



DECEMBER 2024 RECYCLING PROGRAM UPDATE

MONTHLY OUTREACH TOPICS

This month, the Recycling Outreach Team shares eco-friendly tips for the holiday season. Check out our guides for choosing natural décor, reusable gift giving, shopping second hand, and how to recycle common objects associated with the holiday season – such as gift wrap, receipt paper, and string lights.

MEDIA ANNOUNCEMENTS

FACEBOOK 1,430 FOLLOWERS	INSTAGRAM 1,329 FOLLOWERS	MAILCHIMP 5,225 SUBSCRIBERS	YOUTUBE 98 VIEWS / 1.3 HRS
SOCIAL MEDIA	Choosing seasonal foods, Eco-friendly Holiday Habits, Winter Composting, Recycling Tip Tuesday – Holiday Sting Lights, Wrapping Paper/Packaging, Receipt Paper		
RADIO	<p>“Holiday Message” (30 sec Radio Woodstock)</p> <p><i>Did you know that the average person generates 5 pounds of trash per day, but this can increase to 6 pounds during the holidays? Let's green the holidays by choosing gifts that last! Or opt for reusable gift wrapping like baskets, reusable bags, or wrapped in fabric. Remember, ribbons, bows, and other “tanglers” DO NOT belong in your recycling bin. For more holiday tips, visit UCRRA.org.</i></p>		
PRINT	None this month		
WEBSITE/BLOG	<ul style="list-style-type: none"> Community Spotlight Blog: FOLK Refillery! See all blog articles online at www.ucrra.org/blog 12/27 Newsletter TBD 		
OTHER MISCELLANEOUS	<ul style="list-style-type: none"> + 1 media kits requested this month (32 kits YTD) 		

OUTREACH EVENTS

+45 CALLS / 1.3 HOURS RECYCLING HOTLINE (12/01- 12/06) (2,870 CALLS/127 HRS YTD)	+41 ADULT PARTICIPANTS (2,271 ADULTS YTD)	+436 YOUTH PARTICIPANTS (1,511 YOUTH YTD)	8.9 HOUR (242 HRS YTD)
PRESENTATIONS	<ul style="list-style-type: none"> 12/03 – Recycle Right & Tiffin Project for Scouting America Troop 70 (Highland) 12/04 – Greening The Holidays with Wallkill Public Library 12/10 – Greening The Holidays with Hurley Public Library 12/11 – School Composting with Marlborough Middle School 12/16 – Recycling Bingo with Plattekill Elementary School K-3 12/17 – Recycling Bingo with Plattekill Elementary School 4-6 		
FACILITY TOURS	<i>None this month</i>		
EVENTS	<i>None this month</i>		
SITE VISITS, CONSULTATIONS	<i>None this month</i>		
NEW MEDIA OR TEACHING TOOLS	NEW 2024 ROT Program Impact Document Recycling Outreach Team podcast in development Festival Guide in development		
OTHER MISCELLANEOUS	<ul style="list-style-type: none"> 12/03 School Composting Kick Off Meeting w/Marlborough Middle School 		