



What is *The Great American Cleanup*?

Sponsored by **Keep America Beautiful**, it is the nation's largest community improvement program, built on a foundation of individual responsibility and civic pride.

In **2010**, the program will mobilize over 2 million volunteers in 14,000+ communities coast to coast, in over 30,000 "hands on" cleanup, beautification and community improvement projects.

During the 2009 *Great American Cleanup*, **almost 9,500** volunteers participated across the Tri-State. This year, we anticipate **over 10,000 volunteers** to be involved in the event!

The *Great American Cleanup* spans the months of March-April, but we concentrate most of our efforts on community cleanups that take place on Saturday, **April 24th**.

Why should people participate in *The Great American Cleanup*?

The Great American Cleanup is not only a cleanup, it's about community building. Neighbors work side by side to improve the quality of life in their community. By ridding their neighborhoods of litter, illegal dumping, and graffiti they are creating a clean and safe neighborhood in which to live, work, and play. Many communities add beautification projects to their cleanup to enhance their neighborhoods.

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Tips for Organizing Your Event:

Use a neighborhood map to survey your community a month before the cleanup. You can designate “hot spots” that might need more attention and you will have time to organize extra volunteers if needed. Also use the neighborhood map to divide your community into cleanup “zones” before the cleanup. Then you can designate a cleanup team leader for each zone. Challenge each team leader to personally recruit at least 10 volunteers for their zone. This way every street in your neighborhood will be covered during the cleanup. Use separate forms for volunteer groups and for neighborhood cleanup sites. That way you can match up volunteers that are willing to go anywhere with larger sites that need extra help.

Encourage neighborhood team leaders to think beyond a litter pickup. This is also a great day to mulch public gardens, paint over graffiti, clean up playgrounds, to touch up community murals, or to do other community beautification work.

Consider partnering with other organizations, churches, or schools in your neighborhood. Each group can pull in their core volunteers, and it is a great way to get many people involved. A planning committee made up of representatives from each group can meet bi-weekly during the months before the cleanup to make sure that everyone is on the same page.

Ask your local businesses for donations (and volunteers). Many local businesses are more than willing to make a donation for a local effort that will also help their business prosper. Leverage what you have to get more! Ask for donations of food and drinks, door prizes, and goodies for your volunteers at the end of the day. Provide any donors with a flier for their tax receipt. Also, don't forget to write nice “thank you” letters after the event.

Be sure to document your projects! Take lots of before and after photos to use for fundraising and recruitment efforts. Consider assigning someone the job of photographer for the day.

Recruit Volunteers:

Volunteers are key to making the Great American Cleanup a success in your community and throughout the Greater Cincinnati area. Below are some groups to consider contacting to solicit participation in this and future volunteer efforts.

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| - Big Brothers/Big Sisters | - Environmental Groups | - Neighborhood Associations |
| - Blockwatch Groups | - Families | - Parks and Recreation |
| - Boy Scouts/Girl Scouts | - Hospitals/Medical Clinics | - Religious groups |
| - Business Associations | - Junior Leagues | - Rotary Clubs |
| - Chamber of Commerce | - Kiwanis Clubs | - Schools/School Clubs |
| - Civic League | - Lions Clubs | - Senior Citizens |
| - Community Council | - Local Sports Teams | - Youth Groups |

Celebrate!

Consider ending the day with a picnic or pizza party for everyone who participated.

Volunteers love giveaways such as a t-shirt, keychain, mug, or other fun things. This also reminds folks about the event next year and builds a sense of expectation for future events. Kids especially love giveaways.

Thank all volunteers verbally and send a handwritten note to those that shined! Also be sure to send a handwritten note to all donors of prizes and food! Consider using the newspaper to thank your donors and volunteers for their help.

Promotional Posters:

Posters will be distributed at the Town Hall Meeting. You may email Liz McEwan for a digital copy.

Registration:

In an effort to streamline our procedures and to create a more ecologically sustainable event, Keep Cincinnati Beautiful will be taking all of our registration and results info electronically. **We ask that register your event and report your results on our website (Keepcincinnatibeautiful.org).** We understand that the transition is not easy for everyone, so we would like to make this as easy as possible. If other arrangements need to be made you must contact Liz McEwan by the registration deadline to make them.

Trash and Tire Pick-up:

For City of Cincinnati neighborhoods, Keep Cincinnati Beautiful will provide site-specific trash pickup for this year's Great American Cleanup. We will work with the City of Cincinnati's Department of Public Services to establish **three** designated pickup locations per community. You will be asked to notate these preferred locations when you complete your online registration form.

If you plan on separating **recyclables** from your trash during the Great American Cleanup, you must make arrangements for recycling pickup. This may be as simple as using a local recycling dumpster or leaving the recycling bags at a normal weekly recycling pickup location. If you anticipate large amounts of recycling and need help arranging for a pickup, let us know when you complete your online registration form.

Communities outside of the City of Cincinnati are required to make their own trash pickup arrangements. Please leave this segment of the online registration form blank.

As always, we are happy to provide free pick-up for illegally dumped tires found during the Great American Cleanup, but because this program is **not free to us** and because we have spent thousands of dollars in the past on "dry runs," we are changing our procedures for tire pick-up. If you anticipate finding tires during your event, please notate it when asked on your registration form. Brooke Romaniw will then be in touch with you regarding the pick-up. **Please note: We will not arrange the pick-up of fewer than 8 tires or any tires called in to our office after 2pm on Saturday, April 24th. If you do not arrange tire pick-up previous to the GAC event, you must phone our office (352-4380) ASAP the day of the event to arrange pick-up.**

Supply Day:

Supply Day is scheduled for **Thursday, April 15th from 6-8pm.** You are invited to come to City Hall and drive through the courtyard to pick up your supplies. We try to create as efficient a supply pickup as possible so we ask that you come no earlier than 6pm, stay in your car as you process through the assembly line, and make special arrangements **prior to the 15th** if you will not be able to make the date. Only registered communities will receive supplies on Supply Day.

Flower Give-aways:

Often times, our friends at **Benken's Florist & Greenhouse** make donations to our GAC communities as the event draws near. This donation is contingent upon their spring sales and remaining inventory come April. **We can never guarantee these donations** and we ask that you do not contact Benken's yourself to ask about them. If we receive word that flowers are available for pick-up, we will send an email to all **registered** GAC communities and invite you to pick up the flowers at a designated time and place. Please help us maintain this great relationship with Benken's by respecting the proper procedures for receiving these donations and by supporting their business.

Safety information/Liability Release form:

As always, **all volunteers** must read the safety information sheet and sign the Liability Release form. This form will be available to download from our website (keepcincinnatibeautiful.org) up until the day of the event. You may request an emailed version from Liz McEwan at liz.mcwan@cincinnati-oh.gov at any time up until the event. If you do not intend to keep your completed Liability Release forms on file, we ask that you send them to us so we can keep them.

Reporting Results:

As always, you must report your event results back to us in order to participate in the next year's event. The results reporting form will be available online the day of the event and for the week following. **We ask that if you cannot fill in the electronic form by 2pm the day of the event, you call in your results to our office (352-4380) by 2pm and then fill in the online form by the following weekend (Friday, April 30, 2010).** If other arrangements need to be made you must contact Liz McEwan by the registration deadline to make them.