

# GETTING STARTED

## HOW THE PROGRAM WORKS

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- To get started, please email [acharles@rmhcmichiana.org](mailto:acharles@rmhcmichiana.org) to set up a time to pick up your collection materials at RMHC Michiana (610 N. Michigan St. Suite 310, South Bend, IN 46601).
- Once you have decided to start your pop tab collection drive, you need to get your organization excited about participating! **Many organizations do this by having contests or offering incentives to the top collectors.** Participants also become very engaged once the mission of our charity is explained to them – they are benefiting families and children who are in need of their help.
- **In your media kit (emailed to you after your initial contact)**, you'll find that we've included some helpful documents to guide you in organizing and promoting your drive. After you start promoting your collection drive, it is important that each participant has a goal to reach. **Charting the progress of the collection drive in a visible area is a great way for participants to stay motivated.** Bulletin boards, handouts, and newsletters are all great ways to promote the program!

## FAQs

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### **Q: What are pop tabs and how are they used?**

**A:** Pop tabs are the little aluminum tabs from soda cans, pet food, canned food, and more! When the aluminum pop tabs are recycled, the money generated from recycling the tabs is invested toward general operating needs, which ensures that the Ronald McDonald House remains open for families of sick or injured children.

### **Q: Isn't RMHC already funded by McDonald's?**

**A:** McDonald's owner/operators have the option to support RMHC, but they are not required to do so in any way.

### **Q: Why don't you collect the whole can?**

**A:** We only collect the tabs because they are made of pure aluminum, which is much easier to recycle.

### **Q: How many pop tabs should we aim to collect?**

**A:** As many as you can! 1,280 pop tabs make one pound of aluminum.

### **Q: How should I store my pop tabs as I am collecting?**

**A:** Feel free to get creative with this! Tabs are often delivered to us in coffee cans, baggies, decorated boxes, or in pop tab collection houses available (in limited quantities) at RMHC Michiana.

### **Q: Where can I take my pop tabs?**

**A:** Deliver your pop tabs directly to us at 610 N. Michigan St. Suite 310 South Bend, IN 46601 **or** take them to your local recycling center and send us the check.