

6 Steps to Holding a Successful Community Cleanup Event

1. Select a date & location

This year the Great American Cleanup kicks off April 1st, and runs through the end of May. Consult with Keep Rockland Beautiful about any potential scheduling conflicts in your area on the day of your cleanup.

Select a location to host your event – local parks, community centers, shops or restaurants tend to make good event hosts. Get permission from the property owner to hold your event there. Collaborate with him/her to build a strong relationship and facilitate a successful event.

Town or village permission may be required to hold your event; if so, you may be required to fill out an event request form and/or a Certificate of Liability Insurance. In that case, contact KRB and we will supply you with a copy.

2. Register your cleanup arrangements with KRB

After confirming the time, date and place of your Community Cleanup Event, it will be added to KRB's website and online registration form. Volunteers who register themselves or a group for your cleanup event on www.KeepRocklandBeautiful.org will be signified as a *Team Leader*.

KRB requires *Team Leaders* to enter their contact information so you can effectively communicate with your volunteers. For the same reason, we ask you to encourage online registration prior to the cleanup date. This helps KRB keep you and your volunteers up-to-date with pertinent cleanup information (and provide you with the appropriate amount of cleanup supplies, cancellations, etc.). Samples of correspondence between Community Cleanup Event Leaders and *Team Leaders* are on KRB's website, located under 'Community Cleanup Event Leader Tool Kit.' The URL is: www.keepprocklandbeautiful.org/leaderreport-2/

After registering, *Team Leaders* receive an email including safety tips, reminders to take, and send KRB photos of their cleanup, and to return cleanup supplies by the end of your event. This email also includes an invitation to the Great American Cleanup Wrap-Up Party!

Team Leaders will either register to clean up a specific site, or arrive looking for suggested littered sites. If you require assistance identifying littered sites in the area, contact KRB. It is helpful to create a map of littered sites in the area of your Community Cleanup Event that can be referenced by volunteers at check-in.

3. Promote your event

KRB will post a flyer including the details of your event to our website that will direct volunteers to register at www.KeepRocklandBeautiful.org. Please provide us with your contact information to be included on the flyer for interested parties with further inquiries. If you would like KRB to make copies for distribution, please let us know. Our design is in all black ink and is most effective if printed on lime green paper

KRB will assist you in community outreach efforts, publicizing all Community Cleanup Events on our website, Facebook & Twitter, school district bulletin boards, as well as in e-blasts, through scouting organizations and more!

To further publicize your event, you can distribute flyers to various civic organizations: scout troops, houses of worship, or other community groups in which you may be involved. Stop by some local businesses and ask they post your flyer in a noticeable spot; utilize the internet and social media to promote your event. Consider teaming up with other organizations to help you develop your event and bring in more volunteers! Greater outreach efforts directly correlate with greater event turnout!

4. Prepare

Recruit some help to run your event; having at least (3) volunteers help set up, check in volunteers, and distribute supplies at your event is strongly recommended.

Gather Cleanup Materials: Get the most recent list of *Team Leaders* from the KRB staff (we will be sending you updated lists in the time leading up to your event).

As the Community Cleanup Event Leader, you are responsible for picking up supplies for all expected volunteers in advance of your cleanup date. You will receive supplies from our Supply Shed located at 90 North Main Street in New City (in the New City Bowl parking lot) during scheduled distribution times (posted on our website). Please call the office to schedule your pickup. Tables, chairs and canopies are available to borrow on a first come, first serve basis.

KRB will loan out supplies, including grabbers, yard signs, and safety vests (if available). **After the event, these supplies must be returned as soon as possible for future Community Cleanup Events.** Volunteers can keep any leftover trash bags, recycling bags, tote bags, t-shirts or educational brochures,

PLEASE TELL YOUR PARTICIPANTS:

To increase participant visibility in the Great American Cleanup (GAC) and because KRB's supplies are limited, if any volunteers have participated in previous Community Cleanup Events please request they wear their lime green GAC shirts from previous years and bring any cleanup supplies they may already have (gloves, reusable water bottles, etc.).

Make your event yours! Seek donations from local businesses to provide refreshments for volunteers before and/or after they complete their cleanup – some offer bagels, juice and coffee in the morning; others have a BBQ or order pizza for after their volunteers return.

You can also include entertainment by residential artists or educational exhibits by local business organizations.

Cleanup KiRBy is our green gnome mascot. KiRBy is one way KRB gets kids and adults engaged at a cleanup. You can place KiRBy at a littered site; volunteers will have a chance to look for him when they clean up! (You may want to alert a selected cleanup *Team Leader* of KiRBy's whereabouts so a volunteer is sure to find him). Help secure a small prize for the finder. Gift cards, restaurant vouchers, etc. are often well-received.

Police Traffic Control: If you feel police auxiliary should be present for assistance with traffic at targeted cleanup sites, please contact them directly. In Orangetown or Clarkstown, please contact KRB as the Highway Departments have asked we notify them to request police auxiliary.

5. Clean!

On the day of your event, **arrive early to set up.**

- Assign volunteers where they are needed.
- Display your cleanup map.
- Set up tables appropriately and make sure sign-in sheets are visible.
- Sign in *Team Leaders* for borrowed supplies. At least 3 volunteers will be needed to help with the sign in and supply distribution.

WE ENCOURAGE GIVING AN ORIENTATION before your volunteers head out (Refer to our educational materials, safety tips & poster boards for this). Welcome and thank volunteers; advise anyone who arrives early that the cleanup will begin shortly.

Encourage *Team Leaders* to take photos before, during and after their cleanup! The pictures can be emailed to info@keeprocklandbeautiful.org; please label the photos clearly.

When volunteers return, be sure to:

1. Check in all borrowed items. Sign-in sheets and Photo/Liability release forms must be handed in as well.
2. Have *Team Leader* report the number of trash bags, recyclables & the location for pickup. It is important they notify you of any unusual or bulk garbage (tires, mattresses, etc.).
3. Invite everyone to the Great American Cleanup Wrap-Up Party! Go to www.keeprocklandbeautiful.org for details and reservations.

6. Report results & Return supplies

After your event please THANK YOUR VOLUNTEERS! Your event would not have been possible without them!

Make arrangements for supply drop-off at the KRB supply shed (if you have not already)

Please return supplies as soon as possible after your cleanup event ends, so we can make these supplies available to more cleanup teams. It is also important that KRB reports all trash pickup locations immediately following a cleanup to local authorities for a fast pickup.

We ask that you report ALL your cleanup sites online; if you do not have access to a computer we ask that you please contact our office with all your cleanup reports along with the sign-in & photo/liability sheets.

At the time of supply drop-off, provide KRB with your cleanup reports along with the sign-in and photo/liability sheets (if you have not done so already).

Have a safe and fun Cleanup Event!