



*Green Starts Here!*

**KEEP  
ROCKLAND  
BEAUTIFUL**

## School Bag-A-Thon

Dear Principals, Teachers, and PTA Parents,

Every year, thousands of individuals throughout Rockland County volunteer to clean up around our streets, parks, and waterways as part of Keep Rockland Beautiful's Fall Waterways Cleanup and its Great American Cleanup campaign in the spring. Through this meaningful and rewarding act of service, they improve our communities, get to know the local environment, and learn ways of protecting our natural resources.

A School Bag-A-Thon is a great way to engage students in a cleanup, provide an opportunity for hands-on learning, and raise funds for your school, all at the same time. Students gather contributions based on their pledged cleanup efforts. The funds they raise go back to support your enrichment programs.

Here's how it works:

- 1) Choose a day and time to host your School Bag-A-Thon cleanup event. You can choose any day in the fall or spring that works for you. You may want to hold your Bag-A-Thon on the same day as a local group or Community Cleanup Event (held in the spring). A list of group or Community Cleanup Events with dates and times are listed on the KRB website - [KeepRocklandBeautiful.org](http://KeepRocklandBeautiful.org)
- 2) Contact Keep Rockland Beautiful to begin planning for your School Bag-A-Thon: Sonia Cairo @ 845-708-9164 or e-mail [sonia@keeprocklandbeautiful.org](mailto:sonia@keeprocklandbeautiful.org)
- 3) Launch your School Bag-A-Thon campaign with an inspiring assembly. You can use a school assembly to generate enthusiasm, educate students about the effects of litter and the many benefits of waste reduction, and to encourage community service or service-learning projects. KRB is happy to provide you with a speaker/motivational video to help kick off your event. You can also find downloadable educational materials on our website. You may choose to link your event to other environmental activities or initiatives in the school, such as a recycling initiative, an art project, or an upcoming fieldtrip to, for instance, the Education and Recycling Center at the Rockland County Solid Waste Management Authority in Hillburn, NY.

- 4) Distribute pledge forms to the students. Download an editable pledge form from our website. You can place a promotional flyer with the time, place, and instructions for participation in your School Bag-A-Thon on the back of the pledge form. The pledge form indicates that sponsors can pledge per bag or per unit of time dedicated to the cleanup. As a guideline, in a littered area, a teenager or adult can fill, on average, a 30 gallon bag of trash in an hour. If the participant is a young elementary school student who will be cleaning up in a relatively clean schoolyard or park, he or she can pledge per unit of time devoted to cleaning up.
- 5) Collect your pledge forms and donations at least a week in advance of your event and contact KRB to let us know how many individuals will be participating and to arrange for your supply pickup. Keep Rockland Beautiful supplies participants with trash bags and clear bags for recyclables. We also have litter grabbers available for loan or purchase. Scout badges are available for a small donation.
- 6) If your Bag-A-Thon is scheduled as part of a group or Community Cleanup Event (CCE), please ask volunteers to also register on-line and be sure to indicate that they are participants in your Bag-A-Thon in the comment section at the bottom of the form. This keeps the group or CCE informed on who to expect at their event. They will pick up the supplies for all volunteers at the event.
- 7) This is also your opportunity to help support KRB. Each year, Keep Rockland Beautiful must secure financial support to coordinate the Great American Cleanup and supply our volunteers with the tools and information they need. We kindly request that you donate a small portion of the funds you have raised to help support KRB. Schools that participate in a Bag-A-Thon will be recognized on the KRB website and in our follow-up media outreach.
- 8) Gather for your School Bag-A-Thon cleanup event. On this day, cleanup teams (students, their family members and friends) meet at the school/group or Community Cleanup Event to pick up their cleanup supplies before heading off to clean up their chosen site. The PTA may also want to use this meeting time as an opportunity to provide refreshments or entertainment and sell items, such as reusable water bottles, to help raise additional funds for the school. You can also use this day to showcase student talents and projects. If you are participating in a group cleanup/CCE, we can put you in touch with the leader so you can coordinate these activities.
- 9) Be sure to have cleanup teams report their cleanup results at Keep Rockland Beautiful.org or at the group/Community Cleanup Event. These reports indicate where bags should be picked up and help KRB demonstrate what an impact you are making in the community.

**Keep Rockland Beautiful**

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