



GREAT AMERICAN CLEANUP™

PROGRAM MANUAL

TABLE OF CONTENTS

Keep America Beautiful Overview.....	1
Why We Need a Great American Cleanup™	2
The Keep America Beautiful Model for Community Change.....	3
Great American Cleanup™ Objectives	4
Getting Started.....	5
Establishing a Leadership Team.....	5
Program Coordinator.....	6
Determining Time Frame.....	6
Leadership Team Meetings	7
Volunteers	9
Promoting GAC.....	10
Media Support	12
Sponsorship/Supporters	14
Involving VIPs or Celebrities	16
Event Logistics	
Litter Cleanup	17
Waterway Cleanup	19
Education.....	20
Recycling Drive.....	21
Clothing Drive.....	22
Beautification Improvement.....	23
Beautification Planting	24
Graffiti Removal (“Paint-Outs”)	25
Documenting: Facts, Figures & Photos	27
Wrap-Up Report	28
Appendix	
1 Sponsor/Supporters.....	29
2 Proclamations	30
3 Staging Your Event	31
4 Media Announcements	34
5 Catching Media Attention	35
6 Pitching to a Reporter.....	36
7 Interview Tips.....	37
8 PSA Campaign.....	39
9 Advertisement Guidelines	41

Keep America Beautiful, Inc.

Keep America Beautiful is a national community improvement organization comprised of certified statewide and local affiliated organizations. Established in 1953, KAB's mission is to engage individuals to take greater responsibility for improving their community environment. KAB's Great American Cleanup™ provides an opportunity for communities to help individuals make this personal commitment to choices and actions that preserve natural beauty, protect the environment, prevent blight, improve public lands, and make our communities better, safer places to live.

KAB has three community improvement focus areas:

- **Litter Prevention:** Defining litter, identifying the sources of litter, understanding why people litter, reducing litter by changing littering behavior, organizing clean-ups and educating communities on proper waste handling;
- **Beautification:** Improving the visual aspects of our communities through programs that beautify and clean our environment, including community gardens, restoring vacant lots, highway and shoreline beautification, urban forests, native and wildflower plantings, and graffiti prevention and abatement; and
- **Waste Reduction/ Recycling:** Reducing the impact of solid waste in our communities through integrated programs including source reduction and reuse, recycling, composting, and education about landfills and waste-to-energy.

KAB is guided by the following principles:

- **Individual Responsibility:** Improving the environment and quality of life of communities begins with personal responsibility and behavior change—individuals becoming engaged as citizens and stewards of the environment.
- **Education:** Education and awareness are first steps to encouraging positive behaviors toward community improvement.
- **Public-Private Partnerships:** Broad-based community alliances are essential to achieve sustainable community improvement
- **Volunteer Action:** Engaging volunteers to extend the reach and multiply the impact of local initiatives that change individual behavior and improve the community environment.

Why We Need a Great American Cleanup™

The Great American Cleanup is a comprehensive program that includes litter prevention, beautification, and waste reduction/recycling, and a community may participate in one or more areas. But litter is a place to begin, and KAB recommends that all GAC events include a litter prevention activity. Why? While visible roadside litter has decreased by about 40% since 1969, litter, or misplaced solid waste, is still a persistent problem. Consider these facts:

- Over 51 billion pieces of litter land on U.S. roadways each year. That's 6,729 items per mile.
- Litter cleanup costs the U.S. almost \$11.5 billion annually, with businesses picking up \$9.1 billion of that tab.
- The presence of litter in a community takes a toll on quality of life, property values, and housing prices.

Why do people litter?

- **Personal Choice.** Individual behavior—or choosing to litter—means litter on the ground. Nearly one in five, or 17% of all disposals observed in public spaces were littering. And 81% occurred with notable intent.
- **Litter Begets Litter.** Individuals are much more likely to litter into a littered environment. And once there, it attracts more litter. By contrast, a clean community discourages littering and improves overall community quality of life. Availability and proximity to trash and recycling receptacles also impact whether someone chooses to litter.
- **It's Not My Responsibility.** Some people feel no sense of ownership for parks, beaches, and other public areas. They believe someone else will pick up after them. Community cleanup and beautification projects that engage local residents can help foster ownership for public spaces.

The Keep America Beautiful Model for Community Change

To put a stop to litter, KAB believes we have to address both littering behavior and changing the environment. KAB's 2009 *Litter in America* research found:

- Changing individual behavior is key to preventing litter. About 85% of littering behavior is the result of individual attitudes.
- About 15% of littering is affected by the environment, or the prevalence of existing litter and other kinds of community disorder. That's why cleanups are also necessary to stop littering.

While the Great American Cleanup™ may be the first start of a local action plan for a cleaner community, changing the behaviors that generate litter is the long-term solution. Changing attitudes and influencing behavior are brought about most effectively using a combination of methods. Use the “pressure points” below to help develop a Great American Cleanup™ event that will change individual behavior and your community:

- **Education** – Education and awareness are bedrock tools of behavior change. Think broadly in your approach. Consider tie-ins with public education conducted through youth programs, civic clubs, Chambers of Commerce, businesses, and government agencies.
- **Tools and Resources** – This can include such tangible things as a litter pick up tool, sanitation collection vehicles, graffiti removal equipment, litter receptacles, recycling bins, or a pocket ashtray. It also includes strategies that encourage individuals to make different long-term choices, blending knowledge from social marketing with behavior change tools. Learn more at www.kab.org.
- **Ordinances** – Changing public policy through codes, laws, or ordinances is one way to change behaviors around quality of life and environmental issues.
- **Enforcement** – Consistent and effective enforcement of existing codes, laws, and ordinances helps change behavior and reinforce the commitment to a cleaner, greener community. Work closely with local law enforcement, and be sure citizens are aware of the laws.

Learn more about these “Pressure Points for Behavior Change” by going to the Keep America Beautiful web site, www.kab.org.

Great American Cleanup™ Objectives

The Great American Cleanup™ is the nation's largest community improvement program. Millions of volunteers nationwide take part annually from coast-to-coast, between March 1 and May 31. The Great American Cleanup™ is a platform for the wide range of initiatives such as: cleanups, litter prevention education, recycling drives, graffiti removal, beautification and greening projects, park renewals, clothes collection programs, river, lake and seashore cleanups. Keep America Beautiful encourages coordinators to incorporate a variety of community improvement activities. It is up to each coordinator to determine and implement those projects that best address local needs.

Objectives

- Raise public awareness of Keep America Beautiful, Inc. by generating maximum visibility for the Great American Cleanup™ and its affiliates and sponsors
- Establish Keep America Beautiful as the pre-eminent national organization in its focus areas of litter prevention, beautification, and waste reduction and recycling
- Rally volunteers nationwide to make a visible difference in their physical environment
- Provide a focal event that will enable KAB to support affiliates with goods and services
- Stimulate community pride by involving government, businesses and civic organizations at the state and local level
- Assist communities in designing and implementing projects that improve the local environment

KAB Program Support

- Coordinating national program planning and providing resources for state and local initiatives
- Developing and managing category specific National Sponsorships and allocating “in-kind”/program “tools”/promotion materials
- Providing ongoing national, state and local media and PR support
- Providing the Great American Cleanup™ program guide
- Monitoring program to ensure overall program integrity and effectiveness
- Presenting the Great American Cleanup™ Awards

National Sponsor Support

- Providing financial commitment to the national program
- Providing agreed upon “in-kind” promotion support materials/program “tools”
- Providing opportunities for local showcase events

Community Benefits

- Positive awareness for your organization and its work
- A cleaner, more beautiful physical environment
- Improved first impression of community which has economic benefits
- Changes in attitudes and behavior toward littering
- Increased awareness about individual responsibility regarding KAB focus areas of litter prevention, beautification and waste reduction and recycling
- A possible vehicle for current and future fund raising activities

Getting Started

Key parts of the planning process include creation of a program team/task force, selection of a coordinator, development of event/activity, implementation of event/activity, documenting results, and reporting.

- Your Great American Cleanup™ must occur between March 1 and May 31.
- You should target one day for a large-scale cleanup

Establish a Leadership Team

The first step in getting started is to establish a Great American Cleanup™ committee/task force and select a coordinator. The committee/task force should include representatives from government, business, and civic groups and you may also want to consider media, school, and religious groups. Members can help with the many details involved with volunteer outreach and awareness plans, as well as planning and implementing activities. Select enthusiastic, energetic people who have time to complete assigned tasks. Establishing a committee/task force assists in planning a successful Great American Cleanup™ and spreading the workload.

Suggested Tasks

- Identifying Program Coordinator
- Assisting in the identification of litter prevention, beautification, and waste reduction/recycling activities
- Divide tasks and assign to teams
- Determining a time frame for the program (one day, one week, one month, etc.) between March 1 and May 31 and select “Target Event/Activity” date (and possible rain date)
- Scouting out sites that need litter removed or improved
- Developing plans and program logistics
- Recruiting volunteer groups
- Involving the community by enlisting volunteers from groups, schools and businesses
- Soliciting in-kind corporate/business goods and services and cash to support event
- Securing community VIP’s and support with assistance of elected officials by involving them and/or obtaining issuance of proclamation(s)
- Seeking media supporters
- Marketing the program through presentations to civic groups, schools, youth organizations, faith based programs and government
- Implementing event
- Helping out on your event day(s)

Checklist

- Confirm date(s), location, time
- Confirm boundaries and project locations
- Coordinate with waste haulers and recyclers on the pickup, transport and disposal of collected litter/recyclables
- Organize a way to distribute GAC program materials and bags
- Decide which charitable organization will receive collected items
- Plan an agenda for your target event day
- Plan drop-off location(s) for collected materials
- Obtain any permits needed
- Follow up and confirm plans and dates with waste haulers/recyclers
- If applicable, follow up and confirm plans and dates with clothes collection recipient.
- Check, check, and triple check all logistics!

- Day of Event**
- Have site coordinators at designated sites
- Smile and have FUN!
- Thank everyone involved, including you!

Program Coordinator

To have a successful program, it is important that each community/organization select or designate a "coordinator." The coordinator may be the KAB Affiliate Executive Director, an Affiliate Board member, a community/chamber leader, government employee or civic organizer. Tasks to be coordinated include:

- Assist in the identification of litter prevention, beautification, and waste reduction/recycling activities to implement
- Investigate ownership of all sites targeted and seek written permission to access property
- Implement event plan and program logistics including distribution of materials
- Serve as the primary local spokesperson with the media or assist in the identification of the local spokesperson
- Secure photographer to document event including taking before and after pictures
- Communicate information on a timely, as needed basis, to Keep America Beautiful
- Complete Wrap-up Report including support materials and photos

Program Plans

Create a program plan outlining the methods your organization will use to generate awareness and mobilize volunteers. Describe in detail those activities that will take place during your local Great American Cleanup™. Plans are critical to help communities set goals and continue to grow the program successfully.

Determine the Time Frame

Great American Cleanup™ activities must take place between March 1 and May 31 (unless weather considerations cause a delay into June). You may select to do all activities on one-day, during one-week, or over a month. Check with your local waste haulers, volunteer groups, neighborhood associations, VIPs and other parties involved with the effort to determine what works best for them and for your organization. When determining the time frame for your program:

- Check out local and regional calendars of events
- Try to avoid conflicts with other community events, e.g. parades, fairs, marathons, school spring break
- If an event is scheduled for a day you may still be able to conduct your Great American Cleanup™ by working with the event organizer(s) to coordinate a litter-free event
- Review possible dates with your local waste hauler(s), community partners, volunteer groups, VIPs, and sponsors
- When you have confirmed the dates, notify local government, chamber of commerce and other agencies with date(s)
- Either announce a rain date – or promote activity as happening “rain or shine”
- Promote the date well ahead with a short media alert and notice to volunteer groups

In most cases, at least one GAC event/activity is scheduled as a major media event. This may be a kickoff or culmination event if the GAC has been a longer time frame or multiple days. The media event is typically held on a Saturday, involves a large scale activity with a significant number of volunteers, and helps you to:

- Gain awareness for overall effort
- Focus volunteer registration to achieve the greatest number of project volunteers
- Conduct a highly visible project for media photo opportunities
- Provide celebrities and elected officials with designated activity/event

Choosing a location for your media event(s)

- Is site large enough for volunteers and distribution of supplies?
- Do you need permits?
- Are there any electrical needs?
- Are there bathroom facilities?
- Will kitchen or outdoor cooking facilities be necessary?
- Is ample parking available?
- Is site centrally located, highly visible and accessible to volunteers and the media?
- Does location offer shelter, such as a park with a pavilion, if there is inclement weather? Or could a tent be erected? Weather may be a factor for any outdoor event. Plan accordingly for activities and celebration but do not, however, feel that you must cancel a cleanup or celebration simply because of rain.
- If site is also location of an activity, is it large enough for collected materials and to install beautification or make improvement? Is site large enough for trucks and/or waste/recycling containers?

Some key things to remember for your Target Event(s):

- Once you have secured an emcee and invited VIPs, set up a program agenda, including VIP speeches
- Plan on having a cellular phone at the Target Event(s), to help facilitate communication with your committee/task force members, as well as provide a way to notify the media of up-to-the-minute happenings
- Plan on having a supply of water and non-alcoholic beverages at the event location
- Volunteers will also appreciate the availability of food

Leadership Team - Meetings

Always have an agenda and circulate copies in advance

- Try to plan for a one-hour meeting
- Allow discussion time, but keep meeting on track
- Put most urgent items early in the meeting and hold items of greatest interest until later in the meeting
- Review the agenda, write notes for open discussion, and make follow-up call to presenter(s) if necessary.
- Look over any unfinished business
- Arrange seating, so all participants can see each other. Have handouts at each seat (if applicable).
- Complete setup early, so you can greet each person and socialize before the meeting.
- Start promptly, with a brief welcome, and maintain an atmosphere that encourages all to participate.

<i>Sample Committee Agenda</i>	
A sample agenda might include:	
I.	Call to order/Welcome
II.	Meeting objectives statement
III.	Minutes
IV.	Reports (list items and presenter)
V.	Old business (List items and presenter)
VI.	New business (List items and presenter)
VII.	Announcements (can be spoken or handouts)
VIII.	Adjourn

Management of the Meeting

- Chairman facilitates
 - Use “we” instead of “I” or “you” to help develop concept of team
 - Express your opinion only when absolutely necessary
 - Be informal, but remain in control
- Keep the meeting moving
- Clarify frequently

- End discussion of item when:
 - more facts are needed
 - opinions from absent people are needed
 - a sub-group can handle details
- Make decisions by consensus if possible, rather than by vote, to reinforce feeling of “our” team making the decision
- Delegate report giving (Provide guidelines for content)
- Use your “people skills” to draw on all members
- Call on the “silent types” by name. Control the “dominant talker” by asking for others to comment
- Praise new or junior members for their ideas to encourage more participation
- Encourage a difference of ideas but discourage a difference of personalities
- Use humor to disarm tension
- Secretary or Recorder should take meeting minutes

Winding up a Meeting

- Summarize the general conclusions reached
- State time and topics of next meeting
- Close with thanks and encouragement for work done and objectives met

Follow-up to Meeting

- Secretary sends or posts minutes
 - Minutes are brief
 - Listing actions only include actions (and by whom) to be completed before next meeting
 - State next meeting time.
- Call absent members to encourage participation at next meeting
- Say “thank you” to members all the time and praise them for specific actions, ideas, and opinions

Volunteers

Recruiting volunteer groups is one of the most important parts of the Great American Cleanup™. Volunteers are the ones who make it happen! Enthusiastic, committed, helpful volunteers are essential. Set a goal for the number of volunteers you expect to participate in your Great American Cleanup™. Be realistic and base your estimate on past volunteer efforts. You should strive to grow your volunteer participation each year -- the ultimate goal is for everyone in your community to know about and take part in the Great American Cleanup™!

Recruiting Volunteers

- Designate specific responsibilities for volunteers i.e. cleanup, registration, distribution of materials, or serving lunch
- Generate volunteer group interest in program components/sponsor programs and begin registering them. Registration forms are a one way to track the number of volunteers and groups participating.
- Determine whether entertainment, food, prizes and/or games will be provided for volunteers. Continue to solicit in-kind donations from local businesses.
- Coordinate and confirm program details with all participating volunteer groups.
- Plan how to thank the volunteers.

Following is a list of groups to help you identify local volunteers:

Adopt-A-Highway/Adopt-A-Spot	Hospitals/medical associations
Agricultural Extension Agency	Jaycees Clubs
AmeriCorps	Key Clubs
Big Brother/Big Sister	Kiwanis Clubs
Blockwatch Groups	Lions Clubs
Boys and Girls Club	Military bases
Boy Scouts	Neighborhood associations
Brownies	Parks and Recreation
Campfire Girls	Professional associations
Chamber of Commerce	Optimist Club
Civic clubs	Religious groups
Colleges/Universities (including clubs, fraternities, sororities, sports teams, etc.)	Retiree associations
Corporations/businesses	Rotary Clubs
Cub Scouts	Schools/school clubs
Environmental clubs/groups	Sports leagues
4-H Clubs	Senior Citizens
Garden Clubs	Sierra Clubs
Girl Scouts	Women's club
	Youth groups

Promoting GAC

Keep America Beautiful organizations have developed an incredible assortment of awareness techniques and materials that can be developed to attract volunteers and also promote the program:

- Advertising
- Banners
- Brochures
- Bus Placards
- Canceled Postage Stamp
- Community Calendar(s)
- Direct Mail Campaign
- Electronic Billboards
- Flyers
- Invitations
- Social Networking Postings
- Magnetic Signs/Vehicle
- Marquees
- Newsletters
- Phone Solicitation/Follow-Up
- Posters
- Pre-Recorded Messages
- Public Service Announcements
- Retail (banner or poster display, information printed on bags, in-store promotions, bag stuffers and/or employees wearing program t-shirts)
- Radio/Television Interviews
- Speaking Engagements/Presentations
- Special Events/Photo Company
- Statement announcements (i.e. message on utility or bank statements)
- Tray liners at restaurants
- VIP/Celebrity Involvement
- Volunteer Registration Form

Flyers

- Make it short and bold (few words)
- Distributed throughout the community and consider contacting local businesses about attaching to delivered products such as local pizza delivery

Volunteer Registration Forms (an excellent way to track volunteer numbers)

- Strategically placed in banks, restaurants, grocery stores and in newspapers
- NOTE: Be sure to remind volunteers to get permission to leave these in a store

Invitations

- Formally inviting volunteer groups and VIPs to participate in your Great American Cleanup™ is another great way of spreading the word
- Can be distributed by mail, at local malls, movie theatres, shopping centers, at schools and places of worship, and in many more creative ways

Statement Stuffers

- Produced in conjunction with a local utility company and/or bank
- Inserts in monthly electric, gas or water bill envelopes or bank statements

Volunteer Solicitation Letters

- Can be read at large group meetings, or mailed to groups as well as members of your community
- Serve to inform and generate interest from potential participants

Newsletters

- Newsletters may be widely distributed to neighborhood groups, local businesses, civic groups, and schools either electronically or print
- Church bulletins may include announcements of event

Presentations

- Should be made to as many civic groups as possible by your local program's spokesperson (A designated representative of your organization attending regular meetings of the Chamber of Commerce and City Council, as these groups can be great sources for volunteer and corporate support.)
- Can also be made to Boy Scouts, Kiwanis, local schools, PTA groups, etc.
- NOTE: Be sure to ask each organization that you contact to help with responsibilities such as tapping additional volunteers or helping to enlist corporate supporters

Speaking Engagements

- Are an important element, and you should try to arrange to be a guest speaker at local schools or community meetings
- Give you a great opportunity to discuss the litter problem and include your event in the agenda
- Also provide a chance to show impactful visuals, and hand out Great American Cleanup™ flyers*, brochures, volunteer registration forms*, etc.

E-mail and Websites

- Send a volunteer recruiting message through existing list serve. Build a list of email addresses or check directories for the Chamber of Commerce. Ask the schools, community groups, and major employers if they have internal email systems that may be used to send notices.
- Use email lists to distribute information and share information about your event
- Post information on your website. Ask other organizations if you may post a message on their web site
- Set up a Facebook and/or MySpace account and Twitter
- Create a video to post on your website and link to YouTube
- Get a photo sharing account - Flickr, Zoomr, Photobucket, or Picasa.

Coloring or Poster Contests

- Are a fun and engaging way to get children enthusiastic about the upcoming Great American Cleanup™ program
- Can be held in local schools and entries can be displayed in local businesses' storefronts as eye-catching reminders of your program
- Are more effective if you stick to one theme... for example, "Let's Lick Litter!"

Great American Cleanup™ Posters

- Ask local businesses to place the posters in store windows, banks, supermarkets, etc.
- Customize the posters with specific program information including, date, location, contact person and phone number

Signs

- Ask for donated billboard space
- Ask for message to be displayed on tote boards (portable, stationary or electronic)

Media Support

The media has the ability to build awareness for your overall program. Local television and radio station, newspapers and magazines can help you promote your organization's effort early and enlist volunteer and corporate support. It's important to get to know them and get them involved...the sooner the better!

Remember, it is the media that can help you gather volunteers, alert the public to when event activities are taking place and capture and present to the community the tremendous results of your event in words and pictures. A thorough media list is critical to the success of your event and you will find the more detailed and up-to-date it is, the easier your ability to generate PR will be.

Building a Media List

1. Identify all media sources that cover your community
 - Daily and weekly, subscription and non-subscription, newspapers
 - Local, regional and state magazines
 - Radio stations
 - Television stations
 - Local satellite offices of AP Wire Service
2. Create a list
 - Contact for each source
 - Talk shows hosts
 - News reporters
 - Feature reporters
 - Editors
 - Booking producers
 - Columnists
 - *Bacon's Annual Media Guide*, reference book for identifying much of this information, may be available in your local library
3. Add data to list about each contacts preferences and interest. This information will assist in securing story commitments. See sample form on next page.
4. Identify any personal connection with members of your Team. Knowing someone sometimes does help in getting your story covered
5. Finally, identify those that you are most interested in having cover the event; the Coordinator should then contact these individuals during the planning stages, introduce herself/himself and let them know there is an exciting Great American Cleanup™ event being planned for spring that they may want to cover.

Completed Sample Media List Entry

Name: Ms. Cindy Rees
Title: Guest Booker
Show Name/Column: Spotlight, News Features
Station/Publication: Ohio News Network
Mailing Address: 770 Twin Rivers Drive
City: Columbus **State:** OH **Zip:** 43215
Main Number: (614) 280-6300
Direct Phone: (614) 460-2980
Weekend Phone: Not Applicable
Fax Number: (614) 280-6305
Email Address: crees@onn.com
Notes: Live listener call-in show airs daily from 8-8:30 pm. Also conducts live news interviews that are taped. Best time to reach CR is after 2 pm. Located at WBNS studios.

Steps to obtaining support

Some television stations, radio stations and newspapers may agree to support the program only if they are granted *exclusivity*. In other words, they will promote your effort provided they are the only radio station, the only television station or the only newspaper supporting the program. In general, you shouldn't have an exclusive media supporter, because this may limit opportunities to promote your Great American Cleanup™ with competing media outlets. However, there may be exceptions.

Obtaining media support is much the same as obtaining support from local businesses and corporations. You may already have a variety of good relationships with your media.

- Contact the identified media source and personally explain the Great American Cleanup™ and its objectives
- Ask if the program is something in which they may want to get involved
- Follow up with a letter outlining what was discussed and what they can do to help support the program

An official media supporter should offer more than pre-event news coverage and/or interviews. Possible opportunities include:

- A newspaper donating space for ads and volunteer registration forms
- Radio contests created around the Great American Cleanup™ (on-air promotions)
- A radio or television station providing a “live” remote from the event site
- A radio or television station providing a well-known personality to emcee at an event or to present awards during a culmination ceremony
- A television or radio station producing an original PSA, or helping “document” the event

Additional media support materials are located in the Appendix.

Sponsorship/Supporters

National Sponsors enter into a relationship with Keep America Beautiful, Inc. to sponsor the overall Great American Cleanup™ program. They provide significant financial contributions through their Sponsorship Fee and often donate in-kind promotion materials and program support “tools.”

Securing local sponsors is important to the overall success of your local Great American Cleanup™. The program offers a substantive opportunity to promote community goodwill. Local support comes in many forms, including the in-kind donation of goods and services and cash contributions. A suggested list of sponsors is included in Appendix 1.

Why companies get involved as sponsors/supporters:

- To be a part of the grassroots and national program
- To receive recognition as a supporter
- To generate exposure and show them as a responsible corporate citizen
- To identify with promoting environmental responsibility
- To satisfy specific marketing and/or sustainability goals
- To increase their “bottom line”
- To garner media coverage including the possibility of creating advertising tags with program/event information and using GAC logo
- To involve employees in volunteer efforts and hospitality/entertainment at the event

Establish a plan that outlines what you need and identify local business/corporation that could provide the support. Obtaining local support is a matter of focused communications and perseverance. When enlisting sponsor support, be prepared to offer suggestions as to how businesses and/or corporations can support the Great American Cleanup™ and include how they will benefit from supporting the program.

Prepare Potential Donor Packet

Prepare an informational packet to give to potential donors. Keep it simple, but be sure to include the following:

- Mission statement
- A list of board members and their affiliations in the community
- Written letter of endorsement from Mayor/chief elected official
- Statement of tax-deductible status, 501(c)(3) information, or information from the city/county comptroller
- List of specific financial needs
- Informational handout outlining proposed program

Send the Sponsorship Solicitation to the Director of Public Affairs or business manager. Success is as much about relationships as about the program. Ask Team members to deliver the packet or call to explain the program and benefits to the sponsor.

Recognizing Sponsors/Supporters

National and local sponsors/supporters should be recognized for their assistance in all program materials and when applicable in press materials and media interviews. Invite sponsors to kick-off and culmination event if appropriate. Other ways to recognize sponsors may include:

- Signage at the event(s)
- Company/brand name in program materials and in advertisements
- Logo used on promotional materials such as T-Shirts
- Retail tie-ins
- Products displays at kick-off
- Incorporate the Great American Cleanup™ Sponsor Logo Bar in print materials

National Sponsor Local Representative

We recommend referencing National Sponsors as a way to begin building relationships with local representatives (e.g., national soft drink sponsor, their local bottling company). Please do not expect a local associate to provide financial or in-kind support to your program based upon the fact that there is a partnership at the National Sponsor level. It is important that you educate the local representative on the good work that you are doing in the community in which they do business and show them how you are recognizing the National Sponsorship. This in turn builds awareness of the local representative. Share the National Sponsor logo bar (featuring their logo) and explain how you will use in promoting your program. Also share use of Program Banner and Poster featuring their logo to publicize the program. Invite the local representatives to participate actively. Relationship building and communication with National Sponsor local representatives will help to build strong and long-lasting support for the program both nationally and locally.

Involving VIPs or Celebrities

VIP support is an integral part of the Great American Cleanup™. A well-known VIP lends an air of excitement and importance to activities and event(s). Participation may be as a keynote speaker, award presenter, or volunteer in a highly visible activity.

The best method for recruiting VIPs is to:

- Send a letter outlining your program and in what capacity the VIP can contribute
- Scheduling may be challenging so send early
- Place a follow-up call

Government VIPs

- Governor and/or First Lady
- Lieutenant Governor
- Other State-wide elected officials
- U.S. Legislator(s)
- State Legislator(s)
- State Senators
- Mayor and Council elected officials
- County Judge, Executive and elected officials
- Police Chief and/or Sherriff

Proclamations/Resolutions

A proclamation/resolution is an official document issued by a government official proclaiming a period of time as Great American Cleanup™ Month, Week or Day. Tips for securing a proclamation/resolution are provided in Appendix 2.

Celebrities

Local celebrities bring excitement and recognition when they attend or participate in activities and/or event(s). Citizens like to meet hometown celebrities. Celebrities may draw volunteers as well as media coverage. Consider inviting:

- Radio and television personalities
- Local sports teams and/or coaches
- Beauty queen
- Recording artists

Celebrities may donate autographed photos and personal memorabilia as prizes or may agree to sign autographs or participating in photo opportunities with volunteers. They may also serve as judges for contests.

Use your judgment to avoid competition by inviting the right number and combination of VIPs. Watch out for protocol in announcing VIPs. You may offer to prepare a draft speech or bullet points for inclusion in speech. If several VIPs agree to support your activities and/or event(s) designate a specific duty/role for each VIP. Assign someone to act as a greeter. Provide ample positive feedback to each one.

Litter Cleanup Logistics

Litter cleanup/removal must be incorporated into your Great American Cleanup™. A community-wide cleanup helps focus attention on the litter problem that continues to plague our cities. The cleanup should be visually impactful,

Choose Clean up Locations

A community-wide effort is recommended. To involve the entire community, meet with the local government (public works, solid waste/sanitation, planning and/or administrative department(s), downtown organization, and neighborhood associations to determine areas of need to be cleaned up, beautified and/or improved. Affiliates may want to schedule their Litter Index 2-3 weeks prior to Target Date to identify problem litter areas.

Boundaries

Once you have decided what area(s) to target, establish cleanup boundaries. Remember to set realistic goals – trying to clean too large an area will only make your efforts seem small. Consider dividing roads into 1-2 mile sections or parks into acre plots.

Zone Captains

Naming zone captains is helpful for large cleanup or beautification projects. Zone captains may be assigned to each site within the boundaries or mile markers along a highway. These individuals make sure their cleanup runs smoothly and safely, and they report participation and collection results. Along waterways the captains can be placed strategically along the shoreline or embankment.

Be sure that property ownership has granted permission for any work to be accomplished. For government rights-of-way this may be granted through a proclamation or resolution. For private property this may require a written letter or waiver form. Be sure coordinator and/or team/task force member is designated to check in advance to see what may be required.

Who should you contact for hauling?

Begin by contacting your government offices to let them know about your Great American Cleanup™ litter cleanup plans. Determine who is responsible for waste hauling – the government or a private hauler. Be sure to coordinate drop off and/or collection filled bags.

About Tipping Fees

Landfill operators charge a “tipping fee: to dispose of waste. Occasionally these fees are waived and considered as an in-kind contribution. The fees may be absorbed by the city or waste hauler. You should determine as quickly as possible the party that will be responsible for incurring this cost.

Suggested Cleanup Locations

Locations that may need attention include:

- rights-of-way
- gateway(s)
- park(s)
- non-profit community area
- historic area
- neighborhoods
- school yard
- vacant lot
- downtown
- hiking trails/bike path
- illegal dump site(s)
- riverbank/lakefront
- highway embankment
- railroad right-of-way

Sometimes permits must be obtained to clean up and beautify certain areas. Appoint someone to find out what may be required.

You need to determine if the property is public or private. If private property is involved, you will need permission from the landowner, preferably in writing.

Great American Cleanup™ Litter Removal Tips

DO:

Individuals:

- Wear gloves; thick-soled, closed shoes; long pants; and long-sleeved shirts
- Wear safety vests or bright colors for roadside cleanups
- Wear sunscreen and bug repellent
- Drink plenty of fluids and keep “quick energy foods” on hand
- Be aware of your surroundings and the potential hazards (e.g., passing cars, poison ivy, overgrown vegetation)
- Use the “buddy system” working in teams of two or three to maximize safety
- Wash hands with antibacterial soap after the cleanup
- Bag litter to meet local regulations

Group Leader:

- Know emergency procedures, such as the location of the nearest emergency facility and how to quickly summon the police or an ambulance
- Have a first aid kit and cellular phone on hand
- Provide adequate adult supervision if you involve youth groups in litter removal (e.g., at least 1 adult to 8 participants between the ages of 10 - 17)
- Reconvene every hour to make sure that all participants are accounted for, safe and enjoying the cleanup if going into a heavily wooded or large area
- Consider using walkie-talkies as a communication device between groups
- Arrange a “Thank You” party for all of the volunteers after the cleanup

DON'T:

Individuals:

- Don't pick up hazardous materials such as hypodermic needles, sharp objects, condoms, animal carcasses or other unidentified, questionable objects – **Report to Team Leader**
- Don't overstuff bags
- Don't attempt to move large objects -- call your local fire or police department to report illegal dumping and for instructions on how to proceed
- Don't bring pets, as they may distract participants or even detract from the cleanup
- Don't overdo it physically
- Take BEFORE, DURING AND AFTER pictures to show off your work!

Group Leader:

- Don't schedule cleanups during peak pedestrian or traffic hours
- Don't conduct cleanups during extremely inclement weather (if possible)
- Don't allow small children to participate in cleanups near major traffic corridors

Waterway Cleanup Logistics

The rivers and lakes of our country provide recreation, drinking water, agricultural irrigation and beauty. Unfortunately, many of our waterways are polluted. Everything from harmful bacteria to old tires contributes to substandard water quality and affects our ability to enjoy the outdoors. There are two primary tasks that make organizing a waterway cleanup different from a traditional roadside cleanup. The first is that obtaining property owner permission can be more difficult. Some waterway cleanups cover considerable distances and obtaining permission can be complicated, because you may have to work with many different property owners. The second challenge is providing for the safety of your volunteers. Larger bodies of water and waterways may require boats and volunteers entering the water. Refer to the Litter Cleanup Logistics in this section.

Identify Location

Walk along the waterway and take notes, if possible on a map, of all the trashed areas. USGS topographical maps are inexpensive and can be purchased at outdoor recreational stores or from your county conservation district. Be aware that high waters and spring flooding may move or add debris. Invite others to join you. Don't feel that you have to clean the entire waterway in one day. Target a section that's easy to do. The more difficult sections won't seem as monumental once you've gained experience and have community support. The trash didn't accumulate in one day and it may take more than one cleanup to remove.

Determine Who Will Participate:

If entry into the waterway is necessary to remove trash, individuals with professional training, such as divers and rescuers, should be used. Be sure to designate these people ahead of time. Divers are especially helpful in securing heavy items which should be pulled from the water by more powerful sources, such as tractors, horses, teams of volunteers, or special equipment. Military reserve units sometimes get involved with community service projects. These men and women are trained to work together and know how to handle special situations and respond in emergencies. Invite representatives of each group to your waterway prior to the cleanup. They need to become familiar with the cleanup areas so they can determine what tools and equipment will be necessary for the cleanup.

Suggested Cleanup Locations

- ditches along rights-of-way
- detention ponds/areas
- riverbanks
- lakefronts
- creeks
- bayous
- drainage areas
- areas that carry water

Safety is important as these areas may be slippery and may attract animals and snakes. Please use caution around water and provide supervision to youth participants.

Education Logistics

Education and awareness are first steps to encouraging positive behaviors toward community improvement. Public attitudes and behavior about litter prevention, beautification and community improvement, and waste reduction and recycling are affected by education. Education and awareness are bedrock tools of behavior change. Think broadly in your approach. Education includes more than school programs. It may also include after-school and other youth programs, training seminars, workshops, public relations programs, and media campaigns. Consider tie-ins with public education conducted through civic clubs, Chambers of Commerce, businesses, and government agencies.

Analyzing Your Existing Education Efforts

Begin by identifying your current education efforts.

Determine where you have gaps in your current educational program i.e. need a youth oriented program, need a program to educate volunteers about new program element such as landscaping or recycling, or need general public awareness of littering and it's impact on the community.

Create Plan

- Select your audience and then customize the message to each group
- Use KAB educational materials, fact sheets and/or curriculum
- Before creating new material ask what local educational materials may be usable
- Use a vivid message/image
- Make your message easy to remember.
- Use a credible source to deliver the message
- Show behavior and an environment that you want to reinforce rather than it's opposite, for example, model a clean environment and not a littered one
- Connect messages to specific benefits that result from behavior change
- Keep the message positive as fear-based appeals around the environment tend to make audiences feel they have little control or impact on the issue
- Emphasize personal contact i.e. face-to-face followed by TV, internet, radio, and newspaper

Implement

Engage volunteers to implement your plan. Use volunteers from different geographic areas, ethnic groups, business, civic, and government to present your education message so citizens recognize the community-wide effort.

Education Programs

- Identify KAB resources
- Create an awareness day
- Conduct presentations at local schools, civic clubs
- Purchase library books
- Distribute door hangers
- Create messages for media to use in print or on-air
- Conduct a workshop for educators
- Involve youth in developing presentations
- Inventory litter collected to determine the source and include in presentations
- Stencil reminders to take reusable grocery bags in the store
- Encourage elected officials to add your message in their speeches

Recycling Drive Logistics

In communities where there is no curbside recycling program, a multi-material recycling drive may assist in offering an opportunity to recycle and increase the awareness of recycling. Recycling drives may also serve as an opportunity to involve community groups, schools and local businesses that may not otherwise (or would not) be able to participate. Participants can be urged to collect items and drop them off at a central collection site or designated sites around the city. Recycling at sporting event may be a way to involve all ages in promoting recycling.

Analyzing Your Recycling Capabilities

Before you begin planning your recycling drive, you will need to find out about the recycling capabilities of your community. Ask local recyclers for their support for collection and processing of collected materials. Find out what materials they will accept. Determine what materials will be collected. Ask about specific requirements, such as will they accept commingled or sorted materials. Ask if they will donate and pick up several dumpsters. Ask local recyclers if they will haul the recyclables from the collection site to the recycling facility. If not, you will need to arrange for transportation of the collected recyclables to the facility. Make sure the recycling facility can weigh the collected recyclables so you can count collection results.

Determine the duration of the recycling program

Will the collection be one week, two weeks, or one month? Whatever you decide, remember the recycling drive should be conducted within your program's overall time frame. These basics will be helpful as a reminder or to pass along to others.

Enlisting Your Volunteers

Make a central drop-off site available on your target day. Ask individuals and group leaders to bring recyclables they have collected throughout a specific time frame to this location.

Donate Recycling Proceeds

In some areas you may earn money for recycled materials. Decide what you will do with any money you receive. Keep track of monies donated and what organization(s) received donations. In many areas, the value of recycling collections is from the savings in landfill space and tipping fee expense.

Costs

If there is a cost associated with transportation or disposal, you should determine who would pay the costs.

Donating Recycling Proceeds

Some suggested places to donate recycling proceeds include:

- homeless shelters
- hospitals
- schools
- local recycling groups
- senior citizen centers
- charitable organizations
- funding a project
- purchase library books

Clothing Drive Logistics

A reusable clothing drive provides your organization with the opportunity to offer individuals and volunteer groups, who may not volunteer to pick up litter, with an additional option for participation in the Great American Cleanup™ and, at the same time, reach different areas of your community. Schools, businesses, and civic organizations are key groups to consider for involvement in this activity.

Research Your Possibilities

Identify the need for collected clothing. Contact local charity/charities and share your plans. Follow-up by sending a letter explaining the Great American Cleanup™ objectives and time frame. In many cases, the organization will already have a clothing collection structure in place and may suggest how to best implement the effort. The organization may donate signage, collection canisters and workers.

Be Aware of Collection Requirements

Most charities will accept all types of clothing -regardless of size, color, style, etc. However, professional agencies like the Salvation Army and Goodwill Industries require the clothing to be clean and undamaged. Inform volunteers about these key requirements during the planning process.

Enlist Volunteers

Organizing a clothing drive lets you use your existing volunteer base as well as finding additional groups that may not have previously participated in volunteer efforts. Send letters, make presentations and promote the program to the media to help get the word out. It is important to the success of your program to contact existing and potential volunteer groups and register them in advance of your event date. Devise an organized method to distribute collection information and you may want to provide a supply of clear bags.

Track Results

Volunteer groups will be responsible for keeping track of the total number of bags of clothing collected to include on the final Great American Cleanup™ report.

Suggestions for
Recipient of
Clothing Drive

Some suggested places to give clothing include:

- Goodwill Industries
- Salvation Army
- Saint Vincent de Paul
- Volunteers of America
- Local homeless/assistance shelter

Beautification Improvement Logistics

Beautification improvement projects may include painting a community building, playground equipment or fence or constructing a gazebo or playground.

Research Locations

Meet with the local government (parks, planning and/or management department(s), downtown organization, schools, and neighborhood associations to determine needs and locations. Investigate proposed site(s).

Create a Plan

Meet with officials authorized to grant permission for project. Be sure to obtain any required permits and liability releases. If your project is to build something, you will need detail plans or drawings. These are like blue prints and should show all dimensions, paint schemes, floor plans, layouts, or other detail that can be drawn. Photographs may also be of value here for some projects as you may be able to draw directly on the photograph. If you are painting, determine the color scheme appropriate for the project. Consider if the project will need prep work such as scraping or washing before painting. Contact your local hardware or paint store(s), home builders and contractors. With the plan in place ask business owners to support the project. Ask them to donate supplies. Be sure to publicize the support you receive from local businesses.

Contact local utility companies to mark all water, electric, gas, cable and/or fiber optic underground lines. Prepare for day by determining if work may be done by volunteers with shovels and hand tools or if you will need motorized equipment such as tillers, backhoes for large trees or other similar equipment.

Enlist Volunteers

Organizing a beautification improvement project may offer an opportunity to expand volunteers to professionals in the construction and building fields. Limit the number of volunteers as you don't want confusion around equipment or paint supplies.

Beautification Planting Logistics

Plan and implement beautification projects such as the planting of flowers and tree seedlings.

Research Locations

Meet with the local government (parks, planning and/or management department(s), downtown organization, schools, and neighborhood associations to determine areas of need. Investigate proposed site(s). Is it in full sun, part sun, or shade? Does the soil drain well? Is there water infrastructure nearby so you can water the newly planted tree(s), shrubs(s), plants and/or bulbs?

Create a Plan

Create a list of plants appropriate for your hardiness zone and the growing conditions you've determined exist for your site. Contact your local nursery, Master Gardeners or Extension office, landscape architect. With the plan in place ask business owners to support the project. Ask them to donate supplies (flowers, bulbs, paint and brushes, etc.) and to provide window space for flyers announcing your program. Be sure to publicize the support you receive from local businesses.

Contact local utility companies to mark all water, electric, gas, cable and/or fiber optic underground lines. Prepare for planting day by determining if work may be done by volunteers with shovels and hand tools or if you will need motorized equipment such as tillers, backhoes for large trees or other similar equipment. You may want to have gloves, hand tools and a hose available).

Enlist Volunteers

Organizing a beautification project may offer an opportunity to expand volunteers to members of Garden Clubs, Master Gardeners, nursery employees and gardening enthusiasts. Limit the number of volunteers as you don't want plants damaged by having too many people walking around the site.

Maintenance

After planting, check on your plantings regularly and water if necessary. Newly planted trees should be watered weekly if nature doesn't provide.

Graffiti Removal (“Paint-Outs”)

Logistics

The removal of graffiti by painting over defaced public buildings and areas by volunteers will help restore target areas of public lands and neighborhoods to their original aesthetic quality.

Identify Cleanup Areas

- Identify locations that require graffiti abatement and determine the removal method. Paint and solvent, or other cleaning solution, may be necessary to remove graffiti (including markers) from surfaces such as utility boxes, signs, etc.
- Estimate the amount of manpower and the materials necessary to remove or paint over graffiti.
- Take a picture of the graffiti before it is removed. Photographs will assist law enforcement in their investigation. Do not use a community cleanup to remove gang graffiti.
- Obtain written authorization from property owners prior to the cleanup. Contact information for owners of vacated properties can often be obtained through a local real estate agent or public records. Graffiti cleanup on public property is typically the responsibility of the city.

Avoid the Patchwork Effect

Removing graffiti by painting new random square blocks provides graffiti writers with a new, bright canvas. Improper paint selection may also lead to bleed-through of graffiti due to poor durability. When painting over graffiti, color match the paint to the original surface color. If this cannot be done, repaint the entire surface. If limited by time and/or paint, paint the entire surface from ground level up to a certain height (making sure that the line of paint is clean and straight).

Prepare the Surface

Painting over a surface that is not properly prepared may lead to peeling and cracking of paint. Ensure appropriate surface preparation before painting over any graffiti:

- Clean the surface of any dust, dirt, grease or oils.
- Apply paint only to a dry surface.
- Make sure the surface is dull. To achieve this, sanding may be necessary.
- Ensure the surface is sound before painting over it. Check for cracks, rust, water damage, or other signs that indicate the surface is in poor condition.

Select the Right Paint

Poor paint selection and repeated paint-outs have the potential to cause surface damage, allowing for structural deterioration. When painting over surfaces like wood, concrete, block wall, and brick choose "breathable" paint, such as an acrylic latex (i.e. paint manufactured so that moisture can pass through the product and escape from inside the surface).

Multiple coats of paint on the same area can also prevent surface pores from breathing, causing structural and maintenance problems. Painting over a surface that already has several coats of paint may require using a pressure washer or scraping and sanding to properly prepare it for a new coat of paint. Consider applying a protective coating after 2-3 paint-outs to prevent the need for repainting.

To select the most appropriate paint for a particular surface, and to learn how to best prepare a surface, visit with a professional at your local paint store.

Ensure Proper Cleanup

Remember to use a drop cloth when painting to avoid dripping large amounts of paint on the sidewalk and other areas around the site. Also, promptly clean or properly dispose of equipment such as cleaning brushes, rollers, and buckets.

It is often illegal and always environmentally irresponsible to allow dirty water into the sewer systems or into the soil. Disposal method(s) will likely vary depending on the amount and type of material requiring disposal (water, water and other materials, paint, etc.). Check with local environmental or solid waste services about disposal options, and be sure to read the product label recommendations for disposal.

For more removal information and personal safety guidelines, visit Graffiti Hurts at www.graffitihurts.org.

Documenting: Facts, Figures & Photos

Tracking

Before your Great American Cleanup™ begins, it is important to set up a system for tracking your activities, (e.g. the amount of litter collected, the number of seedlings and bulbs planted, etc.) Your results are incorporated in the National results. Great American Cleanup™ accomplishments are shared with the media, both locally and nationally, as well as with our National Sponsors as we continue to build and develop the program.

We encourage keeping a running total of the key elements of your program on a Participation Report Form provided with your Program kit. Keep a record of total bags of litter collected, recyclables and/or clothing collected, number of bulbs planted, graffiti sites abated, etc. so that you can announce the totals to the media at the end of your program. Accurate statistics play a key role in the Great American Cleanup™. From the onset of any program, it is important to do the following:

- Establish a set of baseline results
- Then, compare the program as a whole each year with the previous year
- Use the information to make recommendations for the next year's program

Photography

Be sure to keep in mind that photographs should be sharp and clear and should capture the event. Minimum resolution should be 1024 x 768 or shoot at the max resolution you can, and jpg is preferred. Location shots, action shots and live footage submitted to the KAB library will possibly be used in brochures and other publishable documents or b-roll footage in the years to come. The following are some ideas for pictures that will be useful to you and KAB.

- Action pictures as opposed to pictures of posed people (like award/certificate presentations)
- Pictures of young/college-age adults
- Include landscape if it gives a sense of “place” but with the people
- Play with camera angles; try shooting from near the ground, for example.
- Avoid “clutter” like power lines, unnecessary vehicles
- Try to include the entire sponsor banner, where available (GAC, for example).
- Photos posed with dignitaries and make sure you have names and titles

Media Coverage

Please try to gather and report the following in as much detail as possible:

- Media Placement Summary: list of the media that supported your program by donating ad space/time, live remotes or television appearances by radio or television personalities
- Media Coverage Summary: list any media coverage (print, television and radio) generated locally on the Great American Cleanup™, as well as copies of any print clips and dubs of any outstanding broadcast clips
- PSA Summary: list radio and television stations that aired PSAs promoting your program, including the number of times aired and approximate dollar value

Wrap-Up Report

It is required that you fill out the Wrap-Up Report Form and return it to Keep America Beautiful headquarters by the deadline. This information helps us tally the results of the Great American Cleanup™ program on a local, state and national level in order to publish it nationwide, and continually build the credibility and visibility nationwide among the public and all our constituencies.

To complete a proper analysis of your Great American Cleanup™, Keep America Beautiful will look to local and state program coordinators to provide key program information.

IMPORTANT: Please review the Wrap-Up Report Form supplied to you in January in your Program Kit prior to executing your program. The report will be on-line so you may complete at the end of your program.

Be Sure to Say “Thank You” & Spread Your “Good News

Keep the momentum of your program going by sending “Thank You” letters/Certificates of Appreciation to volunteers, corporate supporters and VIPs...and spreading the “good news” about your successful program as follows:

- Use program results to show everyone how they contributed to the success of the Great American Cleanup™
- After thanking everyone and tallying up the totals for your entire Great American Cleanup™ period, arrange for a post-event story in your local paper
- Announce the results, including amounts of litter and recyclables collected, the number of bulbs planted, the number of structures painted, the number of graffiti sites abated, etc., as well as the number of volunteers involved.
- Be sure to credit the program’s National Sponsors and local sponsors/supporters, and include prominent business/corporate supporters and elected officials who participated
- Be sure to stress that your city is part of Keep America Beautiful’s national campaign to cleanup, beautify and improve communities all across America -- the Great American Cleanup™

Appendix 1: Sponsors/Supporters

These are some examples of the types of businesses and donations or in-kind contributions to affiliates.

Waste Haulers/Recyclers

- hauling services
- labor
- logistical advice
- collection receptacles

Restaurants

- complementary dinner gift card
- placement of advertisement
- food for events

Grocery/Supermarkets

- employees wearing affiliate logo
- poster display
- volunteer recruitment and event announcement in advertisement
- food for events

Banks/Insurance Companies

- savings bonds
- underwriting of printing/silk-screening costs
- announcement in monthly statement stuffers

Local Businesses

- sponsorship of T-shirt or event items
- printing services
- merchandise
- coupons

Garden Centers or Florists

- donated trees, flowers, rakes, brooms, gloves, etc.
- employees wearing affiliate logo
- poster display

Utility Companies and Large Manufacturers

- employee volunteers
- administrative support
- “Challenge” other companies to match volunteers

Real Estate Companies

- volunteer recruitment and event announcement in advertisement
- phone bank to solicit volunteers
- display space in offices and/or properties

Appendix 2: Proclamations

Proclamations can give your program credibility by adding recognition by a governmental agency. While proclamations are quite common in many communities, securing them does take some planning. A proclamation may be presented during a meeting of a governmental entity or during your event/activity. The following will guide you in the process of receiving a proclamation.

1. **Governmental Entity.** For local participants, the governmental entity will be the city or county. You may also wish to consider your school district. For state participants, the governor, state legislator, or state environmental agency director may be the level to seek support. At the national level, a U.S. Representative and/or Senator may be willing to assist. You may need to contact the office of a specific elected official or it may be necessary to contact the clerk/secretary in charge of the agenda. Be realistic and work at the level that is most attainable. Ask for assistance from a person knowledgeable about the process such as a local government employee or former elected official.
2. **Allow Plenty of Lead Time.** Elected officials have busy schedules and the lead time to add an item to an agenda may be weeks in advance of the actual event date. Give plenty of time for your request to be considered, and allow yourself plenty of time to move on to someone else if your request is rejected. Proclamations usually have to be vetted by staff.
3. **Call First.** A phone call to the appropriate representative or office is an appropriate place to start. This alerts the official that your request is coming in writing. And it gives the representative an opportunity to check scheduling and let you know the likelihood of success. Ask about the time frame.
4. **Request Proclamation in Writing.** Follow up your verbal request with a written request. This provides you with an opportunity to share additional details regarding the event and to provide a sample proclamation for their review.
5. **Follow Up.** Give your request about 10 days and then call to check on the status. If no answer has been given, ask when you should call back. It is important to be persistent without becoming bothersome.
6. **Get a Hard Copy.** Be sure to get a copy of the proclamation for use in news stories and promotions.
7. **Seek Press Coverage.** If the proclamation is presented at a public meeting, be sure to invite members of your Team and the press (they may already attend but give them notice of the proclamation presentation). If the elected official will attend your event, be sure to include the proclamation and name of elected official in the press release. If the proclamation will be presented independent of your event, ask the elected official making the proclamation if he or she would be willing to read the proclamation at a press conference on a convenient date.

Appendix 3: Staging Your Event

This culmination of a litter cleanup event concludes your campaign. Remember to:

- Showcase the community's collection results
- Encourage volunteers to bring their collected materials (litter, recyclables, used clothing) to the event site to be weighed and have the official collection weights announced; award prizes for outstanding efforts
- Use the collected materials to provide an impressive visual for the media
- Consider providing food and entertainment to thank volunteers for their efforts (this is not mandatory)
- Schedule your culmination event following a morning cleanup, so media will have access to visuals of litter cleanup efforts

Major litter prevention/beautification/community improvement efforts

Major litter cleanup/beautification/community improvement efforts may fit the needs of your community better than a kickoff or culmination event.

- If a major litter cleanup effort is your Target Day Event, choose a centrally located litter cleanup site that is easily accessible to volunteers and media
- Your Target Day Event may be a major litter cleanup of a local eyesore that will be followed by beautification/community improvement activities, such as adding a fresh coat of paint to buildings or planting flowers and trees along a major thoroughfare
- Involve your local mayor in the cleanup
- Take “BEFORE, DURING AND AFTER” pictures of the beautification site to dramatize the effects of your Great American Cleanup™ efforts and
- Contact the local media and suggest they provide before and after coverage
- Be sure to have many volunteers on hand actively involved in your Great American Cleanup™ activities -- this will be your best visual!

A Checklist to Pulling Off an Attention Grabbing Special Event:

- Before you do anything, pick a date(s) that doesn't conflict with anything already set on the local and regional calendar that will prevent opinion leaders, presenters and potential news media attendees from attending
- Consider your media and determine when the best time is to schedule the conference or event
 - Although this will vary by city, in general it is usually best to hold a conference on days early in the week (Tuesday or Wednesday), the slowest news days
 - Do you want coverage on morning, noon, evening or night telecasts?
 - For a weekend event, mid-morning may be better due to staffing
- Consider a way to use civic, municipal and local personalities, along with sponsors, in some way. Include the all important "media hook"...something visual that will inspire the media to want to turn out
- Hold your event in a meeting room or in a field, and not in someone's office
 - Hotel meeting rooms or site locations where the activities take place are appropriate
 - Chairs should be provided for all reporters, and there should be enough space for television crews to set up cameras (if the event is formally structured)
- Send out a Media Alert by mail, fax or e-mail one to two days in advance and follow up by phone the day before (and if possible the day of)
- REMEMBER:** The Media Alert must include: the subject, date, time and place, as well as whom the speaker(s) will be and the public relations contact(s), including name(s) and phone number(s)
 - Broadcast assignment editors and newspaper city editors will rarely take your conference or event seriously until the day before – at the earliest
 - Specialty editors and broadcast producers tend to need and appreciate more advance notice
- Follow up the Media Alert with phone calls to the media and be ready to pitch
- Include significant Great American Cleanup™ visuals and signage that will convey your messages throughout the event, especially for television, as they are key to attracting coverage and making the story newsworthy (in other words, to ensure coverage makes it to air or print)
 - These should be spread around the room or field
 - However, it is crucial to position signage by your speaker(s) and at levels that will automatically be visible when television cameras are placed in "stationary positions"
- Provide the event speaker(s) with either a table or a podium (to allow microphones and tape recorders to be placed nearby) in order for them to address the media

- ☑ Open a news conference by introducing yourself and explaining the agenda
- ☑ Make sure that the speakers prepare and rehearse their remarks beforehand
- ☑ Ask that at least 1 appropriate spokesperson be available for the entire event time frame
- ☑ Keep in mind every comment made at a news conference/ special event is considered “on the record” by reporters
- ☑ Have press kits that contain detailed information on your event and the organization on hand for the media
 - Make sure contact names and phone numbers are included on all materials
 - However, do not give out materials in advance unless absolutely necessary
- ☑ Remember, coverage of a news conference or event by a reporter or camera crew does not guarantee it will make the news--unless of course, coverage is live
- ☑ Distribute a short news release conveying what took place at the conference or event results to those media outlets that could not cover it

Appendix 4: Media Announcements

Press Release - Community Program Announcement

What: A news release announcing that your community will be part of the Great American Cleanup™ program, and the components your organization will implement

When: This should be sent out to the media approximately two months prior to the beginning of your program

Press Release - Calendar Listing

What: A brief, one page release relating the details of your upcoming event directed to calendar listing editors.

When: For magazines, it should be sent out as early as possible. For all other media, send it out in January.

Media Alert

What: This is a recap of the specifics of your Target Day Event -- date, time, place. The media alert can also list the VIPs who will be attending, as well as any other activities that may be scheduled.

When: It's sent to the media approximately two-three days prior to your Target Day Event, and initiate follow up calls to media leading up to the day of the event.

General: 15 and: 30 Public Service Announcements (PSAs)

What: Customized PSAs should be distributed to the top radio and television stations in your community.

When: These should be sent out to appropriate media outlets approximately two months prior to your Target Day Event.

Photo opportunities

What: Special events designed to heighten community awareness for your Target Day Event, as well as your overall Great American Cleanup™ program

When: Photo opportunities may be scheduled at any point during your Great American Cleanup™ program, and can be part of a kick-off, culmination or major cleanup effort event

Appendix 5: Catching Media Attention

Combine any one of the “tools and tactics” with a dash of imagination, and you will have yourself a great media opportunity!

- **Hear Ye, Hear Ye, The Great American Cleanup™ is Coming!**
Let the community know that the Great American Cleanup™ program is coming. The announcement can be read from your office, city hall, or any public forum. Invite the mayor and other local city officials to participate -- this will help to attract the media's attention!
- **Ready to Bag a Big One!**
Give the media the opportunity to see participating volunteer groups receive their trash bags. For example, arrange a breakfast for the Boy Scouts and distribute the bags afterwards. Inviting the media to attend creates an opportunity to explain the program to the media, which could result in a pre-event story on your program.
- **It's a Sign of the Times!**
Having Great American Cleanup™ signage at your event sites will easily identify your event. Pile your collected litter, recycled clothing, brush cleared to make a community garden, etc. under the banner or next to it. If a television crew shows up at the event, use the banner as a backdrop during an interview, as it will add identity to your program and excitement to your interview.
- **Look Who's Jumpin' on the Bandwagon!**
Local sports celebrities, radio and television personalities, and city officials doing even the most routine tasks make excellent photo opportunities for the media, and will help keep the Great American Cleanup™ program in the forefront of the minds of the media and public during the planning months! ... Just ask!

Appendix 6: Pitching to a Reporter

An example of how to call a reporter to make your pitch

- **You can say...** *“Hi, I’m John Jones from Keep Riverside Beautiful. Hopefully by now you have seen our media alert inviting you to cover our Great American Cleanup event next week. You might have noticed we are expecting more than 40 people this year and they plan to clean up the entire downtown area – all litter will be carted away by horse drawn buggies provided by sponsor XX and trees are going to be provided by the local nursery. We’re hoping you can join us.”*

(wait for the reply) if they say “yes”...

- **You can say...** *“Great...I’ll plan to see you there. Do you need any background information prior to the event? No? OK, I’ll be sure to give you a press kit on Saturday. Again, my name is John Jones and the event starts at XX.”*

If their reply is “no”...

- **You can say,** *“Oh, I’m sorry to hear that. Would you be willing to run our press release and photos after the event detailing our progress? We expect a great turn out and a story could help us attract even more volunteers next year.”*

Appendix 7: Interview Tips

As the coordinator of your local Great American Cleanup™ effort, you are the official program spokesperson for television, radio and newspaper interviews, as well as at the Target Day Event. If you are unable to act as a spokesperson, it's important to arrange for a qualified replacement that knows about all the aspects of your program. Every interview is an opportunity to get the message out about your Great American Cleanup™ event:

- Remember you're speaking to a wide audience, so include all local information and let listeners know how they can get involved
- Doing interviews also provides an opportunity for you to talk about other projects your organization is working on in addition to the **Great American Cleanup™** program
- Decide on the two or three points that you want to get across during the interview, such as program date, how to volunteer, and how the program benefits your community; stress these points as soon as possible

Focus on your key messages about the Great American Cleanup™:

- Who, what, where, when and why
- The relationship between your organization and KAB, and also between the Great American Cleanup™ and KAB
- What makes your event unique
- Number of volunteers expected
- Names of the sponsors
- Local VIP s and personalities expected to attend

Some things to remember:

- It is important to remember that you are “on the record” from the onset of the conversation until you part company
- Don't do an unexpected phone interview with a reporter even if you want to
- Take the reporter's name, outlet and phone number
- Ask the reporter what he or she would like to discuss and find out the reporter's deadline
- Make direct eye contact with the interviewer
- Dress conservatively, which adds to your image

DO:

- Decide ahead of time the most important things you want to say and how to say them in the clearest way -- ***Know what you want to convey and the interview will be more effective***
- Know all of the relevant information by heart: date, event name, time, place, phone numbers, sponsor names, local VIPs involved
- Relax and show enthusiasm... You've got a Great American Cleanup™ story to tell!
- Be sure to bring along your 'bag of props' including a banner, video, photos, press materials (that will help lengthen the story, set a focus, add visual impact to the story or ensure the facts about your **Great American Cleanup™** event are accurately reported)
- Stick to your message --turn the question around to talk about what you want to discuss
- Practice responses to potential questions beforehand
- Refer to your event by its complete name

DON'T:

- DON'T over-rely on notes that you may have in front of you; avoid reading straight from the page
- DON'T answer a question with just a "yes" or "no"; take the opportunity to make one of your key points
- DON'T bluff or answer a question to which you do not know the answer; if possible, find out the answer following the interview and get back to the reporter with the information
- DON'T fidget or swivel in a movable chair on television!

Remember to follow up

- Know the reporter's deadline and help him or her meet it by providing any information that you promise to provide in a timely manner (as soon as you can after the interview)
- Request a copy (or tear sheet) of the complete interview when it is published

Appendix 8: PSA Campaign

Steps for Creating a Successful Public Service (PSA) Campaign

1. Contact your local television and radio stations to find out who is the Public Service Director/Public Affairs Director
 - If there is no one with either title, find out who handles PSA submissions; in some cases it may be a producer
 - At larger stations, more than one person may be in charge of PSAs. Choose one person and continue to follow through with that same contact.
2. Give the public service person a call before you send your PSA. Find out from each station when they run PSAs -- do they air throughout the day or when regular programming is off? This information will help you calculate the overall value of your campaign.
 - Television Stations: Find out the specific video format needs of each station before sending your PSA...this increases the chance of your PSA making it on the air! Your options are one-inch (highest quality), Beta Cam, 3/4 inch, and /or 1/2 inch (lowest quality) video tapes
 - Radio Stations: A variety of audio formats exist for submitting radio PSAs, which are typically 15- or 30- second spots. Some stations may prefer (and even may request) the PSA in a higher quality format. A written *PSA**, transcript should always accompany the audio *PSA*, (no matter what your budget constraints are)
3. What to send to your PSA contact people?
 - A letter outlining the objectives of your PSA campaign
 - One copy of the PSA in the requested format; and an
 - (OPTIONAL) Self-addressed, stamped postcard (*Reply Card for PSAs**)
 - When you send the *Reply Card for PSAs** to each station, remember to include its call letters on the card
 - *These cards are a great time-saver, and they provide essential information for documenting PSA usage*
 - *This data which will be important for reporting to sponsors and gaining new ones for next year's program*

4. Wait for a response to your *Reply Card for PSAs*

- Allow approximately 10 business days for your PSA contact to return your *Reply Card for PSAs*
- If you do not receive your card back, give the station a call to confirm that the PSA was received and is running

5. Calculate the impact of your PSA

- Call the advertising department of each station
- Get the advertising rates for a 15- and a 30- second spot-- running at various times during the day, and the number of viewers or listeners
- By determining these values, you will get:
- An approximate number of listeners you reached through the PSA
- The ad-value equivalent if you had purchased these spots for those times per day (for example, 6 airings per day at a rate of \$60 per 30-second spot is equal to a \$360 value for your PSA airing on that day)

6. Remember to say “Thank You”

- When the program ends, call or write to the station to thank them for all of their help
- Be sure to share with them the program’s success, highlighting some basic results (for example, number of volunteers, pounds of litter collected, numbers of structures painted, number of trees planted etc.)

Appendix 9: Advertisement Guidelines

Taking out an ad in the daily newspaper is a key way to generate awareness for the Great American Cleanup™ program, and it can enhance ongoing media publicity generated throughout your program's time frame. You may decide to create a copy for an ad or series of ads that feature the Target Day Event or another important element of your program.

Below are basic guidelines to keep in mind when you approach the newspaper regarding the purchase of display advertising (Please note that many newspapers will donate ad space. It can't hurt to ask!)

- Know beforehand that date that you are targeting for running the ad, and also the size of the ad that you want to buy (for example, ¼ page, ½ page, etc.)
 - Readership is determined by the day of the week
 - Sunday or weekend editions of papers have the highest circulation
 - However, the day you choose will depend on other factors as well; and...
 - Sections will differ depending on the particular day of the week
- Start by calling the newspaper and asking to speak with a sales representative in the advertising/sales department
- The sales representative will work with you to determine the most appropriate section for your particular ad (for example, metro /city, community, business, lifestyle, etc.)
- Let the representative know that you are calling on behalf of a non-profit organization, and try to negotiate based upon public-service status and the fact that you are organizing a large-scale, community based effort
 - Ask if there is an additional discount based on ad frequency – in most cases, this will not apply because the charity rate is usually the lowest rate that the newspaper will give
- Determine the paper's deadline for space reservations --this means to secure the ad space in the section in which you want to advertise
- Determine the paper's deadline for the submission of actual ad copy
- Determine the paper's production requirements (for example, what is the accepted format for the submission of materials)
- If the advertising person you are speaking with is not cooperative during the negotiation process, you may mention a working relationship that you have with someone else at the paper

Keep America Beautiful, Inc. is a nonprofit organization whose network of local, statewide and international affiliate programs educates individuals about litter prevention, beautification and community improvement and waste reduction. Through partnerships and strategic alliances with citizens, businesses and government, Keep America Beautiful's affiliate programs motivate millions of volunteers annually to clean up, beautify and improve their neighborhoods, thereby creating healthier, safer and more livable community environments.

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