively communicate your programme.

- **Financial Rewards:** Clothes collected provide vital funds for your school or organisation.
- **Environmental Impact:** Diverting clothes from landfill reduces the community's carbon footprint.
- **Empowering the Next Generation:** Recycling inspires students and young people to embrace sustainability and environmentally conscious practices.
- **Reinvestment Opportunities:** The funds raised support school initiatives, resources, or community projects.

Make It Easy To Recycle

Whether you have a textile bank or indoor box, making your recycling option and collection points obvious, visible and accessible are really important.

Additionally, a bank with community access 24/7 will have a greater chance of collecting more donations. Clearly signpost your collection points, stating the accessibility details, such as if they are open to the public or only accessible during certain hours.

Utilise the Educational Resources

Plan a Textile Recycling Lesson or Assembly for Students

Use the Recycle 4 School / Dragon Bags presentation we have created to deliver an engaging textile recycling themed lesson. This lesson comes complete with a script to support your presentation.

Share the monthly themed worksheets in class or as homework

Utilise the monthly themed worksheets / education pack provided for each student. These fun and engaging activities have a new theme every month, with new worksheets for every season.

Engage your students

Launch a student eco group or appoint eco leaders. Let them spearhead textile recycling projects, organise drives, or run lunchtime or after-school sustainability activities. Make it fun and exciting, and think of ways to drive engagement such as special mentions during assemblies, or providing small rewards.

Incorporate upcycling and textile reuse into design technology lessons or craft clubs. Encourage students, staff, and families to take sustainability pledges, such as committing to recycling more or reducing waste. Display these pledges prominently in school or on social media.

The education resources in the pack are complete with fun 'did you know facts' and questions about textile recycling. The internet is great for further research!

Track Progress, Celebrate Success

- **Set goals:** Set collection targets for the term or year.
- **Celebrate milestones:** Celebrate big moments, like when you have reached a collection goal.
- **Success Stories:** Promote the positive work of your students or young people. Is there a success story you can shout about? Remember to let us know!
- **Update regularly:** Share updates about your progress, such as the weight of donations collected or the funds raised.
- **Engage and Motivate:** Recognise the efforts of your community and keep them excited about the impact they're making.

Support and Contact Information

The Roberts Recycling team is always here to support you. If you require support, advice, or have ideas or stories you want to share, don't hesitate to reach out.

Email: info@robertsrecycling.co.uk

Phone: 0800 014 2412

Facebook:

Recycle 4 School - <https://www.facebook.com/recycle4school>

Dragon Bags - <https://www.facebook.com/DaffiBags>

Instagram:

Roberts Recycling: https://www.instagram.com/roberts_recycling/

- **WhatsApp Channel:** Coming soon!

Websites:

<https://www.recycle4school.org.uk/>

<https://www.dragonbags.co.uk/>

<https://www.robertsrecycling.co.uk/>

By following tips from this guide, you'll not only improve your chances of increasing your donations, but also inspire your community to make a meaningful difference.

Thank you for your support.