Manageability and Marketing
The growing data provided by the RFID registration is extremely valuable. Your municipality can use this information to not only identify those homes aggressively recycling, but also those that are not. Specific marketing tools will be available so that marketing efforts can be used to encourage additional participation.

Supporting Local Businesses
Redemption of the rewards is specifically intended to drive local business. Reward options will be primarily locale specific, with available Regional and National options. This is a great opportunity for your municipality to show additional support building traffic for the businesses in your community!

Promotion and Publicity
Promotion of the program and continuing education about the value of recycling are critical components of the initiative. The importance and value of recycling has been an educational mainstay in America for decades, yet the percentage of Americans that are recycling is terribly low.

An additional bonus value of participation in the Rewards for Recycling program is the media initiatives. Rewards for Recycling will partner with area media vendors to promote the program, not only at the time of introduction, but periodically throughout the year. Whether through Print, Direct Mail, Broadcast or Cable TV, or Radio, Rewards for Recycling will consistently promote the Municipality, the program and the Program Rewards Partners.
Rewards for Recycling is proud to introduce an all new affinity program that rewards recyclers. This program is designed to deliver to your community a comprehensive recycling loyalty program that is...

- Easy to Use
- Valuable
- Effective
- Manageable
- Supports Local Businesses
- Rewards Residents for Recycling Regularly

**R4R** = **Ready for Results**

Rewards for Recycling has been producing exciting results for many communities. Most communities active with the Rewards for Recycling program have seen exponential increases in the areas of Household Participation, Volume of Recyclables collected and Solid Waste Reduction. In addition, the residents participating in the R4R program have received on average 4 to 5 times annual program cost in savings returned within the first three to four months!

**Typical R4R Results within 90 Days of Program Launch:**
- HH Participation in Recycling - Up 250%
- Volume of Recyclables Collected - Up 300%
- Value back to Residents vs. Program Cost - 5:1

**Recycling More Often**

The mission of Rewards for Recycling is to provide an easy and effective method for your community to become “greener” by recycling more, and more often. Rewards programs like Speedy Rewards® “Speedy Rewards” have proven that Americans respond to affinity programs with increased loyalty and frequency. Your community can lead the way and become a positive influence in supporting State and Federal Green Programs like the “Green Michigan Initiative.”