



COMMUNITY PARTNERS TOOLKIT

PUBLISHED 2026

TABLE OF CONTENTS

Program Introduction	3
Purpose	
What is the Wrap Recycle Right (WRR) Program?	
Who is CIFFRO?	
Who is RLG?	
Who is a Community Partner?	
How to Get Involved	4-6
Build Partnerships	
Increase Awareness	
Expand Collection Access	
Shrink Wrappers & Businesses	
Measure Impact	
Why Your Partnership Matters	
Benefits & Resources	7-9
Benefits of Participating	
Key Message & Talking Points	
Community Partners Resources	
How to Talk About the Program with Various Audiences	
Cross-Promotion	10
Share your stories, photos, events, and milestones with WRR for a chance to be featured.	
Frequently Asked Questions (FAQ)	11
Resource Library	12
Links, downloadable materials, guides, maps, and program information.	
Promotional Materials	13-14
Informational Flyers	
Social Media Post Templates	
Seasonal Outreach	15

PROGRAM INTRODUCTION

Purpose

This toolkit provides Community Partners with the information, resources, and guidance needed to support Wrap Recycle Right's public education and community outreach efforts. It outlines how partners can share program information, connect boat owners with WRR resources, identify local opportunities, and provide feedback that helps strengthen Minnesota's boat wrap recycling network.

What is the Wrap Recycle Right (WRR) Program?

The [Wrap Recycle Right \(WRR\)](#) program, administered by CIFFRO, provides free collection, transportation, and recycling of recycle-ready boat wrap material generated in Minnesota. In addition to offering statewide responsible material handling, the program engages stakeholders through public education efforts. The program aims to meet annual recycling benchmarks while also progressing toward long-term recovery goals outlined in Minnesota's Boat Wrap Stewardship Law (Minn. Stat. § 115A.1416).

Who is CIFFRO?

The [Commercial and Industrial Flexible Film Recycling Organization \(CIFFRO\)](#) is a newly formed stewardship organization comprised of boat wrap producers required under Minnesota's Boat Wrap Stewardship Law (Minn. Stat. § 115A.1416) to establish and manage a statewide boat wrap collection and recycling program.

Who is RLG?

[Reverse Logistics Group \(RLG\)](#) is an Extended Producer Responsibility and environmental compliance service provider hired by CIFFRO to help implement the Boat Wrap Stewardship Plan and manage the ongoing WRR program.

Who is a Community Partner?

Any Minnesota group connected to boating, marine, environmental, waste management, or recycling circles that wants to help spread the word. This includes, but is not limited to, lake associations, watershed districts, counties, environmental groups, and more. (If your organization also handles boat wrap material directly, like a marina hosting a collection container, ask your Operations Program Coordinator about Collection Site materials).



Sarah Bonvallet

OPERATIONS PROGRAM COORDINATOR



Email: sarah.bonvallet@rev-log.com



Phone: (848) 248-2326



HOW TO GET INVOLVED

1 of 3

Build Partnerships

Community Partners can build relationships with local organizations, counties, local governments, and industry partners to help expand awareness and access to boat wrap recycling in their communities.

Increase Awareness

Community Partners help educate boat owners and community members about Wrap Recycle Right (WRR) by sharing program information through their existing communication channels and community activities, including:

- Sharing social media posts
- Displaying posters or flyers
- Including information in newsletters
- Sharing WRR's boat wrap preparation guidance
- Talking about the program at community events
- Directing boat owners to collection sites



Download our convenient 5.5 × 8.5 inch half-sheet with step-by-step instructions for preparing your boat wrap for recycling.

[See page 13-14 for more information on free promotional resources available to you.](#)



HOW TO GET INVOLVED

2 of 3

Expand Collection Access

As awareness of the WRR program grows, additional collection opportunities can be established throughout Minnesota. Community Partners can help WRR identify local opportunities and connections that could make boat wrap recycling more accessible in their communities.

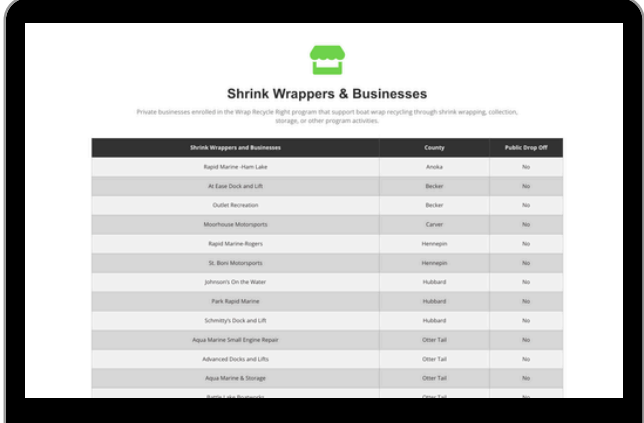
Community Partners can help identify:

- **Potential collection sites:** Businesses, marinas, boat storage facilities, or other locations that may be interested in hosting a collection site.
- **Local champions:** Community leaders, organizations, or businesses that can help promote boat wrap recycling and connect WRR with others in the area.
- **Community events:** Local fairs, boating events, lake association meetings, or other activities where WRR can share information or connect with boaters.
- **Regional partnerships:** Organizations or businesses in neighboring communities that may be interested in supporting or expanding boat wrap recycling.
- **New outreach opportunities:** Local programs, communications, or community activities where WRR information could reach additional boat owners.

Have a potential collection site or community opportunity in mind? [Contact the WRR Operations Program Coordinator](#) to discuss the opportunity and next steps. You can also locate current Program Participants that support boat wrap recycling through shrink wrapping below.

Shrink Wrappers & Businesses

Private businesses enrolled in the WRR program that support boat wrap recycling through shrink wrapping, collection, storage, or other program activities.



Shrink Wrappers and Businesses	County	Public Drop Off
Rapid Marine - Main Lake	Anoka	No
At Lake Dock and Lift	Becker	No
Outlet Recreation	Becker	No
Moorhouse Motorsports	Carter	No
Rapid Marine Rogers	Hennepin	No
St. Barn Motorsports	Hennepin	No
Johnson's On the Water	Hubbard	No
Park Rapid Marine	Hubbard	No
Schmitt's Dock and Lift	Hubbard	No
Aqua Marine Small Engine Repair	Otter Tail	No
Advanced Docks and Lifts	Otter Tail	No
Aqua Marine & Storage	Otter Tail	No
Boat Lifts & Repairs	Otter Tail	No

HOW TO GET INVOLVED

3 of 3

Measure Impact

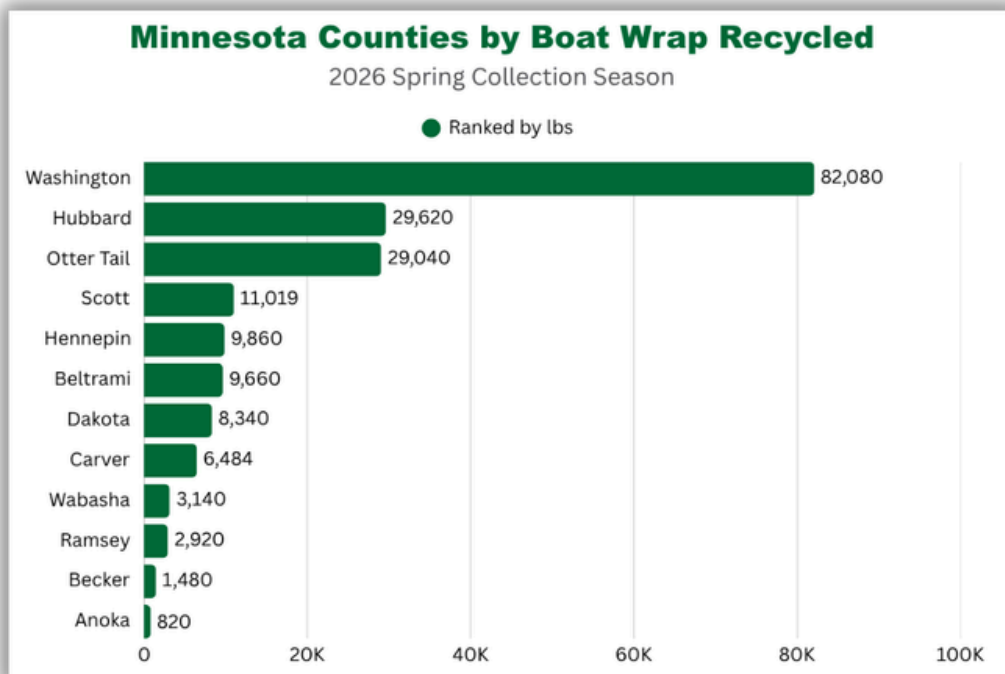
Community Partners can help WRR measure and demonstrate the program's reach and impact by sharing success stories, photos, community feedback, questions, and observations about local engagement.

Wrap Recycle Right tracks:

- Collection site participation
- Community engagement
- Material collected
- Geographic expansion
- Program reach and impact

Why Your Partnership Matters

Community Partners are the local voices that help turn awareness into action. Every conversation, social media post, newsletter article, and community connection helps more boat owners learn where and how to recycle their used boat wrap. Together, we can expand participation and strengthen Minnesota's boat wrap recycling network.



BENEFITS & RESOURCES

1 of 3

Benefits of Participating

Participation in the WRR program can help:

- Provide a free way to recycle used boat wrap
- Give used boat wrap an opportunity to be recycled into new products
- Expand access to boat wrap recycling throughout Minnesota
- Help boat owners make responsible choices for managing used boat wrap at the end of the season
- Build awareness and participation across Minnesota

Key Message & Talking Points

Use these messages when sharing information about Wrap Recycle Right. Mix and match them based on your audience and communication channel:

- Boat wrap can be recycled through the Wrap Recycle Right program.
- WRR provides free collection, transportation, and recycling of recycle-ready boat wrap through participating collection sites.
- Proper preparation—such as removing strapping, vents, zippers, buckles, and non-wrap materials—helps ensure used boat wrap can be recycled.
- Recycling used boat wrap helps strengthen Minnesota's boat wrap recycling network and supports responsible material recovery.

Learn More: Visit the WRR website for current information about collection locations, boat wrap preparation, and program updates.



BENEFITS & RESOURCES

2 of 3

Community Partners Resources

WRR provides resources to help Community Partners feel confident in sharing accurate, consistent information with their communities. Use these materials when communicating about the program through your organization's communication channels and outreach activities.

- **Social Media Content:** Ready-to-share posts and graphics for your organization's social channels.
- **Print Materials:** Posters, flyers, and other educational materials for offices, marinas, community spaces, and events.
- **Boat Wrap Preparation Guidance:** Information to help boat owners understand how to prepare their used wrap for recycling.
- **Collection Site Information:** Current information to help boat owners find participating collection sites.
- **Talking Points:** Messaging for conversations, newsletters, websites, social media, and events.
- **Program Updates:** Timely information about WRR activities, collection opportunities, events, and other program news.
- **Book a Virtual Presentation:** Schedule a virtual presentation with [Sarah, the Operations Program Coordinator](#), to introduce the program to your audience or members.

How to Talk About the Program with Various Audiences

Boat Owners: Let boat owners know that Wrap Recycle Right provides free boat wrap collection and recycling through participating collection sites. Explain how to prepare boat wrap properly and where they can find collection locations. Encourage them to check the website for current collection opportunities and preparation guidance.

Marinas & Boat Storage Facilities: Consider becoming a participating collection site to give boaters in your area an accessible place to bring their used boat wrap for recycling. Share program information with customers through end-of-season communications, when boat wrap is removed, and at other relevant touchpoints.

BENEFITS & RESOURCES

3 of 3

How to Talk About the Program with Various Audiences

Local Governments: Partner with WRR to connect residents and local organizations with boat wrap recycling resources in your community. Help share program information through solid waste resources, community communications, websites, social media, and local events.

Lake Associations & Environmental Organizations: Share Wrap Recycle Right resources with members and help spread awareness about responsible boat wrap recycling in your community. Consider including WRR information in member newsletters, seasonal communications, educational programming, or community events.

General Public: Help spread the word by sharing program information with friends, neighbors, and community members who own or store boats. Encourage boat owners to learn how to properly prepare their used boat wrap and find a participating collection site.



CROSS-PROMOTION

Share What's Happening in Your Community with Boat Wrap

Your organization plays an important role in supporting boat wrap recycling in Minnesota. Have a story, photo, event, milestone, or collection update to share? Send it our way for an opportunity to be featured through Wrap Recycle Right communications.

What Can You Share?

- **Photos:** Collection sites, events, teams, or boat wrap recycling activities.
- **Stories:** Partner stories, community involvement, or program experiences.
- **Data & Milestones:** Collection totals, participation numbers, or other program highlights.
- **Events & Outreach:** Upcoming events, educational activities, or opportunities where you're promoting WRR.
- **Partner Spotlights:** Tell us about your organization and your role in the WRR program.
- **Community Highlights:** Share a memorable moment or how your community is supporting boat wrap recycling.

How It Works

1. **Submit:** Complete the WRR Cross-Promotion Submission Form with your story, photos, data, or other program highlights.
2. **Review:** The WRR team will review your submission and identify opportunities to share it.
3. **Spotlight:** Selected stories, photos, data, and updates may be featured on the WRR website and through WRR communications.

Submit Your Story, Photos, or Data!

Tip: The more details you can provide, the better! Include who, what, where, and why, and share high-quality photos whenever possible. Please only submit photos you have permission to share.

FAQ

Who can participate in Wrap Recycle Right?

Anyone in Minnesota with eligible boat wrap can participate, including individual boat owners, marinas, boat storage facilities, commercial shrink wrappers, and other businesses that generate boat wrap.

Does it cost anything to recycle boat wrap?

No. Wrap Recycle Right provides collection, transportation, and recycling for free through participating collection sites.

Where can I recycle my boat wrap?

Boat wrap can be dropped off at participating collection sites during the collection season. Collection site locations and program updates are available through Wrap Recycle Right.

How should I prepare my boat wrap for recycling?

Before recycling, remove all strapping, vents, zippers, buckles, and non-wrap materials. Keep the wrap as clean and dry as possible, roll it into a manageable bundle, and secure it with a strip of boat wrap—not rope or strapping.

Why do I need to remove straps and other attachments?

These materials cannot be recycled with the boat wrap and may contaminate the recycling stream. Proper preparation helps ensure the boat wrap can be successfully recycled.

Can I recycle dirty or wet boat wrap?

Boat wrap should be free of excessive dirt, moisture, and other contaminants before being dropped off. Clean, properly prepared material improves recycling outcomes.

What if I'm a marina or boat storage facility?

Marinas and boat storage facilities can participate by becoming a public or private collection site if they meet program requirements. They can also help by encouraging customers to recycle their used boat wrap and sharing information about the program.

Here are the types of tools available to you!

- [Why recycling is important](#)
- [How to prepare your boat wrap for recycling](#)
- [Social Media Assets](#)
- [How to host a collection event](#)
- [News resources](#)
- [Email resources](#)
- [Community Partners - Submission Form](#)

- [Interactive Program Map](#)
- [Program Participants](#)
- [Accepted vs. Non-Accepted Program Materials](#)
- [Program Rollout](#)
- [Program Partners One-Pager](#)



PROMOTIONAL

1 of 2

Informational Flyers

Outreach • Instructions • General Awareness



How To Become A Collection Site

8.5 x 11
CMYK



Why Recycling Is Important

8.5 x 11
CMYK



Preparing Boat Wrap for Recycling

5.5 x 8.5
CMYK

PROMOTIONAL

2 of 2

Social Media Post Templates

Community Partners can help spread the word about Wrap Recycle Right by sharing these posts on their social media channels. Feel free to customize the copy to fit your organization's voice and tag Wrap Recycle Right so we can help amplify your post.

Follow us on social media for the latest news, program updates, and to ensure you never miss an opportunity to share important content with your audience.

Facebook & Instagram: @wraprecycleright

LinkedIn: @wraprecycleright

Hashtags: #WrapRecycleRight #WRR #MNBoatWrap

DOWNLOAD ASSETS HERE



- Two visuals
- 1080 x 1350
- RGB, digital
- Copy included



- Two visuals
- 1600 x 1000
- RGB, digital
- Copy included



Need assistance?

Please reach out to the WRR Operations Program Coordinator.



SEASONAL OUTREACH

Community Partners Seasonal Outreach

Use this as a quick reference when planning WRR communications and community outreach. The biggest opportunities come in spring, when boaters unwrap, and in fall, when they wrap for winter.

Key Outreach Seasons	
Spring	Fall
Unwrapping (March-June) Focus: Remove & Recycle What you can do: Communicate to boaters how to properly remove their wrap and where they can recycle it at participating collection sites.	Wrapping (September) Focus: Wrap Now, Recycle Later What you can do: Remind boaters to plan for recycling when they wrap their boat at the end of the season and share where they can recycle it in the spring at participating collection sites.



Thank You, Community Partners

Counties, lake associations, local governments, and environmental groups like yours are the front line of Wrap Recycle Right (WRR). You know your community, your boaters trust you, and your channels reach people ours can't. Every flyer you post, every story you share, and every conversation you have with community members helps more boaters learn about boat wrap recycling and how they can participate.

This toolkit is built to make the role of a Community Partner straightforward, with clear guidance on what to do, what to say, when to say it, and how to see the impact of your work.



THANK YOU!



Your participation in this program helps ensure all Minnesotans benefit from:

- Convenient options to responsibly manage boat wrap. Rather than disposing of boat wrap, Minnesotans will be able to easily and responsibly recycle it. The product stewardship program will need to accept all discarded boat wrap regardless of who produced it.
- Boat owners, marinas, and boat storage establishments will not have to pay for the management of discarded boat wrap. The product stewardship program will cover the cost of collection, transportation, recycling, and operations.
- Investment in education and jobs. The program includes public education requirements for the stewardship organization, raising awareness of the program with boat wrap purchasers, and aiding in business development related to boat wrap collection and management.

FUTURE REPORTING

Beginning on March 1, 2026, and annually thereafter, CIFFRO will submit an end-of-year report.

This report includes all criteria required by the Law and outlined in the Plan— providing a statewide overview of collection and recycling activities, evaluation of educational outreach, and a summary of performance metrics and financial accountability from the previous calendar year.



Details will be shared with all Community Partners and online at www.wraprecycleright.org.