

EMPTIES ARE FULL OF OPPORTUNITY



The Beer Store

HOW DOES IT WORK?

Have fun and raise money for your favourite registered charity or community cause.



Your friends and neighbours bring their empty alcohol containers, purchased in Ontario, to you.



Then, you bring your empties to The Beer Store in bulk.



Congratulations! Collect your money and donate the proceeds to your favourite registered charity or community cause.

GETTING STARTED

1 BUILD YOUR TEAM

- Reach out to friends and family
- Assign a team captain
- Follow these steps

2 SET A GOAL

- Decide how much money you want to raise for your charity or cause

3 CALL OR VISIT YOUR LOCAL BEER STORE

- Book a date so that the store knows when you're coming
- Stop by for bags and cartons to help sort your empties
- Let the store know how many empties you plan to return
- Visit www.thebeerstore.ca to find the location closest to your neighbourhood

4 PICK THE BEST COLLECTION METHOD FOR YOUR TEAM

	THE DOOR-TO-DOOR APPROACH	THE CENTRAL LOCATION APPROACH
ADVANTAGES	Easy for donors. They just need to know when you'll be showing up. Please remember that children must be accompanied by an adult.	Turn your bottle drive into a community event and raise extra cash by having food and refreshments for sale.
WHO DOES WHAT	Assign teams to specific areas or streets to avoid duplication of effort.	One team greets people, the other helps donors to carry and sort returns.
SPREADING THE WORD	Distribute flyers in advance, advertise in local papers and take advantage of free community bulletin boards. Even consider inviting local politicians to participate.	
TAP INTO YOUR SOCIAL NETWORKS	Tweet, Facebook, blog and email your way to success.	
STATE THE OBVIOUS	Donors need details. Be very clear about when and how your bottle drive works. Always include dates, hours and the name of the registered charity or special cause that will receive the money. Have an ID badge or tee shirt to help identify your team.	

THE DAY BEFORE THE BIG DAY

STEP 1

Be sure to call your local Beer Store and remind them of your bottle drive.

STEP 2

Call a team huddle to review your game plan. Here's what you should review:

BE PREPARED

Go over your procedures and safety practices.

BE ORGANIZED

Agree on a time to show up and when to take breaks.

BE POLITE

Remind the team to always smile.

Help the elderly and disabled with their empty donations.

Say please and thank-you when asking for donations.

BE EFFICIENT

Speed up the return process by sorting empties into "like" groups:

- Beer bottles by colour
- Wine and spirit bottles by clear and coloured glass
- Separate Tetra (bag-in-a-box), plastic and other containers
- Cans

STEP 3

KEEP TRACK

Go to www.thebeerstore.ca and click on the **Printable Resources** tab for a handy chart that will help you keep track of donations.

ON THE BIG DAY

It's time to raise some funds.

SET UP

Designate areas for each type of container. We recommend that you keep track by dozens.



COLLECTION

Accept returns and safely store them until it's time to take them to your local Beer Store.

FOLLOW THE DO'S & DON'TS OF A SUCCESSFUL BOTTLE DRIVE.

DO

Know the expected quantity of returns

Dress appropriately for the weather (layers, hat, sunscreen, etc.)

Keep out of harm's way (avoid blocking doors and parking spaces)

DON'T

Accept broken or damaged containers

Accept packaging that is non-alcohol (pop, near beer, juice bottles, etc.)

Bring children to The Beer Store or allow them to go unsupervised

SAFETY

Take care of each other by keeping these precautions in mind:



Wear gloves and a comfortable pair of shoes



Always lift with your legs



Watch for moving vehicles



Wear sunscreen and drink lots of water on warm days

AT THE BEER STORE WE ARE PROUD TO BE ENVIRONMENTAL LEADERS!

For over 80 years we have been taking back all of the beer containers we sell, giving customers back their deposit refund. With the introduction of the Ontario Deposit Return Program, we now take back all beverage alcohol containers purchased in Ontario on which a deposit has been paid. All wine, beer and spirit containers over 100ml have a deposit value of 10 or 20 cents.

WE WERE GREEN BEFORE GREEN WAS COOL.



The Beer Store

