## Zero Waste Program Editable Text

Whether you are promoting a designated weekly pickup day, a scheduled community cleanup day that Resource Central is attending, or simply promoting our free, general pickup service, this list of sample text can be used on your municipality’s website, in newsletters, on social media, or anywhere else you would like to market our services.

*We recognize that the provided copy may not perfectly suit your needs, and you are welcome to edit as needed. We ask that you allow us to review any significant changes to the materials provided to ensure accuracy. Please contact Sarah Smith, marketing coordinator, at* *ssmith@resourcecentral.org* *with any major revisions or edits.*

FOR DESIGNATED WEEKLY PICKUP DAYS

**Short Copy**

* Join [municipality name] and Resource Central every [designated weekday] for FREE donation pickups of building materials, such as cabinet sets, working appliances, lumber, and much more! View accepted materials and schedule your free, tax-deductible pickup at: https://resourcecentral.org/reuse/material-donations/
* Do you have excess building materials left over from a renovation or deconstruction project? Join [municipality name] and Resource Central every [designated weekday] for FREE materials pickups! View accepted materials and schedule your free, tax-deductible pickup at: https://resourcecentral.org/reuse/material-donations/

**Medium Copy**

* Make your home renovation more eco-friendly through our partnership with Resource Central! Their Zero Waste team will be in our community every [designated weekday], picking up your old cabinets, working appliances, tools, or other large items for free. Plus, your donation is tax deductible! Resource Central has diverted over 50 million pounds of building materials from landfills while making them available to other community members at an affordable rate. Help put conservation into action, reduce the environmental impact and economic costs of new buildings in Colorado, and make a sustainable difference, one donation at a time. To schedule your free pick-up and see accepted items, visit <https://resourcecentral.org/reuse/material-donations/>

**Long Copy**

* Transform your home renovation into an opportunity for positive impact with Resource Central! Their Zero Waste team will be in [municipality name] every [designated weekday] to pick up your old cabinets, countertops, working appliances, or other large items for FREE. Plus, your donation is tax deductible! Resource Central has diverted over 50 million pounds of building materials from landfills while making them available to other community members at an affordable rate. The mission is simple: putting conservation into action. By partnering with community members to donate and reuse materials from renovations and deconstructions, we can all actively diminish the environmental impact and economic cost of new buildings in Colorado. Join us in making a sustainable difference, one donation at a time. To review a list of accepted items and get on the free pickup list, visit <https://resourcecentral.org/reuse/material-donations/>

FOR GENERAL PICKUP SERVICE

**Short Copy**

* Resource Central offers free donation pickups of building materials, such as cabinet sets, working appliances, lumber, and much more! Visit https://resourcecentral.org/reuse/material-donations/ to view accepted materials and schedule your free, tax-deductible donation pickup.
* Do you have excess building materials left over from a renovation or deconstruction project? Resource Central will pick them up for FREE! Visit https://resourcecentral.org/reuse/material-donations/ to view a full list of accepted materials and to schedule your free pickup.

**Medium Copy**

* Do you have excess building materials left over from a renovation or deconstruction project? What about tools or working appliances lying around the garage? Resource Central can pick up your donated materials for free! Commonly accepted items include cabinet sets, working appliances, lumber, tools, and more. Make space in your garage while giving your unneeded items and materials a second life—plus, your donation is tax deductible. View accepted materials and schedule your free pickup at: https://resourcecentral.org/reuse/material-donations/

**Long Copy**

* Transform your home renovation into an opportunity for positive conservation impact with Resource Central! Their Zero Waste team will pick up your old cabinets, countertops, working appliances, or other large items for free. Plus, your donation is tax deductible! Resource Central has diverted over 50 million pounds of building materials from landfills while making them available to other community members at an affordable rate. Their mission is simple: putting conservation into action. By joining with community members to donate and reuse materials from renovations and deconstructions, we can diminish the environmental impact and economic cost of new buildings in Colorado. Join us in making a sustainable difference, one donation at a time. To review a list of accepted items and to schedule your free pickup, visit <https://resourcecentral.org/reuse/material-donations/>

FOR COMMUNITY CLEAN UP DAYS

**Short Copy**

* Join [municipality name] and Resource Central on [event date] for FREE removal of your unneeded building materials, such as cabinet sets, working appliances, lumber, and much more! View accepted materials and secure your pickup time at: <https://resourcecentral.org/reuse/material-donations/>
* Do you have excess building materials left over from a renovation or deconstruction project? Join [municipality name] and Resource Central on [event date] for FREE materials pickups! View accepted materials and secure your pickup time at: <https://resourcecentral.org/reuse/material-donations/>

**Medium Copy**

* Do you have excess building materials left over from a renovation or deconstruction project? Resource Central will be in [municipality name] for our [community cleanup event name] event picking up donated materials for free! Commonly accepted items include cabinet sets, countertops, working appliances, lumber, stone, and more. Make space in your garage while giving your unneeded items and materials a second life—plus, your donation is tax deductible. Can’t make it to the event? Schedule a pickup time at https://resourcecentral.org/reuse/material-donations/

**Long Copy**

* Transform your home renovation into an opportunity for positive impact with Resource Central! Their Zero Waste team will be attending the [municipality name] [event name] on [event date] to pick up your old cabinets, countertops, working appliances, or other large items for FREE. Resource Central has diverted over 50 million pounds of building materials from landfills and made them available to community members at an affordable rate. Their mission is simple: putting conservation into action. By partnering with communities to donate and reuse materials from renovations and deconstructions, we can all actively diminish the environmental impact and economic cost of new buildings in Colorado. Join us in making a sustainable difference, one donation at a time, at this [week/weekend’s] [community cleanup event name]. Can’t make it to the event? Schedule a pickup time at https://resourcecentral.org/reuse/material-donations/