

Six Steps to Holding a Successful Community Cleanup

1. Select a date & location

This year the Great American Cleanup kicks off April 4th, and runs through the end of May. Select a date that works for you and your support team at KRB.

Select a location to host your event – local parks, community centers, and shopping centers tend to make good event host sites. Reach out to the proprietors to get their permission to hold your event there. This is an opportunity to also partner on promotion and in-kind support (e.g. refreshments) and to collaborate on building a strong relationship and facilitating a successful event.

Make your event yours! Seek donations from local businesses to provide refreshments for volunteers before and/or after they complete their cleanup – you can offer bagels, juice and coffee in the morning or sandwiches/pizza for after volunteers return.

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

Town or village permission may be required to hold your event. If so, you may to request a Certificate of Liability Insurance from KRB.

2. Register your Community Cleanup Event (CCE) with KRB

After providing the date, time, place and description of your Community Cleanup Event, it will be added to KRB's website and the on-line registration form.

Cleanup volunteers can then specify their intention to join your CCE when registering. When filling out the form, the registrant, or Team Leader, will provide their contact information and the number of volunteers anticipated to join their team. Once registered, they will receive an email confirmation that includes safety tips, reminders to take and send photos of their cleanup to KRB, and to return cleanup supplies by the end of your event.

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 suggested that you create a map of littered sites in the area of your CCE that can be referenced by volunteers at check-in.

*Refer to the CCE Leader's Toolkit for sample map and Site Sign-up Sheet. The CCE Leader's Toolkit can be found on KRB's website:

<http://keeprocklandbeautiful.org/cleanup-campaigns/community-leaders-toolkit/>

We ask CCE leaders to encourage volunteers to register on-line prior to the cleanup date. This helps KRB keep informed of the number of volunteers who intend to join your CCE and who will be needing supplies, follow-up communication, and support.

*Refer to the CCE Leader's Toolkit for sample correspondence between CCE Leaders and volunteers.

3. Promote your event

KRB has a standard flyer format that can be edited to include the details of your CCE. Please provide us with the contact information you would like to be included on the flyer. The flyer is in B&W, but KRB has supplies of paper in our highly visible, signature lime green color. We are happy to make copies for you to distribute in your community. Let us know how we can get them to you.

KRB will assist you in community outreach efforts. We publicize all CCE's on our website and social media accounts. We also distribute information to school district bulletin boards, as well as including information on the campaign in our e-blasts.

To further publicize your CCE, you can distribute flyers to local civic organizations and scout troops, houses of worship, and other community groups and businesses.

Please also help us in garnering support for the campaign by sharing sponsorship opportunities with businesses in your area.

You can utilize the internet and social media to promote your event. The Cleanup Coordinator will supply you with a list of contacts from the prior year's registrations and reports. Use this list in your outreach to the community.

*Refer to the CCE Leader's Toolkit for a sample outreach letter to prospective cleanup volunteers. Be sure to encourage volunteers to wear their lime green GAC shirts from previous years and bring reusable gloves and a water bottle

You can also 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

- Secure helpers to assist you with your event. At the event, it is advisable to have at least (3) volunteers to with help set up, check-in, and supply distribution.
- Reach out to your Team Leaders with a special welcome and confirmation of your event details. The Cleanup Coordinator will send you a list of registered volunteers.

*Refer to the CCE Leader's Toolkit for a sample email

- Gather Cleanup Materials. As the Community Cleanup Leader, you are responsible for picking up supplies for all the expected volunteers at your event. You will need to arrange for a day/time one to two days before your event to pick up your supplies at the KRB Supply Shed located at 90 North Main Street in New City (in the New City Bowl parking lot). Please call the office to schedule your pickup. Tables and canopies are available to borrow on a first come, first serve basis.
 - KRB provides the following supplies for your CCE volunteers: trash bags; clear bags for recyclables; bag tags; sanitizing wipes; disposable gloves; and educational materials. We also provide a co-branded tote bag for cleanup teams and co-branded t-shirts for Team Leaders.
 - We loan out grabbers, safety vests, and yard signs, educational orientation posters, and KiRBy. CCE Leaders are asked to be vigilant in getting loaned supplies as well as unused

supplies, back at the end of the event. All loaned and unused supplies must be returned as soon as possible for use at upcoming CCE's.

- The Cleanup Coordinator will supply you with all the paperwork needed at your event's check-in: pre-populated Team Leader's Check-in & Borrowed Equipment Log; Participant Photo & Liability Release forms; Safely Tips (in lucite); Cleanup Report forms; and educational materials.
- 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 – Ice cream, 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 your helpers where they are needed.
- Display KRB lawn signs to make it easier for volunteers to find your meeting location.
- Set up tables to best accommodate:
 - 2-3 copies of the Team Leader's Check-in & Borrowed Equipment Log and Safety Tips
 - T-shirt and tote bag distribution (with black and clear bags, wipes, Report Form, pen, disposable gloves, bag tags)
 - Grabber and yard sign distribution
 - Site Map & Site Sign-in Sheet
 - KRB promotional materials and education materials
- Sign in Team Leaders for borrowed supplies. At least 3 volunteers will be needed to help with the sign in and supply distribution.

Sometimes creating an itinerary or providing frequent announcements of what's taking place makes things flow much easier for you and the volunteers.

We encourage providing an orientation before your volunteers head out (Refer to our educational materials, safety tips & poster boards for this).

- Welcome and thank volunteers and review: Safety Tips, What to Recycle, Clean Streets = Clean Streams, How To Reduce Single Use, Bag Tags, and Report Forms (with Site Survey completed)
- Encourage volunteers to take photos before, during and after their cleanup! The pictures can be emailed to photos@keeprocklandbeautiful.org.

When volunteers return, be sure to:

1. Check in all borrowed items. Strongly encourage people to return the items they sign out instead of passing them off to other volunteers. This will make the process of returning the supplies much easier. If

volunteers did not return their signed Participants Photo & Liability Release form at check-in, be sure they are handed in as well.

2. Have Team Leaders hand in their Report Forms with 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.). (only one report form per team)

3. Thank the volunteers for participating! We want to encourage people to come back and let them know they are doing a great thing for the community and environment.

6. Report your cleanup results

We ask that you enter all your Report Forms on-line. If you do not have access to a computer, we will enter these for you. Please bring your Reports Forms, along with all the Participant Photo & Liability Release forms with you when you return your supplies.

It is important to report your cleanup sites as soon as possible so we can inform the proper authorities of the location of the bags in a timely manner.

Please arrange to drop off your supplies as soon as possible so these can be made available for the next cleanup event.

Have a safe and fun Cleanup Event!