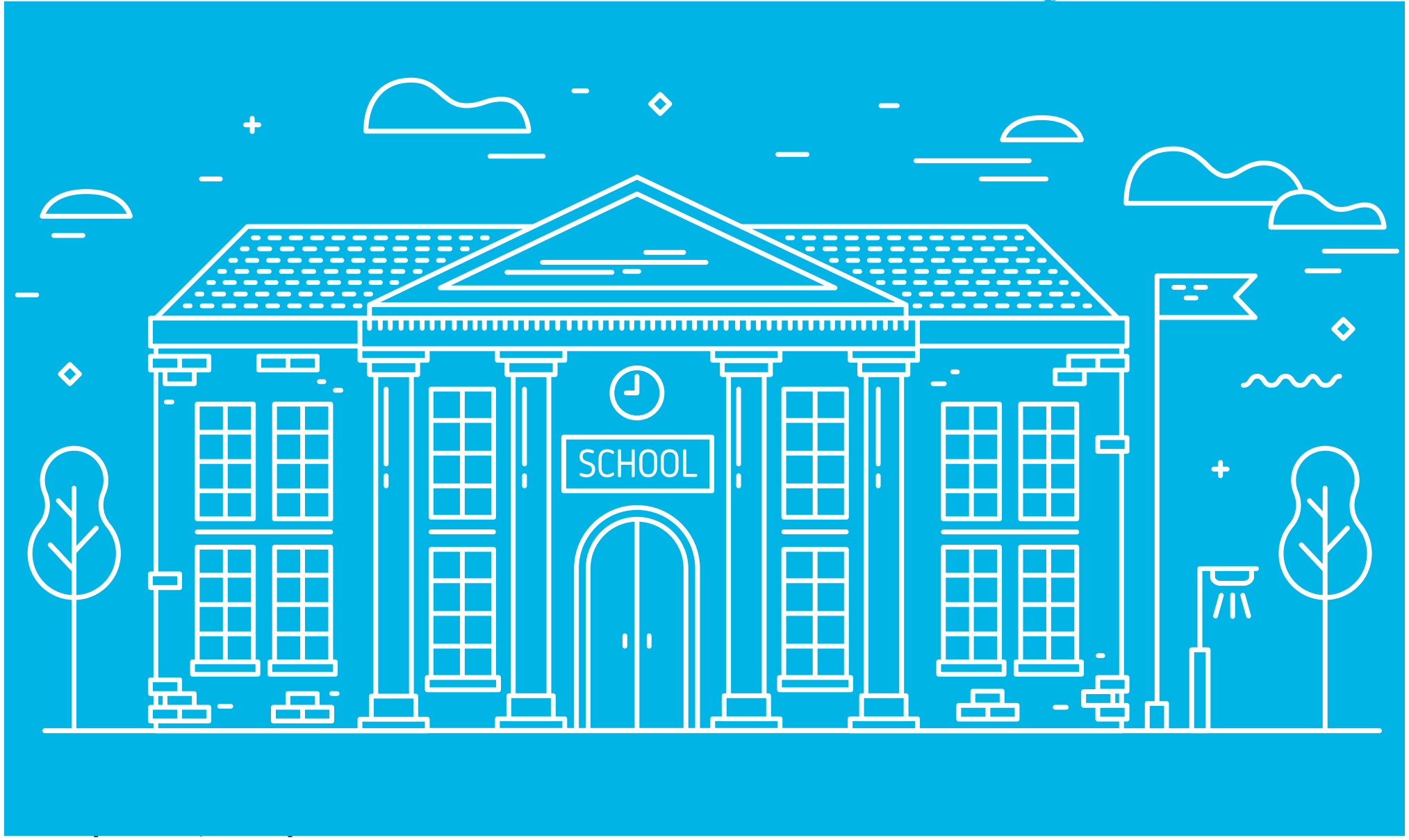
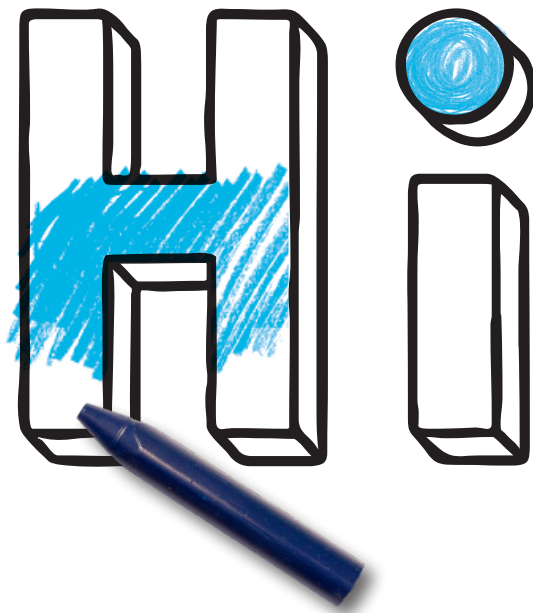




School Playbook





WELCOME to our School Playbook.

It lays out all you need to know about The Crayon Initiative, including how to run a successful collection drive, suggested project activities and fundraising ideas. It's a smart way to help children in hospitals—while teaching kids at all grade levels how to do more good in the world.



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OUR COLORFUL BACKGROUND



The Crayon Initiative was born one night when Bryan Ware and his family went out to celebrate his 40th birthday.

As his boys sat coloring with crayons provided by the restaurant, Bryan wondered, “Where do these crayons go when all the people go home?”

Turns out, it’s the landfill—creating a big waxy mess that never biodegrades. Why, thought Bryan, couldn’t they be re-used to create more joy in the world?

He took the crayons home that night and got busy, figuring out the art of collecting and sorting old crayons, melting them down, and remanufacturing them in a bright, clean, paper-free form.

Consulting an occupational therapist, he created his new crayons’ unique design—large and three-sided, not round—so they’re easy for kids to grip and can’t roll off hospital trays. Finally, he developed a network for sending free crayons to kids in hospitals all over the country.

Since then, over 3 million great volunteers have rolled up their sleeves to help us grow—through their schools, restaurants, community groups and corporate team-building events.

OUR WORK



Millions of pounds of crayons are discarded every year across the United States.

The Crayon Initiative collects used and unwanted crayons donated from homes, restaurants, and schools across the country, then melts them down and remanufactures them, reducing environmental waste.

Best of all, the recycled crayons are distributed to child life programs at children's hospitals in all 50 states, to brighten the lives of young patients during their stay.

These programs provide countless children with a creative outlet to express themselves, while at the same time helping to ease anxiety. They also enhance problem-solving and critical thinking skills, while promoting creativity and imagination.

When the patients at our partner hospitals finally get to go home, they often take our crayons with them because they represent a happy memory during an otherwise uncertain time.

HOW TO SET UP A COLLECTION DRIVE



Starting a collection drive in your school is a fantastic way to support your community and help kids in hospitals. To begin, set up small collection boxes in your classrooms and other student gathering places. The Crayon Initiative can send you small boxes or your class can design their own. Just print out and apply our crayon recycling sign to the boxes and watch them fill up all year long!

To give your campaign a boost, you can download and print flyers to post around the school or to supplement your newsletters and packets. We also recommend having students create their own posters to spread the word about their participation in The Crayon Initiative.

Printable signs are available at the end of this document. Finally, when you're ready, ship your crayon bonanza to us!

The Crayon Initiative
155 Railroad Avenue, Suite E
Danville, CA 94526

We also suggest that your school form a committee of teachers, parents and students that can plan out your campaign and delegate jobs to volunteers as needed. For instance, you can ask parents to volunteer their time visiting restaurants and other local businesses with their children, to see if they would like to donate their crayons or cover your shipping costs as a sponsor.

SCHOOL ACTIVITIES

One of our primary objectives is encouraging kids to help other kids in need. We also want students to understand the positive impact they can have on the environment and the world around them.

The suggested activities in this brochure help convey these important lessons. To align with your school's curriculum, we have tried to meaningfully integrate Common Core standards into these various projects.

The ideas listed are merely suggestions. If your school creates its own original activity, please tell us about it so we may share your brainchild with the world. Also, send us your students' art (or pictures of it), so that we can share it on our website and through social media!



School-wide Introduction (All Grades)

VIDEO We have created an introduction video to The Crayon Initiative to share with your school. [Watch it here.](#) You may also want to ask your older students to create their own video about the program that they can present to younger grades or use the following year.

COLLECTION Make setting up the collection bins and boxes a group activity in each classroom. Decorating the boxes could be an art class project.

POSTER & BANNER CREATION Students can create posters and even a large banner, to be hung for the duration of your collection. Each grade level can take a turn contributing to the banner art before it is displayed for all to see.

Playbook for PRE-K & DAYCARE



DISCUSSION QUESTIONS & TALKING POINTS What are crayons made of? What are primary and secondary crayon colors? Where does garbage go? What is recycling? What do you recycle at home?

DESIGN SORTING BOXES Encourage students to decorate their own sorting bins/boxes – one representing each color – and fill them accordingly with collected crayons. We sort colors into red, orange, yellow, green, blue, purple, pink, white, black and “everything else.” *Please note that sorting is optional (but quite helpful).*

FUN READING MATERIAL We recommend two great picture books that appeal to younger students: [The Day the Crayons Quit](#) and [The Day the Crayons Came Home](#) by Drew Daywalt and Oliver Jeffers.

COLOR DAYS Assign a different color to each day on the calendar. Have classes create crayon art based on each day’s color scheme and then place their used crayons in the appropriate box for that day.

COLOR SONGS Incorporate color-themed songs into your curriculum. You can sing or play these songs while sorting the colors.

Here are links to a few examples:

[Busy Beavers: Color Songs Collection Vol. 1](#)

[Learn Colors & Objects Song](#)

MATH EXERCISES Use the crayons to help introduce basic math concepts such as counting, addition and subtraction.

Playbook for K-2ND GRADE

DISCUSSION QUESTIONS & TALKING POINTS What happens to crayons when people are finished using them? Can crayons be recycled? Why would that be important? How can your old crayons help someone else? How do crayons go to landfills and why is it good to recycle? How can used crayons be melted down into new crayons?

DESIGN SORTING BOXES Encourage students to decorate their own sorting bins/boxes – one representing each color – and fill them accordingly with collected crayons. We sort colors into red, orange, yellow, green, blue, purple, pink, white, black and “everything else.” *Please note that sorting is optional (but quite helpful).*

FUN READING MATERIAL We recommend two great picture books that appeal to younger students: [The Day the Crayons Quit](#) and [The Day the Crayons Came Home](#) by Drew Daywalt and Oliver Jeffers.



COLOR DAYS: THE SCIENCE OF DECOMPOSITION Include crayons in your Next Generation Science Standards lesson on decomposition. [Click here](#) for a great example of a lesson plan, courtesy of the California Academy of Sciences.

INFORMATIONAL WRITING Students can write a how-to or informational book about crayons.

PERSUASIVE WRITING Ask your students to write a persuasive piece in support of their favorite color and why they believe their choice is the best. Take it one step further and have an in-class debate.

MATH EXERCISES Use the crayons to help introduce basic math concepts such as counting, addition and subtraction.

Playbook for 3RD - 5TH GRADE

DISCUSSION QUESTIONS & TALKING POINTS What happens to crayons when people are finished using them? How long does it take for crayons and other items to decompose? Can crayons be recycled and why would that be important for the planet? How can your old crayons help someone else? What is recycling and why do people do it?

Key Facts

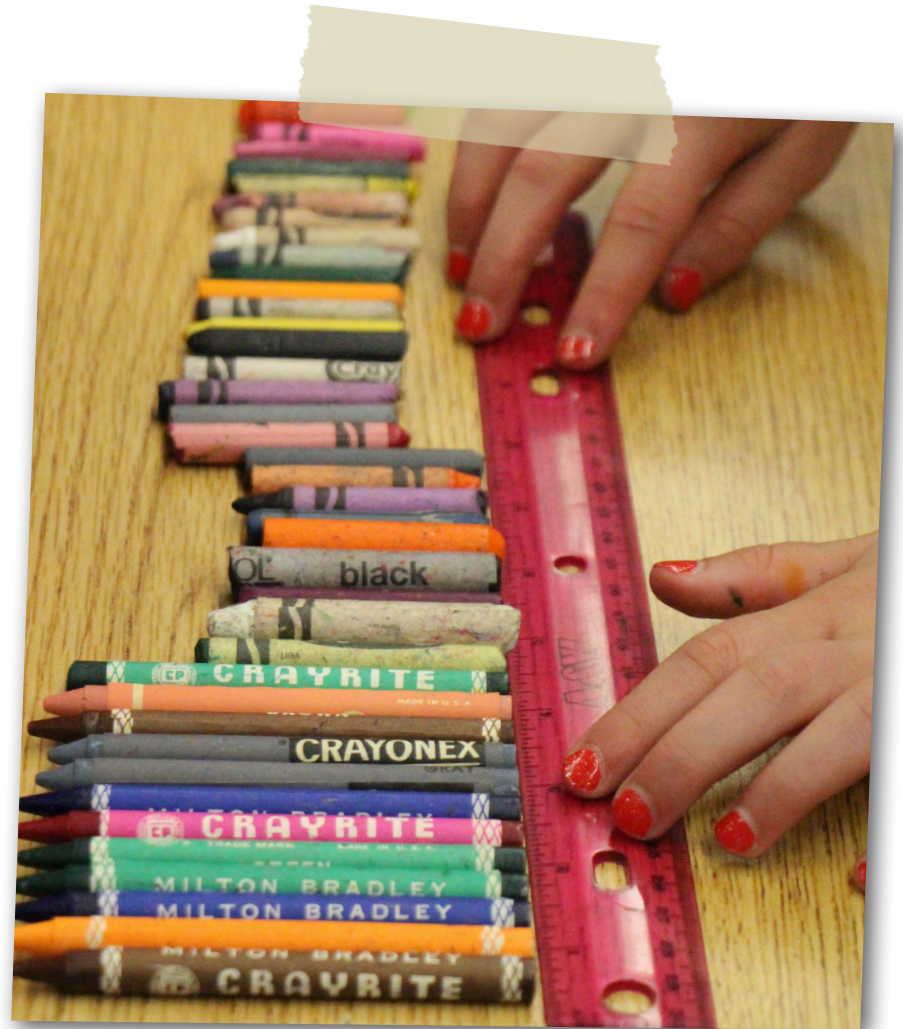
Sixty tons of crayons are manufactured daily.

Millions of pounds of crayons are discarded annually throughout the U.S.

Wax crayons are made of petroleum, a chemical that is toxic to our environment.

If we don't recycle crayons, they eventually end up in our landfills and never biodegrade.

Fortunately, The Crayon Initiative can melt down old, broken crayons and transform them into new ones.



Playbook for 3RD - 5TH GRADE CONTINUED

VIDEO PROJECT Create a video that can be presented to younger students about The Crayon Initiative and what your class's plans are for collecting. *(Ideally, this would be done at the start of your campaign and used as an introduction to all grade levels. Or this can be used for the following year's campaign.)*

THE SCIENCE OF DECOMPOSITION Include crayons in your Next Generation Science Standards lesson on decomposition. [Click here](#) for a great example of a lesson plan, courtesy of the California Academy of Sciences.

LIFE CYCLE OF A CRAYON Students can illustrate the process of recycling a crayon or actually observe it by melting down crayons in a science lab. Perhaps connect this lesson to plant or animal life cycles. This may also be an ideal topic for a writing assignment that meets Common Core English Language Arts Standards in informative/explanatory literacy.

PERSUASIVE WRITING For your English Language Arts Standards lessons, students can practice their opinion-based writing skills by writing a letter to a local restaurant and persuading them to participate in the program.

MATH EXERCISES Incorporate the recycled crayons into a math activity involving ratios. Additionally, this activity will allow students to see the progress their efforts have yielded over time.

DECORATE FURNITURE Purchase white, recyclable cardboard furniture from Flatgoods.com (or acquire some through a donation), then have your students assemble, color and decorate the items. If you have multiple pieces, consider making this activity a contest.

Cardboard, when designed properly, can be just as strong as wood. It uses far less “tree” than actual solid wood and is so lightweight that it reduces shipping costs. The furniture is easy to assemble with a few folds and will last one-to-three years before being fully recycled again. You can use the cardboard furniture at future meetings or auction it off as a fundraising exercise.

FOUND ART/JUNK SCULPTURES Have students bring to class items they would normally throw away. Provide them with modeling clay and let them create junk sculptures using these items.

Playbook for

MIDDLE SCHOOL & HIGH SCHOOL

DISCUSSION QUESTIONS & TALKING POINTS What happens to crayons when people are finished using them? How long does it take for crayons and other items to decompose? Can crayons be recycled and why would that be important for the planet? How can your old crayons help someone else? What is recycling and why do people do it?

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VIDEO PROJECT Create an informational video about The Crayon Initiative and your collection campaign that can be presented to lower grade levels. *(Ideally, this would be done at the beginning of your campaign and serve as an introduction to the program for all students. Alternatively, the finished product can be used for the following school year's campaign.)*

STOP MOTION ANIMATION PROJECT Create a stop motion animation piece that depicts the life cycle of a crayon, from its use as an artistic tool to the recycling process to its rebirth as a new crayon.

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END-OF-CAMPAIGN PLAYBOOK FOR ALL GRADES

COLLECTION COMPETITION Have students start their own mini-drives and see who can collect the most crayons/donations.

END-OF-THE-YEAR SORTING PARTY Once your collection campaign has ended, have the students organize and host a party to sort the donated crayons by color and prepare boxes for shipping. Invite the local media to cover this event and spread the news about your class's campaign to the community.

REFLECTION DISCUSSION

Was the campaign a positive experience for students? Why or why not?

What was the final crayon tally?

What new activities could be incorporated into the program?

Why did the school recycle crayons?

Should the school modify the campaign and its goals for next year?

Will we change our behavior moving forward, in regards to recycling?

How can we persuade others in our community to responsibly recycle?

FUNDRAISING

Since The Crayon Initiative's humble beginnings in 2014, the charity has grown at a phenomenal rate. But there is still a lot more that we want to accomplish.

Our goal is to reduce the volume of crayons that end up in landfills by hundreds of thousands of pounds annually, while increasing by tens of thousands the number of hospitalized children we supply with remanufactured crayons.

Please consider launching a fundraising effort at your school to help us achieve our dream. Raised funds will be allocated toward purchasing additional crayon molds, securing a longer lease, and purchasing equipment that will allow us to operate more efficiently.



Here are a few ideas for how your school can raise money for The Crayon Initiative!

COLORFUL CAKES BREAKFAST Host a pancake & coloring breakfast (with paper lining and tons of crayons!)

ART SHOW Showcase art made by students, then auction it off or sell it.

RECYCLED CRAFT FAIR Sell crafts created by students and/or families from your community.

COLOR-A-THON Ask for donations based on how much you can color.

RECYCLED CAN AND BOTTLE DRIVE

PEER-TO-PEER FUNDRAISING

COINS FOR CRAYONS COLLECTION DRIVE

COLORFUL FUN RUN

DECORATED FURNITURE Auction off decorated cardboard furniture from Flatgoods.

LOCAL RESTAURANTS Ask them to host a Fundraising Night in which a percentage of their proceeds go to The Crayon Initiative.

TOOLS

In addition to these pages, you'll find more tools on the **Resources** page at thecrayoninitiative.org

Logo (.ai, .eps, .jpeg, .png) Click on image to download.



TOOLS

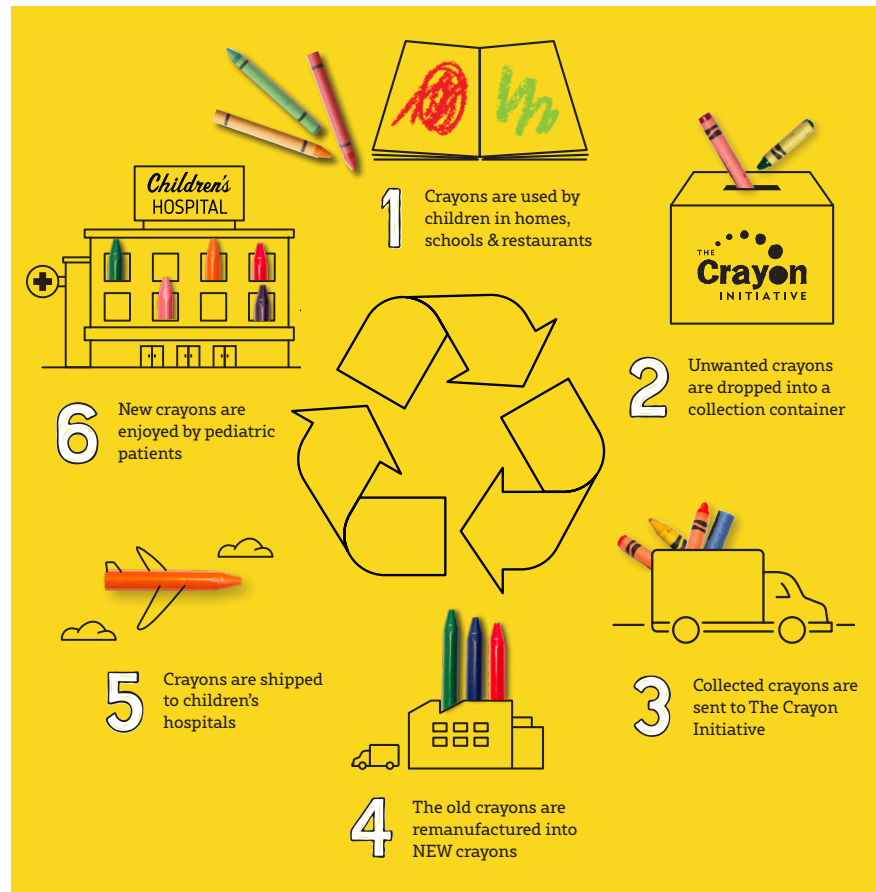
Recycling Signs

(8.5" x 11") Click on image to download.



WHAT HAPPENS TO YOUR UNWANTED CRAYONS?

Millions of pounds of crayons are discarded every year, turning into a waxy sludge that clogs our landfills. With your help, we can recycle and remanufacture them into new, free crayons for kids in children's hospitals across the U.S. Join us and color a life at thecrayoninitiative.org.



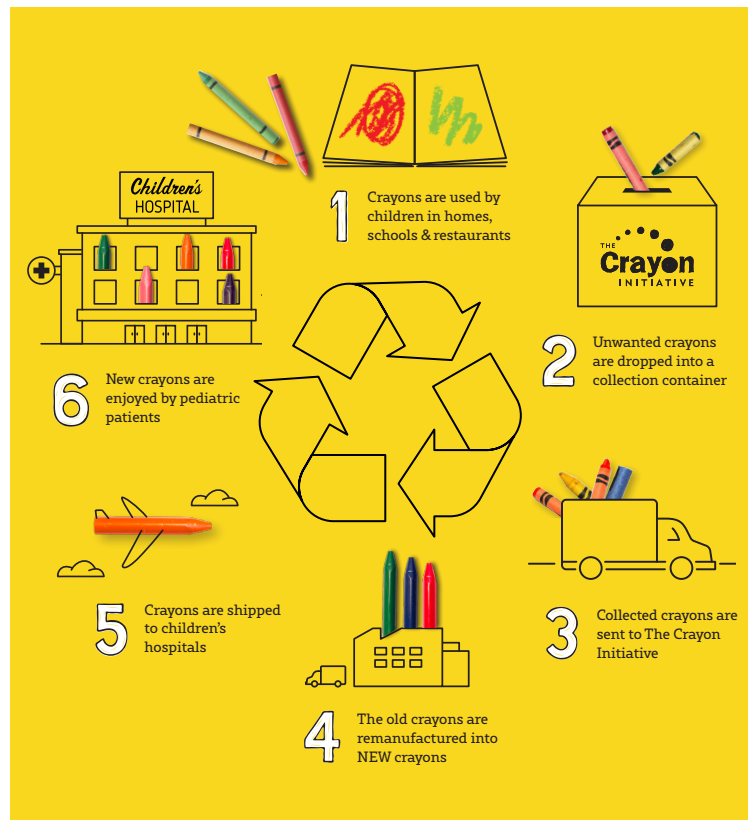
[@thecrayoninitiative](https://www.facebook.com/thecrayoninitiative) [The Crayon Initiative](https://www.instagram.com/thecrayoninitiative) [@thecrayoninitiative](https://www.linkedin.com/company/thecrayoninitiative) [@ShareYourColors](https://twitter.com/ShareYourColors)

TOOLS

Poster (11" x 17") Click on image to download.

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[@thecrayoninitiative](https://www.facebook.com/thecrayoninitiative) [The Crayon Initiative](https://www.instagram.com/thecrayoninitiative) [@thecrayoninitiative](https://www.linkedin.com/company/thecrayoninitiative) [@ShareYourColors](https://twitter.com/ShareYourColors)

TOOLS



Leave Behind Cards (8.5" x 11") Click on image to download, then print on Avery product #8869. These cards can also be found in our [store](#).

HELP US DRAW SMILES WITH KIDS

The Crayon Initiative recycles millions of used crayons that would otherwise go to landfills—and gives new, remanufactured crayons to kids in hospitals across the United States. Partner with us now at thecrayoninitiative.org.



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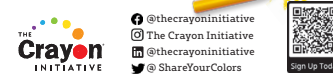
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TOOLS

Collection Boxes

(9.5" x 5.5" x 7.0625") Click on image to order from our store.

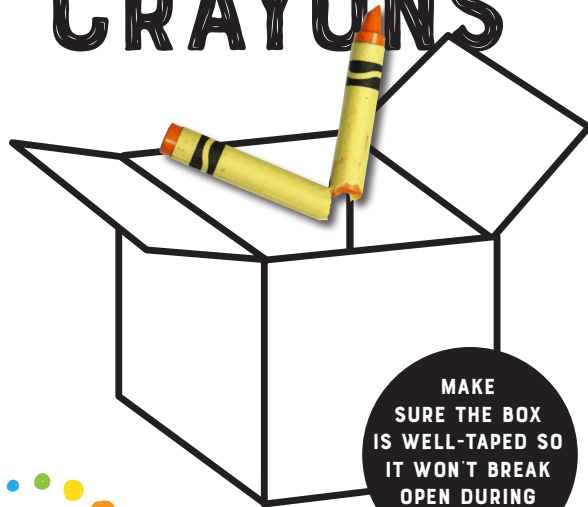


TOOLS

Shipping Instructions

(11" x 8.5") Click on image to download.

HOW TO SHIP YOUR COLLECTED CRAYONS



155 Railroad Ave., Suite E • Danville, CA 94526 • thecrayoninitiative.org

STEP 1: GET A BOX

Select an appropriately sized, sturdy box. For larger collections, we suggest the following from Home Depot: tci.to/ShippingBox (link is case sensitive).


STEP 2: PREPARE THE BOX FOR SHIPMENT

Empty your collection box or container of crayons into the shipping box (so the collection box/container can be reused.) Shake down the crayons, and pile in as many as possible. **Make sure box is well taped** so it won't break open.

STEP 3: CREATE A SHIPPING LABEL

Go to tci.to/SendCrayons (link is case sensitive) to access our nonprofit shipping rate. Fill out the **Create a Shipment** form.

Click **Get Quote** to see your shipping cost. (We kindly ask everyone sending us crayons to cover their own shipping costs as part of the donation. We've negotiated a great discount rate on your behalf, and The Crayon Initiative does **not** see or hold onto your credit card information.)

Click **Review** to proceed, then click **Confirm** and click  **Print all labels** to print your labels on plain printer paper.

Tape each label securely to the sealed box and **drop off** at any **UPS location**.

A copy of all labels will also be sent to your email inbox.

THANK YOU!

TOOLS

Individual Certificate

Click on image to personalize and print.



CONTACT

QUESTIONS?

Email: schoolprogram@thecrayoninitiative.org

THE CRAYON INITIATIVE

155 Railroad Avenue, Suite E
Danville, CA 94526

thecrayoninitiative.org

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