

Item Description: Diver discovers huge jackr: ' donate it like it should have been'

Publishing Platform(s): Web

Production Type: Original

Source URL: <https://www.tiktok.com/@loveinthedumpster/video/7520012818645536030>

As a reminder, original content synthesizes material from multiple sources into a unique finished product, whereas curated content merely presents and contextualizes the curated source material for the TCD audience.

Style Reminder: For a more general discussion of brand standards for tone and terminology, please consult the [TCD Style Guide](#).

Web Format & Word Count: 📱 Social Moment 300-400 words

We use this format to explain online trends and viral moments. The requirements are as follows:

- *Introduce the trending video, hack, debate, or otherwise notable social media moment in lede.*
- *Identify the subject and explain why and where it's getting attention online.*
- *Embed the main post (drop it in-line in your copy within Google Doc) and describe what is happening in the post, using quotes from the photo or video to support your writing.*
- *Detail how the subject impacts consumers and/or the environment.*
- *Conclude with at least 2-3 reactions from commenters.*

See a sample article here:

<https://www.thecooldown.com/sustainable-food/bake-bread-in-iceland-ground-hot-springs/>

Additional Assignment Notes: In your web copy, please discuss the instance of dumpster diving highlighted in the Source URL. Discuss any consumer-first benefits of the behavior and the larger impact it can have on the planet (e.g. saving money on perfectly usable goods that have been discarded and keeping waste out of landfills). Include any important safety tips a beginner should heed if looking to try dumpster diving. Try to be realistic about what advice a mainstream reader will and will not follow, and be wary of pushing practices that may seem unattainable to them (progress over perfection). Include a few similar stories TCD has covered when possible.

Special Brand Messaging Guidelines: Tone & Language Requirements:

In your web copy, please approach the discourse or behavior highlighted in the Source URL in a measured and balanced way. Discuss any consumer-first benefits associated with the alternative lifestyle (e.g., money saved) and the larger impact it can have on the planet.

When discussing the potentially negative effects of conventional living, please try to be realistic about what advice a mainstream reader will and will not follow, and be wary of pushing practices that may seem unattainable to them (progress over perfection). Include a few similar stories TCD has covered when possible.

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Partner Requirements Summary:

IF the alt living gem relates to solar panels, near the end of the article, please make sure to include a 2-sentence paragraph about solar opportunities per the guidelines below.

Partner Requirements:

--Add one sentence noting that installing solar panels is the ultimate home energy hack, because it can bring your cost of energy down to at or near \$0.

--In a follow-up sentence, note that EnergySage provides a free service that makes it easy to compare quotes from vetted local installers and save up to \$10,000 on solar installations. On every mention of EnergySage include this link:

<https://links.thecooldown.com/energysage-home>

Note that this URL does NOT apply if the article is substantively about EnergySage or solar installation; in that case, please use the URL with the UTM provided in the Additional Assignment notes. Make sure that the only organization mentioned in reference to solar is EnergySage (except when referencing leasing).

Reminder: Most notes and guidelines are written for the TYPE of article this is and **may not always apply to your exact topic**. Please view the Additional Assignment Notes as the **primary instructions** for the assignment (especially for hyperlinks) and the Special Brand Messaging Guidelines as **supplementary**. If you have any questions about the assignment instructions, please reply-all to your assignment email and ask for guidance.

When this copy is ready for review, please submit a **review form** at the following URL:

https://airtable.com/shrdp7pxzL9uiKd5h?prefill_Item+Description=recJPqfKHteFEnsx5&prefill_Template=rec4lv2lfqmnIXi95

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Tentative Headline: Diver discovers huge jackpot from college move out dumpster: 'donate it like it should have been'

— Web Copy —

A [dumpster diver](#) made out like a bandit after going through a college campus dumpster. After sharing his lucky finds on TikTok, internet users were glad to see some of the items were being salvaged.

Erin and Dave share their dumpster diving adventures on their TikTok account, [Love in the Dumpster](#) (@loveinthedumpster). In this episode of dumpster diving, Dave went through a college campus dumpster after students had gone home for the summer.

[//EMBED//](#)

He pulled out a few bottles of brand-new oat milk as well as a pair of sweatpants in his size. Dave also found a large quantity of yarn, which he decided to donate, and numerous brass fittings, which he'll take to the scrap yard.

"Looks like some students never cleaned out their dorms and the staff didn't over the summer," wrote Dave in the caption. ""

As this video highlights, [dumpster diving](#) is a great way to find perfectly good items for free. Across the internet, dumpster divers have shared their lucky finds, with some divers scoring [unopened beauty products](#), working electronics, and [clothing items](#).

By salvaging these items from the dumpster, divers are extending the life of these products and keeping them out of landfills where they release harmful, planet-warming gases.

TikTok users were in shock at the amount of perfectly good yarn that had been tossed in the trash.

"THE YARN," commented one person.

"I would take the yarn, but I don't live near you," responded another TikToker.

[Dumpster diving is legal](#) in all 50 states; however, it's essential to review your local trespassing laws before entering any dumpster. It's also important to wear protective gloves in case there are any sharp items hidden in the dumpster.

TikTokers continued to discuss possible uses for all the yarn Dave found in the dumpster.

"I'm not sure if it's a thing in the U.S., but in the UK people knit hats for the NICU babies and you can donate yarn for them to use," wrote one user.

