

GREAT SIERRA RIVER CLEANUP COORDINATOR GUIDE

SATURDAY,
SEPT. 20, 2014



American Cosumnes Feather Kaweah Kern
Kings Merced Mokelumne Owens Sacramento
San Joaquin Stanislaus Truckee Tuolumne Yuba



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I. Introduction

The Great Sierra River Cleanup is sponsored by the Sierra Nevada Conservancy and is part of Coastal Cleanup Day organized by the California Coastal Commission and cooperating organizations throughout the state.

This guide is designed to help river Cleanup Coordinators organize activities. You'll find step-by-step information on running your Cleanup – from recruiting your Cleanup team to reporting your results and every step in between. This manual is adapted from the Coastal Cleanup's materials and has been used over the years by many groups. We have tried to make this manual as helpful and complete as possible, so whether you are new to the Cleanup program or have participated in a Cleanup before, you should be able to put this guide to use. We welcome any feedback you might have on the manual, its contents, and its usefulness to you during your planning process.

The rivers of the Sierra Nevada region provide more than 60% of the state's developed water needs on their way down to the Pacific Ocean. Unfortunately, our waterways have historically been a dumping ground for waste. The Sierra Nevada Conservancy, working with The Coastal Commission, is dedicated to providing your volunteers and groups with resources to work on these issues with your community. Together, we can help raise awareness about issues of watershed conservation, fighting litter, encouraging reduction of consumption and increased recycling, and promoting community pride.

The Great Sierra River Cleanup is a partner with the California Coastal Cleanup Day. For 29 years, California Coastal Cleanup Day has been the state's premier, and at times singular, effort to involve the public in the stewardship of our coast, ocean, and rivers. Through the growth of the Cleanup, we have helped raise awareness and convinced many across the state and around the world to join the fight. Thank you for joining us in this effort.

Welcome and good luck on the 6th annual Great Sierra River Cleanup!

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II. Overview of Roles

The Great Sierra River Cleanup (GSRC) is a huge production – thousands of people will be cleaning up scores of rivers and creeks during the event. It is being organized in conjunction with the California Coastal Cleanup Day, which is the largest volunteer event in the state. Events like this have a lot of moving parts, including your own. Below is an overview of all the different players, from the Cleanup volunteers all the way up to the organizations running the statewide and international Cleanups.

A. Cleanup Volunteers

Volunteers are drawn from your communities. They are your audience and your workforce. During the event, volunteers will clean up trash from designated areas, separate trash for recycling, record what they find on data forms, and have some fun taking care of our rivers. Most importantly, they should walk away from the Cleanup with a better understanding of the amount of trash littering our environment, what its impacts are, where it might come from, and how they can help combat this problem.



B. Site Captains

Site captains are high-level volunteers, working directly with their River Cleanup Coordinator and coordinating all logistics at their designated site, including:



- Greeting volunteers;
- Giving volunteers instructions on how and where to clean, safety precautions, how to use the data forms, how to recycle, and how to dispose of trash;
- Distributing bags and data cards;
- Collecting liability waiver forms;
- Weighing trash and recyclables;
- Calling the Cleanup Coordinator by the designated time on Cleanup Day with total pounds of trash and recyclables, number of volunteers, approximate number of miles cleaned up, and any unusual items; and
- Returning data cards, waiver forms, extra supplies, and Cleanup summary forms to Cleanup Coordinator.

C. Cleanup Coordinators

Cleanup Coordinators like you play a vital role in the Great Sierra River Cleanup (GSRC). Each coordinator becomes the contact person at a local level for volunteers and acts as the liaison with the GSRC for supplies and logistics. The Cleanup Coordinators also work closely with Cleanup site captains to organize the event in their area. Specifically, the Cleanup Coordinator:

- Recruits Cleanup captains for specific sites.
- Arranges for Cleanup sites: coordinates with property owners (e.g., state, county, or city rangers or park attendants) or other agencies that operate the sites that are to be cleaned.
- Establishes a central staging area and/or meeting places, if necessary.
- Coordinates with the GSRC.
- Supplies the GSRC with a list of sites and captains involved in their Cleanup.
- Orders supplies from the Sierra Nevada Conservancy (the GSRC sponsor).
- Organizes Cleanup logistics in cooperation with their Cleanup captains.
- Holds meetings with captains to clarify procedures.
- Arranges for trash hauling and recycling.
- Distributes Cleanup supplies and promotional items to Cleanup captains.
- Acts as a central contact point for volunteers from region – name and affiliated organization appears in the statewide brochures and the state web site as a local contact for all prospective volunteers.
- Assigns volunteer groups to specific Cleanup sites.
- Gets local press and event publicity by placing posters, distributing brochures and flyers, giving presentations, issuing news releases, and securing proclamations.
- Secures local sponsorship and/or donation of promotional items, water, or food for Cleanup volunteers (optional).
- Arranges collection of Cleanup data cards from Cleanup captains on or after your Cleanup Day.
- Arranges for recycling and trash disposal with local companies.
- Reports results of Cleanup to the GSRC coordinator by 1pm on the day of the Cleanup.
- Sends all data forms to the GSRC coordinator.

(Please see enclosed workplans in the Appendix for examples on how other coordinators have carried out these tasks.)



D. The Rest of the Cleanup Team...

The Sierra Nevada Conservancy:

- Sponsors the Great Sierra River Cleanup and works with the Coastal Commission to promote the event.
- Recruits and supports river Cleanups throughout the Sierra region.
- Seeks funding and in-kind support for Sierra Cleanups.
- Develops and provides Sierra-based materials.
- Provides Sierra-wide coordinator training.
- Publicizes the event to recruit volunteers.
- Maintains a Great Sierra River Cleanup webpage.
- Gathers results of the Cleanup and publishes a Sierra-wide report on the outcomes.



California Coastal Commission:

- Organizes statewide Coastal and Inland Cleanup.
- Recruits and supports County/Regional Coordinators.
- Seeks and manages major funding and in-kind support.
- Develops all collateral materials and Cleanup supplies for use on or leading up to CCD.
- Provides materials, supplies, and much other help to the GSRC.
- Publicizes event to recruit volunteers and promote the Cleanup's environmental message.
- Helps organize major publicity events related to Coastal Cleanup Day.
- Refers volunteers to coordinators or Cleanup captains.
- Maintains statewide Coastal Cleanup Day web site.
- Provides publicity and collateral materials to County Coordinators.
- Provides Cleanup supplies to all participants via the County Coordinators.
- Gathers results of the Cleanup, publishes annual Recap Report on outcomes, and handles all post-event reporting to agencies, sponsors, and the media.



The Ocean Conservancy

The Ocean Conservancy coordinates the International Coastal Cleanup (ICC), in which the Great Sierra River Cleanup and California Coastal Cleanup Day play a major role. The ICC now includes all 50 of the United States and over 90 countries. The Ocean Conservancy:

- Encourages data collections during the annual Cleanup to determine sources of marine debris and establish trends.
- Publishes results of marine debris statistics in the ICC Annual Report.
- Implements recommendations of the California Marine Debris Action Plan, including those to increase marine user groups' involvement in the issue of and education about marine debris.
- Provides data cards and other supplies for volunteers.
- Provides nationwide publicity for the ICC.
- Links each Cleanup to the others, providing international perspective for local events.



III. "How To" For Cleanup Coordinators

People have been cleaning up our rivers for years, all with different geography, circumstances, and challenges, and it goes without saying that there is no one “right” way to organize a River Cleanup. However, there are some basics that should be covered in order to make your job as Cleanup Coordinator a little easier. What follows is a step-by-step guide on organizing the Cleanup. There are many details left out, mainly on purpose. Each watershed will be faced with different circumstances, and these should be dealt with individually. This guide can get you started, but your fellow Cleanup coordinators, the Sierra Nevada Conservancy and the Coastal Cleanup statewide director are always available to help with any specific questions.

A. Recruiting and Getting Your Cleanup Team in Place

There are two distinct ways to get started on organizing a River Cleanup in your area. You can choose to either: 1) select the sites you want to clean first, and then recruit site captains for those specific areas; or 2) find your group of site captains first, and then select the areas to clean next. We recommend that you seek out site captains first. These captains are generally committed, local volunteers who will immediately become your best resource for finding and selecting those sites in your community that can most use some concerted effort. Finding your site captains first also keeps you from over-reaching – you will be forced to only choose enough sites to fit the number of captains you have, rather than scrambling to find potential captains at the last minute for sites that you have already advertised.

Each Cleanup site must have a Cleanup captain. (Cleanup Coordinators often captain an individual site, as well.) The captain is the person in charge at each site, greeting and directing volunteers, watching out for everyone’s safety, and keeping the event running. They can also help you manage much of the Cleanup preparation and logistics. The step-by-step Captains’ Cleanup Guide is included in this guide – please make a copy for each of your Captains. It can be helpful to go over this guide, especially with new volunteers, at your Site Captains Meeting. This is your guide, too – you can use the checklist to keep tabs on each Cleanup captain’s progress on the assigned tasks.

Regular meetings with your Cleanup captains are very helpful. At least one meeting of the entire group is essential in order to distribute Cleanup materials and supplies, introduce any new initiatives that you have undertaken for the year, and to help place the Cleanup in a broader perspective (i.e., their Cleanup is just one of several occurring within your region, which is one of 60 Cleanup regions across more than 50 counties in California, which in turn is only one of the hundreds of states or countries taking part in the International Coastal Cleanup, etc...). However, the more communication between you and your captains, the better. You do not want to overwhelm anyone, but involving your volunteers early and often can help them feel more connected to the program, can help you get done what needs to be done, and can help the event to run much more smoothly for everyone.



B. Arrange for Cleanup Sites

Choosing sites for the Cleanup can involve a variety of factors: how popular the site is within the community, how dirty the site is, how accessible the site is for volunteers, and more. If this is your first Cleanup, ask volunteers, board members, government agencies, and community

Possible Partners in Your Watershed

You most likely will have to work with at least one agency for your Cleanup. They could provide valuable information on possible sites. The agencies should also guide you in how to deal with hauling out the trash and recycling from the sites. Some of these agencies (and companies) you may work with are:

- Bureau of Land Management
- California State Parks
- US Forest Service
- Army Corps of Engineers
- Cal Trans
- Local/County Water Agency
- Area waste company
- National Guard (for waste removal)
- CA Conservation Corps
- City and County officials
- CA Fish & Wildlife
- Resource Conservation Districts

members about potential sites. If you already have Site Captains established, work with them to put together a list of potential locations in your watershed. You will want to do a site visit, preferably with your Site Captain, to scope out: area size, potential hazards, specific items to haul away (refrigerators, cars, etc) Then, contact the appropriate authorities at each Cleanup site to secure permission and make arrangements for the Cleanup. Every Cleanup site is under some organization's management, whether it's in private or public (agency) ownership. It's best to contact these managers well in advance of the Cleanup – usually this takes nothing more than a quick phone call or e-mail to let the agency or owner know on which day your Cleanup is taking place this year, but some sites have more complicated permitting requirements.

There are a variety of locations and types of Cleanups that you can arrange for the GRSC. Organizing neighborhood Cleanups near streams or storm drains that flow to the river or creek, for example, will help illustrate that many of the pollutants that harm the river originate elsewhere. Some cities or counties have storm drain stenciling programs (marking storm drains with the slogan “No

Dumping-Drains to Creek” or similar message). Similarly, you can organize underwater dive Cleanups, as well as boat, canoe, or kayak Cleanups.

Habitat restoration days or other similar environmental stewardship events can also be scheduled to coincide with your Cleanup. Ideally, the planned activity would involve removing trash from a water body, but any activity that lends itself to the concepts of clean water and healthy aquatic ecosystems is welcome to become part of the GSRC.

If parking is not normally free at your Cleanup sites, try to arrange for free parking permits on the day of the Cleanup for all participants. Most agencies are more than happy to accommodate such requests for special events. This can be a wonderful incentive to get people to turn out to the Cleanup.

C. Organize Cleanup Logistics

- 1. Figure out your GSRC materials order.** Be sure to read through the Material Order Form Instructions in the Forms Packet to figure out what you need from the SNC for your Cleanup - if this is your first Cleanup the instructions will provide guidelines for how much to order. If you've done a Cleanup before, a good rule of thumb for estimating supplies is to add 10 percent to the previous year's turnout to account for growth, and order the supplies needed for that new number. Your past site captains may have additional information about their specific needs. Once the numbers are compiled, turn in your material order form to SNC (see Forms Packet) by the deadline.
- 2. Arrange for trash and recycling pick-up.** You will need to contact your local trash hauler or landowning agency to make special arrangements for the day of the Cleanup, as there will be a lot more trash than they are accustomed to and they will have to be prepared to help. Some haulers make special pickup runs or drop off dumpsters at designated collection sites. If your volunteers are actually taking your trash and recycling to the dump, be sure they ask for a receipt. Your trash hauler will need a complete list of your Cleanup locations, so have that ready before you make the call. If you haven't worked with your local recycling center before and do not know how to contact them, call 800-Cleanup or visit www.earth911.org to find your local facility. Even if you have arranged for trash pickup with another agency, these centers may be a good avenue for recruiting volunteers to pick up the recycling bags or to sort the recyclables. Sanitation Departments, local Conservation Corps, and other local agencies can also help with recycling.
- 3. Hold meetings to clarify procedures, allocate supplies and exchange information on Cleanup techniques – both successes and failures.** Go over the Site Captains Guide with your team so everyone knows what's expected and can prepare. Survey your captains to determine which Cleanup sites can handle large numbers of last-minute volunteers, and then compile these sites into a list of "drop-in sites" as a way to easily direct volunteers to a Cleanup in the last days leading up to the event. In particular, please work out how your captains will get results to you from each Cleanup site so you can phone in your results by 1pm on GSRC day. Finally, end the meeting by distributing Cleanup supplies and collateral materials to your captains. *(A sample Site Captain meeting agenda is included in Appendix D.)*

Things to consider when choosing sites:

- Who owns the site?
- Will they give you permission to access it?
- Do you need a key or combination to a lock to get into the site?
- Is there safe access to the site?
- Is it a suitable site for children to clean up?
- How easy will it be to get the trash out?
- Who will take the trash and recycling to the landfill?
- What help do you need from agencies or other organizations?
- Do you need special equipment like 4-WD vehicles, helicopters?
- How many volunteers are needed for the size of the site?
- Is there graffiti? If you are dealing with graffiti removal, be sure to get the OK from landowners - find best, nontoxic, environmentally-safe remover. Bring buckets, gloves.

D. Publicity and Promotion

The SNC and the CCC are responsible for regional and statewide promotion of the Great Sierra River Cleanup and Coastal Cleanup Day, but as much as we may try, we can't have as great an impact as you can in promoting the event in your local community. We try to provide all of the tools you will need to help spread the word about the Great Sierra Cleanup and Coastal Cleanup Day. Along with all of your Cleanup supplies, we will provide posters, T-shirts, sample press releases, sample proclamations (available later in this guide), the website, and other promotional materials – all of these items can be extremely helpful in raising awareness about your Cleanup. There is a complete media guide included in this guide but in addition, here are some tips for how to publicize the Cleanup:

City and County Official Proclamations – Many local governments are willing to issue a proclamation honoring the Cleanup in official session. This provides an opportunity for “official” sanctioning of your efforts, as well as local press coverage. A sample letter to be presented at your local council meeting can be found in this guide. In addition to seeking a proclamation, encourage your local officials to actively participate on the day of the Cleanup. *(A sample proclamation can be found in Appendix F.)*

Media – The Sierra Nevada Conservancy and the Coastal Commission will send out public service announcements (PSAs) and press releases to media stations throughout the state and Sierra. However, local television and radio stations, as well as local newspapers, are much more likely to air a story or PSA about the Cleanup if the information comes from a member of their local community – YOU! Please use the sample materials you'll find in this manual to help you develop your own press release or PSA – and then fax or e-mail it to every media outlet in your area. (You can adapt these using your local information so that you can issue a concurrent release – as long as the release states that your event is “part of the Great Sierra River Cleanup and the statewide California Coastal Cleanup Day.” This will help avoid confusion and place your event in a wider context. Follow-up phone calls will go a long way towards helping your press release get noticed in the newsroom.)

The ‘preliminary results release’ that the Sierra Nevada Conservancy and the Coastal Commission send out on Cleanup Day is the big payoff – the media is anxious to publicize this information, and it helps get the core message about the Cleanup to millions of people. The success of this release is dependent on the information you provide, so please gather your results quickly so that you can call us with your Cleanup totals by 1pm on Cleanup Day.

Finally, we do realize that it's not always possible to get all of your results in by the day of the

Establish a Central Staging Location

You may want to plan to designate one or more sites (as needed) as staging areas for groups and individual volunteers who have not been assigned to a specific Cleanup. The staging area provides a location for the media or a press conference, as well as a drop-in site for last-minute volunteers. Be sure to select a Cleanup location that can handle a large number of volunteers, in case of large turnout. The site(s) should be easily accessible for registration and pre- or post-Cleanup activities with good access and (preferably free) parking.

Cleanup. The CCC will do a final “Cleanup Results” release in October, so we will need your final totals by October 21.

Involving Local Business – In addition to asking local merchants to display our posters in their stores, you may also wish to ask them for donations of food and materials for GSRC Day. (*More information can be found on securing sponsors and donations in Section VI.*)

E. Day of the Cleanup

A complete run-down of our suggested “Day of the Cleanup” activities is included in Appendix B of this manual. If you are running a specific Cleanup site in addition to coordinating your region, please review the Site Captain Guide for more information. If not, here are a few tips to make the day of the Cleanup run as smoothly as possible:

1. Provide your site captains with multiple phone numbers for you so that they can reach you if emergencies come up, if they run out of supplies, or when they report their results. ***Let them know if they can text you as well.***
2. Designate someone in addition to yourself to field calls from the media. If all goes well, you should be receiving more media calls than you can handle at one time!
3. Have at least one or more volunteers standing by with extra supplies in case one or more of your site captains runs out during the Cleanup. These volunteers should have cars that are loaded with extra supplies so that they can make a re-supply run if called upon.
4. Have handy the phone numbers for your local police, fire departments and hospitals. If Cleanup volunteers find hazardous waste or have an emergency, you and your Site Captains will need to know who to contact immediately in order to take care of the problem.
5. Make arrangements for easy communication with all of your site captains on the day of the Cleanup. Make a list of all of your captains’ cell phone numbers. If you know that some sites don’t get cell recep-

Assign volunteers to Cleanup sites

Once volunteers start calling and e-mailing, you will need to have information ready about how they can participate. Here are some tips for how to handle these specific volunteer requests:

LARGE GROUPS: Assign large school, corporate, and religious groups early.

(Note: sometimes large groups might be the best to put at remote sites because they are organized and usually have group transportation.)

MAPS: Provide maps and/or VERY clear directions for all your sites. Directions should include not only how to get there, but also parking instructions, where to meet the site captain, etc. Send the directions with liability waivers and safety information to groups calling to register. Make it clear online, in calls and through signage on the Cleanup Day that parents need to stay with children who are thirteen and under.

MORE INVOLVEMENT: Keep an ear out for any volunteer who may be interested in greater involvement. These volunteers could become new site captains, especially those who have an interest in a site that you are not currently planning on cleaning up. Always seek to expand your Cleanup, if at all possible.

tion, try to find out the closest place where cell phones work. Sometimes texting works, when calls are not possible.

Alternatively, some regions have amateur short-wave radio groups that can aid in communication. Any of these methods will help you stay in communication with your captains throughout the day, making sure everything is running smoothly and enabling you to get results that much faster.

6. **Compile all necessary paperwork, phone numbers, and maps in one folder per site - ready to go for the day of the Cleanup.**

F. Post Cleanup

1. All forms, data cards, and waivers must be sent into the Sierra Nevada Conservancy by October 21. See your "Forms Checklist" in the Forms Packet for the complete list.
2. Be sure to go through and keep all your Site Captain Forms (these don't get sent into SNC). They will have valuable info for next year's event. Also be sure to keep note of all site information: directions, special notes about sites, etc.
3. Write up or update your workplan for next year's event. Include as many specific dates as possible. ***If you are an AmeriCorp Member planning or assisting in the event, be sure to put the plans in your Legacy Binder.***
4. Inventory your remaining supplies so that you can adjust your order for next year.
5. You will receive an evaluation survey soon after the event. Please fill out this questionnaire as completely as possible. These are helpful for ongoing program evaluation and to help us continue to improve the program.
6. Send thank you certificates to all your Cleanup Captains and sponsors. The Great Sierra River Cleanup will provide you with blank certificates to which you can add each recipient's name or organization.

Please read through the sample workplans, included in Appendix E of this manual, to see how others have organized their Cleanup Day.



More Ideas ... Post Cleanup

- Each year chart your results for each site to be able to see differences from year to year.
- Send final results to local government. Highlight items of local concern.
- With a thank you to your sponsors, include results of the cleanup - be sure to include numbers of people involved, pounds of trash/recyclables, etc.
- Post your data online so it's available to students for research purposes.

IV. Recruiting Volunteers

Whether you're running a big or small Cleanup, your success depends a lot on how many volunteers you can recruit. It's worth noting that in a recent survey 90% of people said they volunteered because they were asked and 42% learned about volunteer opportunities through someone they knew—so getting the word out about your Cleanup is important!

People volunteer for all sorts of reasons, ranging from 'dedication to the cause', the desire to make an impact or make friends, to get to know a new community or simply to have fun. Below you'll find a long, but not exhaustive list of ways to recruit volunteers.

- Use your existing database
- Ask Board Members to recommend potential helpers
- "Bring a Friend" night
- Coordinate a volunteer fair
- Reunion of former volunteers ("We'd love to have you back!")
- Satisfied volunteers sharing experiences at service clubs, churches, etc.
- Contact college instructors in relevant classes (e.g., biology, environmental classes)
- Recruit a whole group or organization to be involved (key clubs, churches, boy scouts, fishing club, schools)
- Recruit through social media - Facebook, Twitter, Instagram
- Internet mailings and websites
- Boy scouts are required to help in their own community. Contact the troop and encourage them to stay in their community. You can use Boy Scouts as Life Guards (those certified). Design a Cub Scout patch.
- Local media
- Get kayakers, boaters, and SCUBA divers involved. Dive shops donate air.
- Involve juvenile probation teams in Cleanups as their service requirements.
- Get community service lists from city. Your County Sheriff has a work alternative service.
- Flyers at community colleges/churches/community centers/around town
- Print ads on shopping bags, stuff flyers in grocery bags
- Work-study projects
- The school districts can send fliers advertising the Cleanup to all schools/teachers in the district.
- Put an ad on your local bus.

IMPORTANT! **Your Volunteers** **MUST Pre-Register**

All of your promotional materials should stress that ALL volunteers must pre-register.

This is an important part of the event since you probably came up with a set number of volunteers for each of your sites. Remember - if you just let volunteers go to whatever site they'd like, you may have too many at one place, and not enough at another! If need be, you can create a "drop-in site" that could be flexible for those volunteering or showing up at the last minute.

- Make printed fliers with maps to be given out at city events or inserted into garbage and water bills.
- Get your local Chamber of Commerce to help with advertising.
- Craigslist can be used to advertise the GSRC and recruit volunteers.

Be creative about groups and clubs you can invite to help. Examples are flyfishing clubs, OHV riders, mountain bike clubs, geocachers, and California Conservation Corps workers who have all helped in Clean-ups around the Sierra.

A. Enhancing Cultural Diversity in Cleanups

According to recent information compiled by the California Council of Land Trusts:

- 39% of 12-year-olds and 54% of 13- to 17-year-olds cite a lack of interest as the top reason for not getting out into nature.
- By 2050, we will be larger, more urban and diverse, older, poorer, and less healthy.
- In 2050, more than 75% of the population will be centralized in three regions – Southern California, Central Valley, and the Bay Area.
- By 2050, non-whites will comprise a super-majority (greater than 66%) in four of the state's six regions.

These population trends have potential ramifications for support for conservation-related activities in the future, so it is definitely worthwhile to consider ways to provide a changing population with additional opportunities to connect with the outdoors. Here are some ideas to enhance cultural diversity at your cleanup:

- Package the project as one that demonstrates a commitment to the communities in which we all live and that offers children exposure to outdoor venues.
- Reach out to more diverse communities, such as cities in the Central Valley – Stockton, Fresno, Sacramento, etc.
 - » Distribute the Spanish-language GSRC promotional materials (check out what is available on the Materials Order Form in the Forms Packet).
 - » Put notices in community newspapers. Contact local radio stations.
 - » Ask high school science teachers to give their students extra credit for participating.
 - » Reach out to faith-based organizations, youth groups, and non-profits.
 - » Cultivate face-to-face relationships with targeted community leaders and engage them in helping to recruit volunteers.
 - » Utilize strategic partnerships with local family resource centers, First 5 organizations, etc. They may be willing to allow you to come in and talk about the importance of clean waterways and ask people to sign up to participate in a cleanup.
 - » Participate in local festivals to be visible to community members.
 - » Reach out to tribal groups throughout the Sierra using any of the above ideas that are applicable.
 - » International clubs at colleges, volunteers, and local newspaper can be a great resource for translating.

B. When Your Volunteers Call

When your volunteers start contacting you it's important that you're ready with all the questions you need answered and all the information the volunteer will need to participate in the Cleanup. Remember - all volunteers need to PRE-REGISTER!

What information to ASK the volunteer when they call:

- Full name of all participants including their kids
- Address – check on database to keep/change if already there
- Phone number and email for contact
- What site they want to clean up

What information to TELL the volunteer when they call:

- Bring heavy gloves if possible (we will provide disposable gloves) and OWN trash bags (see Appendix H)
- Bring Sunscreen, water/snacks, own water bottle, servingware (see Greening of Event, Appendix H)
- If in poison oak areas – long pants and long shirts
- Directions to their site and name of their site
- Any specific information that might be pertinent to their site
- Their Site Captain's name
- When to arrive and end time of clean up
- Details about any post Cleanup celebration
- Thank them for volunteering

What to do when you've completed all of the above:

- Make sure to enter their name/info on the specific site spreadsheet
- Confirm/edit/enter name/s into the database if you have one

When talking to a Site Captain:

- Confirm their personal information
- Discuss specific information about their site (steep terrain, need truck, strong bodies?)
- Tell them when and where the Site Captain meeting is and time
- Discuss the maximum number of volunteers recommended for their site
- Get/give very specific directions to their site
- Give them a list of their site volunteers and contact info



C. Thanking Volunteers

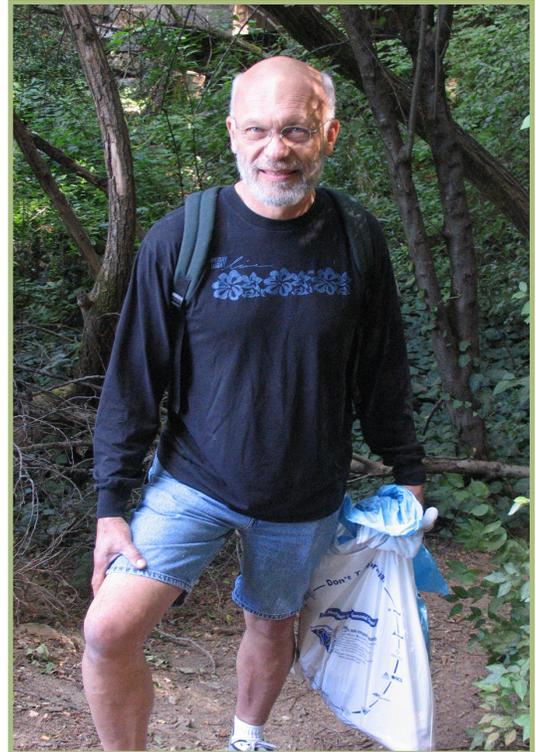
Whatever you do, don't forget to thank all of your volunteers after your Cleanup is over. Some Cleanups are able to put on a party directly after the event; others can give away "schwag" items like T-shirts. But even if you can't do any of these things, all volunteers must be thanked in some way and it's especially important to thank your site captains and any other "high-level" volunteers that you rely on for larger tasks. This will ensure that they know that their work has been recognized and will make them want to come back next year. Apart from personally thanking as many people as you can on Cleanup day itself, a personal call or thank-you postcard is the easiest way to thank your volunteers. Other ideas include:

- Personal thanks from your Board
- Volunteer spotlight in your newsletter
- Volunteer of the Year award
- Highlight individuals in your press releases
- Volunteer appreciation parties
- Discounts on your organization's tickets, gift items, etc.
- Lunch with your executive director or staff

However you decide to thank your volunteers, remember to ask them for feedback too. Your volunteers on the ground will have lots of good suggestions to help improve your Cleanup. Collect all their suggestions and remember to look at them again before you plan next year's Cleanup!

D. Signing Your Volunteers Up On-Line

When you have many sites, or need to recruit a large number of volunteers, it is much easier to use an online signup process. Having your volunteers signup and register online allows you to capture more info about them and provide all the event info to them that they can print out. It is a good way to save time and phone calls and eliminates the need to contact everyone individually. One free (and easy!) way of doing this is by using a Google form. You will need a gmail email account to do this - if you don't already have an account, you can easily set one up online - and the account is free.



Online is Easy!

- Use your website for event details + all the information your volunteers need to know about their sites.
- It is handy to put the pdf version of the waiver online - especially for school and large groups to complete before the event.
- Make it easy for your volunteers to find the above info from your homepage.
- If signing volunteers up online (e.g., with a Google form), you can ask them to read and initial the "safety talk" before they can participate.

For complete directions on how to do this, see the separate training document in Appendix I , **“How to Create a Google Document Form for the River Cleanup.”**

By creating a Google signup form, you can put all your event information there, plus gather all the info you want about your volunteers - age, how they heard about the event, if they are interested in volunteering for your organization year-round, etc. At the end of creating the form you can choose to publish your form and you can paste it easily and directly into your website.

E. Create A Site Map

You can use Google Earth to create a map of the sites that you are cleaning up in your watershed. This will allow your volunteers to see exactly where they will be cleaning up. If you don't already have this program you can download it for free from the internet at <http://earth.google.com>

Once in Google Earth, you can zoom in to your location and use their tool bar to draw around each of your sites. The tool bar also offers the ability to add in text about each individual site (this would be where you would include driving directions, description of the site, amenities, etc.). This ends up being a huge file and it might slow down your website, so test this out before deciding whether you will post it there. Another alternative is to create links from your website to the Google Earth document so that you don't have to embed it directly. This will hopefully help with not slowing down your site too much.



V. Media Guide

A. Coordinating Publicity

Newspapers and radio and television stations are important partners to help publicize your event and recruit participants for the Great Sierra River Cleanup. Good relationships with local media representatives can help make the Cleanup even more successful. It's not necessary to get on national television or in major daily newspapers. Local media and news outlets are always looking for local story ideas—especially stories about local people and kids doing good work in the community.

If possible, try to find someone with experience in public relations or journalism to help you work with the media. This person should also have enough time to develop the media contacts you need and respond to any media interviews that the Great Sierra River Cleanup or Coastal Commission staff helps arrange for you. Part of your publicity campaign is to convince reporters that this is an important community event that they need to cover. Your promotion director's name and telephone number(s) should appear on all news releases, public service announcements, and other communications with the media.

If you start early, you may be able to get publicity assistance by recruiting a local newspaper, radio, or television station to sign on as one of your official Cleanup sponsors. Radio and television stations reach a large portion of the community through brief mentions on the air, and a well-known local personality may be willing to serve as a spokesperson for your event. Keep in mind that an alliance with one particular television station or radio group might preclude coverage on other networks/stations. So choose wisely - start with the highest rated station in your market and work down the list.

If you don't have a media sponsor for your event, you need to start early to develop personal contacts with the media long before the your River Cleanup (see Developing Media Contacts below). Good relationships with reporters and public service directors increase the chances of getting coverage of the next scheduled Cleanup.

B. Developing Media Contacts

The more people who know about your Cleanup, the more likely you are to have a successful and profitable event. Start early to develop a list of media contacts to whom you will send Cleanup information. This list should include:

- local newspaper reporters who cover “lifestyle” or “metro” sections, the outdoors, environment, science, and community affairs;
- radio and television public service directors;
- local talk-show hosts who might interview you and/or any of your sponsors;
- editors of community group newsletters/papers; and
- public access channels that cover community events, including local university channels.

You will also want to develop a separate “community contacts” list of other people who might help you to get the word out about your GSRC event and help recruit participants. This list might include:

- elected community officials;
- principals and teachers of local schools and board of education members;
- leaders of scouting, Camp Fire, or 4-H groups;
- religious leaders;
- officers of environmental or service clubs; and
- members of local chamber of commerce.

If possible, put your lists into a computer database, so you can add and change information as your planning progresses and create mailing labels directly from lists so you can send different mailings to the same people without addressing the envelopes each time.

Your direct promotion methods should be augmented by more widespread, indirect approaches such as:

- Hanging posters in stores, schools, churches, etc.;
- Distributing flyers with your River Cleanup information to local community and environmental groups;
- Placing calendar notices in newspapers, magazines, and newsletters;
- Broadcasting on radio and television stations; and
- Posting notices on community bulletin boards.



C. Is a River Cleanup News?

News can be any type of story that is of interest to your local media outlets. The key when considering sending a news story to the media is: does it have local impact? Your local media is only interested in stories for or about the community reader, listener or viewer and a local River Cleanup definitely fits that bill.

News stories can be:

- An announcement or account of your Cleanup
- What will or has happened to a local person or people (e.g., stories about River Cleanup volunteers)
- Local information people need (e.g., “More than 1 ton of litter is collected by your Cleanup each year. This can be prevented if everyone “Packs It In and Packs It Out” instead of leaving their litter at the river.”)

D. From the Media Perspective

When you work with media by pitching stories or writing op-ed pieces, it is important to consider things from the media perspective. Here are some of the things an editor, reporter or news director will consider when assessing the value of your story:

- **Impact or consequence:** How many people does the event or idea affect, and how seriously does it affect them? To what extent is the information useful to their readership? Does anyone care?
- **Proximity or locality:** It's news only if it's happening within the media outlet's circulation or viewership area. If it's in your watershed but outside their news area, there is less interest.
- **Timeliness:** Today's news may be stale tomorrow. The best time to tell an important story is as soon as possible. Have a draft of a Press Release that you can insert facts and figures into, so that it's ready to be emailed to local media as soon as your Cleanup is over.
- **Prominence:** Names don't always make news. Still, happenings that involve well-known people or institutions are likely to be interesting even if not important. If a local celebrity or politician is involved in your Cleanup, let the media know.
- **Novelty or drama:** The unusual makes news. Firsts make news. Bizarre makes news. It's always useful to collect information about weird and wonderful things that you find during your River Cleanup.



E. Media Relations Do's & Don'ts

Do's:

1. Make their jobs easy.
 - Give them information that is accurate, thorough and within their deadline.
 - Schedule phone interviews at convenient times or in-person interviews at accessible locations, preferably down at the river while your Cleanup is taking place.
 - Develop fact sheets about your Cleanup—how many years you've been doing it, how many people join in, how many boy-scout troops, etc. And it's important to give them facts about your river too – where it starts and ends, any special features, etc.
 - Provide them with photos! Photos of adults and children cleaning the river, or “before” and “after” photos are the best!

2. Make sure spokespersons are accessible when needed. Apart from paid staff, make sure that volunteers of all sorts of shapes and sizes and age are available to be interviewed about your Cleanup. Spokespeople should:
 - Always know what the facts are at the time, even it's just about their small piece of the River Cleanup.
 - Never lie when they don't want to reveal an answer. To a reporter, catching someone in a lie makes a better story than the truth. Always say "I don't know the answer now..." and get back with additional information later if you aren't sure about what is true or not. Put them in touch with experts to give them background or extra information.
 - Give your main message point first in a concise, positive complete sentence. For example: "We're all responsible for keeping our river clean. I've been cleaning up this river for years with my church group. It's a fun way to get involved and to serve the community."
3. Make sure all of your contact information is accurate.
4. Keep the media informed about your Cleanup on a regular basis, e.g., before it happens so that they can help you recruit volunteers and after it happens, when you can report on how much garbage and recycling you cleaned up.

Don'ts:

1. Fail to respond to their inquiries.
2. Fail to respect their deadlines.
3. Talk in jargon or ramble and go off on tangents.
4. Provide inaccurate or incomplete information.
5. Call them repeatedly about your Cleanup—it will just annoy them.
6. Don't send mass e-mails to news outlets. They are much more likely to respond if an email is addressed to them personally.

F. Putting Together A Media Plan

A good media plan will help you recruit participants, partners and sponsors, as well as call attention to the trash issue on your river and what you are doing to fix the problem. You don't have to use all the tools listed below -- choose as many as you think you can handle and the ones that will give you the most bang for the buck. Here are some pointers for designing and implementing your media plan:

1. If you schedule your Cleanup in conjunction with another major event (e.g., the Great Sierra River Cleanup and the California Coastal Cleanup), you can take advantage of publicity that is already being generated. Talk to the coordinators to find out how you can work together.
2. Distribute a media calendar announcement well in advance of the Cleanup telling "Who, What, When, Where, Why and How." In addition to your regular media list, don't forget to include the many web sites, newsletters, or high school and college newspapers and the myriad of other sites like those run by Chambers of Commerce who host "community calendars." And don't forget your partner/sponsors' websites or logos.
3. Prepare a flyer (or use the one supplied by the Great Sierra River Cleanup) explaining the Cleanup and distribute it widely. Make the "call to action" and contact information

visible and easy to understand. Your distribution list should include: media outlets, libraries, public bulletin boards, chambers of commerce, schools, youth centers, businesses, public counters and places of worship.

4. Talk to your local newspaper, radio and cable television station about running public service announcements and stories several days before the event. *(See PSA samples at the end of this section.)*
5. To aid the media in preparing a story, develop fact sheets specific to the problem and solution, distribute a media release, and/or write a pitch letter with an already-written or “canned” story. *(See Press Release samples at end of section.)*
6. Send an e-mail to friends, colleagues and organization staff asking them to announce the event or program at all meetings they attend. Notify your city government officials. Obtain a proclamation from your mayor or city council. These proclamations can commemorate the day of the Cleanup and recognize all your volunteers’ efforts. *(See proclamation sample in the Appendix.)*

G. Core Materials For Your Media Plan

1. Media releases
2. Pitch letters
3. “Canned articles”
4. Letters to the editor and op-ed pieces
5. Media information kits

1. Media Releases

The purpose of a press release is to generate media coverage of an event, announcement or new development, or to provide insight or additional information about an ongoing issue, product or policy. In your case, its purpose will be to generate coverage of your Cleanup. Distributing a media release allows you to package the information, story and quotes the way you would like them covered.

For events like a River Cleanup the release is typically issued the same day as the news occurs (generally by e-mail), although you may issue it in advance of the event.

Three tips for writing a media release:

1. “Who, What, When, Where, Why and How.” This information should be in the first and second paragraph of your release. Many times, if the reporter doesn’t see the importance of the story in these paragraphs, he or she stops reading and throws it away.
2. Details. Write down the supporting key points for your core information, such as background information on littering and pollution or your watershed. Quotes from a main spokesperson can and should be used to provide or support the details.
3. Be sure to include:
 - Contact information – identify the organization issuing the release with a current contact name, phone number and e-mail address. Make sure the person will always be available and that the phone number and e-mail address are correct. You also should include your organization’s web site and/or Facebook addresses.

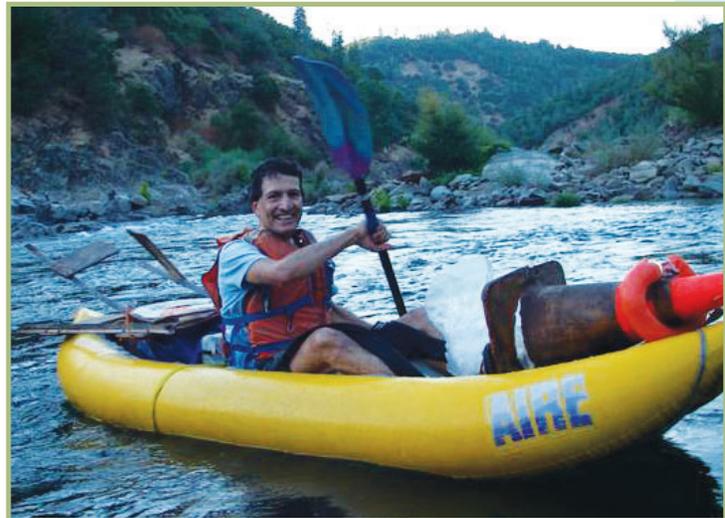
- Description of your organization -- even if you only come together once a year to clean up the river – this should be standard information included as the last paragraph of any release you distribute.

2. Pitch Letters

The purpose of a pitch letter is to explain to a reporter, editor or news director why he or she should cover your story or address your issue. A pitch letter is not used for breaking news stories. With that in mind, you should not expect instant coverage in the next day’s paper or on the evening news.

Two tips for writing a pitch letter:

1. It should make the case of how your story relates to their audience, why it is interesting or relevant and how it is newsworthy. (i.e., how trash at the river is affecting recreation)
2. The pitch letter may be a follow-up to a phone conversation with a reporter and generally accompanies other written materials such as fact sheets, case studies, press releases or other program materials that serve as background information for the reporter.



3. Pre-Written or “Canned” Articles

Small local publications that don’t have a large reporting staff may accept a pre-written or “canned” article and run it with little editing. In larger local publications, however, the “canned” article may be used to spur a reporter to cover your story. In this case, your pre-written article may provide the basic facts for the reporter’s story, but he or she may develop their own angle. Remember weekly and monthly publications require a much longer lead-time than daily publications. Be sure to contact the publication to determine submission deadlines.

4. Letters To The Editor And Opinion-Editorial Pieces

Another way to reach opinion leaders and educate your community about your River Cleanup is to submit letters to the editor and opinion-editorial (op-ed) pieces. Op-ed pieces and letters to the editor should be written in the same fashion as a media release, with the most important information at the beginning of the letter. For maximum impact, a senior member of your organization should sign letters to the editor and op-ed articles.

Three tips for writing a letter to the editor:

1. Look up guidelines on length, deadlines and whether the letter will be edited on the paper’s website. Editors will likely choose a few short letters rather than a long one. Be brief.
2. The letter should be factual. Support statements with localized statistics or facts.
3. Stick to the issue.

Opinion editorials are written to frame and position specific issues from a particular point of view, and are not a direct response to an article. However, the subject of an op-ed must be timely and of relative importance to the newspaper’s readers.

Five tips for writing an op-ed piece:

1. Offer a forceful opinion – about trash and litter in your river
2. Provide well-documented, well-researched facts and arguments.
3. Make sure your piece adds to the public’s knowledge of the river and its value.
4. Provide insight on issues that are relevant to the local area.
5. Make sure the essay is clear, organized and interesting.

5. Media Information Kits

Media kits are packets of information that can be distributed at your River Cleanup, or given to a reporter to provide background information for an interview or news story. The information included should be relevant, brief and easy to scan for the main ideas. Make sure the information included in media kits is always kept current and before you hand over a kit to a reporter, reconfirm that all the information is correct, relevant and current.

Media kits can include:

- Media release
- Fact sheet on the River Cleanup
- Fact sheet on latest relevant statistics and research about the river or about pollution issues
- Photographs, electronic art of appropriate logos
- Brochures and other printed program materials like sample data collection card
- Relevant media coverage from other publications
- Current contact information, in case a reporter has a need for further information. This should include your website address, if you have one.

H. Calendar Announcements

To increase the visibility of your River Cleanup, consider submitting information for local calendar listings. Media calendar listings (also referred to as announcements or bulletin boards) are the section of the newspaper, or a time slot on radio/television where community events and activities are listed or announced. Many, many other groups now also have free commu-



nity calendars on their websites. It's worth putting a little bit of work into locating these and submitting to them. Try Chambers of Commerce, colleges, free on-line newspapers, environmental organizations as well as many others. To increase the likelihood of having your Cleanup included in the calendar section, send your announcement well ahead of the event.

I. Public Affairs & News Talk Shows

Equivalent to the editorial pages of a newspaper are the public affairs and talk shows on radio and television. Community-run radio and TV stations are always looking for local stories to publicize. Again, comparable to print media, your messages should be clear, concise, timely, interesting and relevant to listeners. It helps if your representative is a well-known community leader or an expert, or include a Cleanup volunteer as a spokesperson. The first step in getting on the air is to familiarize yourself with the public affairs and news talk programs on radio and television stations in your area. Be sure to acquaint yourself with the format of the programs, noting whether they feature in-studio guests, live call-ins, panel discussions or taped programming.



J. Public Service Announcements (PSAs)

A public service announcement, or PSA, is a free message that is similar to a commercial. PSAs promote events and services of non-profit organizations and groups that serve the community. They run from 10 seconds to 30 seconds in length and appear on radio or on television. A PSA should give concise information about your Cleanup (date, time, location, contact information). Thirty seconds is usually the maximum length a radio station will run a PSA; however, call the station to obtain the station's PSA requirements, including length and lead-time. PSAs can be submitted in written format, to be read by the station's announcer, or pre-recorded on an audio or digital tape (this can be expensive and must follow the electronic needs dictated by the station). (*See PSA samples at end of section.*)

Radio PSAs

Begin by contacting the public service director at the radio stations at least six weeks before the Cleanups to find out the following information:

- Whether the station uses PSAs;
- Whether the station has written guidelines for submitting PSAs;
- What the deadline is for submitting PSAs; and
- The station's preferred length for PSAs.

Once you have determined the needs of each radio station, submit the prepared PSA to each public service director with a personalized cover letter. Always indicate the beginning and ending air-dates for your announcement in the cover letter and the PSA script itself. Follow up your mailing with a personal phone call to each public service director to make sure they have received your PSA and to ask if they will air it. If a station airs your PSA, it's always good to send a personalized thank-you letter to generate goodwill for next year's event.

Note: If you have successfully placed PSAs using other methods, by all means do what has worked for you! Many Cleanup coordinators have developed good working relationships with their local public service directors over the years as a result of placing that first PSA.

Nine tips for writing a PSA:

1. Give the radio station a choice of two or three lengths (e.g., 10 seconds, 20 seconds, 30 seconds). Make sure you accurately time your PSA, whether it is submitted in writing or pre-recorded.
2. Make sure you are providing specific and valuable information for the local listening audience.
3. Avoid extra words, particularly adjectives.
4. Close your PSA by asking people to take an action whenever possible.
5. If you submit a pre-recorded PSA, use a professional recording studio with broadcast-quality equipment. Home tape recorders aren't good enough for producing broadcast quality tapes.
6. Include the start and stop dates to air the PSA.
7. Double-space the text to allow for easy reading and editing.
8. Time the copy at a normal reading speed and include the length in seconds. Estimate read-time long rather than short.
9. If a name or word is difficult to pronounce, include a phonetic spelling.

Important reminder: Don't forget your non-English stations for all of these radio and television public affairs and public service opportunities. The ideal scenario is to send materials in the appropriate language to non-English outlets. However, if that is not possible, it is recommended you check with your respective media outlets to find out their policies pertaining to this subject.

K. Great Sierra River Cleanup Day Proclamation

Getting your Mayor, City Council member, or other local official to proclaim the Great Sierra River Cleanup Day will add prestige and visibility to your event. Describe the event, draft a proclamation or your desire for one (*please see the sample in Appendix F*), and then mail with a cover letter to the official's office. You may want to check with the official's staff - specifically his or her scheduler - to see whether you need to follow any special procedures.



Once your official has agreed to issue a proclamation, you can take advantage of a potential media opportunity by organizing an event where he/she can read the official proclamation. You may be invited to the official signing of the proclamation - this is an ideal photo opportunity. You may be able to generate media interest in the proclamation as well as the actual Cleanup. If a signing event is not feasible, you can always ask him/her to attend one of your Cleanup sites to read the

official proclamation. Having an official declaration reinforces the feeling that your volunteers are participating in something important and increases the excitement for the event. You should issue a news release and/or media advisory on the proclamation to emphasize the importance of the Cleanup and follow up with a few well-placed phone calls to your media contacts.

You could also create certificates of recognition for participating city and county officials.

L. Event Day Photographs

Be sure to designate at least one photographer to take photos of your Cleanup, but arrange for as many as you can - one at each site if possible. Action photographs are preferred. Digital images (300 dpi or better) are preferable; actual prints are the least-preferred choice. The CCD liability waiver includes a photo release, so be sure that all participants have signed this form so that you can use their images for publicity purposes. (*Waiver is available on the SNC website beginning August 1.*)

Please email some of your best photos to us at the Sierra Nevada Conservancy. Be sure that each photo identifies the location and date of the event and the names and telephone number of the photographer for a credit line if the photo is used. If possible, identify the people in the photos.



M. Posters

Placing as many posters as possible in your community is an important part of your overall publicity campaign. Posters provide increased awareness of your event and help recruit new volunteers. Print your local event information on the GSRC or CCD poster and hang it in as many stores, schools, religious institutions, and other public places as possible.

Your Cleanup is an excellent example of the concept “think globally, act locally.” Therefore, it is helpful and important to identify your local Cleanup as part of the larger Great Sierra River Cleanup and California Coastal Cleanup Day event whenever possible. (Plus, we always appreciate the acknowledgement!) The Sierra Nevada Conservancy (SNC) and Coastal Commission logos are available on the Coordinator’s Corner of the SNC website. There are both color and black and white versions. We would appreciate inclusion of our logos on your media outreach materials.

N. Websites And E-mail

The Internet provides another important medium to increase public awareness of your issue. If you have a website, include your organization's web address on all your communication materials. This is a place to give more information about your Cleanup, photos of locations to be cleaned up and for frequently asked questions. Be sure to keep your website up-to-date by adding current information and materials regularly. *(See page 16 of this guide about how to sign volunteers up online.)* Email can be a very cost-effective means to contact media. Email addresses should be researched and included on your media list, but don't send out mass e-mails to the media - they won't open them. Always send personal e-mails even though it takes more time.

O. Social Media Sites

Be sure to “like” the Great Sierra River Cleanup on Facebook!

There's a huge potential for you to use social media sites like Facebook to get the word out about your River Cleanup. You can set up a Facebook Page and post the event for your River Cleanup. However, there's also huge potential for Facebook Pages to become irrelevant, inescapable, and annoying. Social media isn't meant for marketing. People don't want marketing messages in their Facebook news feed, but that doesn't necessarily mean they don't want any messages from organizations at all — it just means that you, as the River Cleanup, need to make sure you're getting the message right. Twitter and Instagram are also ways to gain support for the event. You can also link your Twitter and Instagram posts with your Facebook Page.

If you only use your status to announce your River Cleanup repeatedly, it'll get old really fast. People are used to their Facebook page or Twitter feeds telling them what their friends are doing and saying, not bombarding them with ads or announcements. The better you can blend in with other Facebook users, the better off you'll be, so don't think like an advertiser when you're updating your page's status!

Take advantage of the “social” part of the social network: start a conversation about your river and your Cleanup and you'll be far more likely to generate interest. You could post a comment like “I was wondering whether anyone else has noticed the amount of trash along the banks of the river this year? Where do you think it's coming from?” This can lead to a further post about when your Cleanup is and how people can help out and start a meaningful conversation about how people can help solve the trash problem.

Designate a Social Media Coordinator for your Cleanup. They can regularly post updates and photos on your sites.

P. Handling Calls From Reporters

When you get a call from a reporter working on your Cleanup, it can be tempting to answer his or her questions immediately. However, even seasoned media spokespeople can run into trouble when they try to do an interview “cold.” Instead, when a reporter calls, get as much information as possible about:

1. The news outlet (if you are not familiar with it)
2. The angle of the story he or she is working on
3. A list of questions the reporter would like answered

4. Who else has been interviewed
5. The reporter's deadline

Tell the reporter that you need this background, so that you can be sure to give him or her the most appropriate information. In some cases, after listening to the reporter's needs, you may determine that you are not the best spokesperson for the interview, or that another person like a teacher who will be bringing their class to the Cleanup will be a better interviewee. Make sure you (or the designated spokesperson) calls the reporter back well before the deadline with the information they requested. Before returning the call, take time to organize your key messages and practice saying them. Pull together pertinent facts and figures (for instance figures on how much trash you pulled out of the river last year), so that you have them in front of you when you do the interview. If the reporter has questions you cannot answer, or if you need more time to gather information, call the reporter back well before the deadline and tell them.

Q. Timeline To Cleanup

Two Weeks Before Your Cleanup

The two weeks leading up to your Cleanup are critical for publicity. Call reporters from your top three to five news markets (television, radio, and print) to be sure they know about the event and to see if they need more information. Issuing a media advisory of the event can be helpful in alerting the media and the public. Invite them to come to a Cleanup site as a participant or to cover the event for their news outlets. Remember that your job is to be a news "salesperson," convincing reporters that this is an important community activity they should cover.

It is helpful to suggest possible story angles to reporters. Try to think of several different suggestions that could provide an interesting story. Often a reporter will write a story if you provide ideas and work with him/her on getting the necessary background information and interviews. For example, you might suggest:

- an article on the local trash problems and their impact on the community;
- an article on the types of trash found (e.g., unusual items);
- a "human interest" story on a participant or group of participants;
- costs to clean up litter during the year; and
- recycling efforts in your community.

News Angles to Use with Local Media

- **Peculiar Trash Items:** You can provide a list of the top 10 peculiar items. Based on those items, you could hypothesize on the point of origin and how they ended up at the river.
- **Local "People, Pounds, and Miles" lists:** You can compare your state or regional "People, Pounds, and Miles" totals to national or international data.



- **Journey of Trash:** “Follow” a piece of trash from the river to the sea.
- **Survey: Interview “Everyman/Woman”** - outside their place of business or the restaurant they just exited - about where they think the water (and pollutants and trash) that flows into the storm drain in the street ends up. Do they understand that it ends up in the creek or river?
- **Looking Back Over the Years:** You can discuss the trends of your local Cleanup data over as many years as you have participated.
- **Youth Volunteers:** As a result of the youth recruiting you have done at the local schools, pitch reporters on the increasing (if this is the case) number of high school students devoting their community service hours to cleaning up the river.
- **The Great Sierra River Cleanup Challenge:** This is more of a marketing angle, but would get press simply because of local celebrity involvement. Two local DJs (morning v. evening) get teams and have a contest in which they involve their listeners and see who can pick up the most trash (prizes involved; good community awareness for radio station).

On the Day of Your Cleanup

On the day of your Cleanup, you should be prepared to make it as easy as possible for the news media to cover your event. Don't forget to:

- assign your publicity coordinator or a reliable volunteer to greet the media, set up interviews, and answer reporters' questions;
- collect reporters' business cards so you can contact them next year;
- introduce the media to any dignitaries attending your Cleanup;
- give reporters contact names and numbers for follow-up calls; and
- provide any background information. (It may be helpful to have some press packets that include printed background information and fact sheets at the ready.)

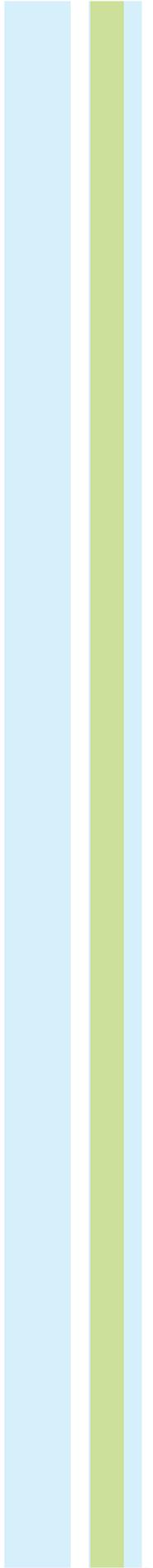
After the Cleanup is Over

As soon as possible after your Cleanup, compile a brief written report on your publicity efforts. Include in this report:

- the names of all newspapers, magazines, newsletters, and radio and television stations that covered your event. If possible, copy any clippings you might have and send them along to the Sierra Nevada Conservancy;
- the names of specific reporters who were especially helpful in publicizing your event and their contact information (any business cards you collect will come in handy here);
- the things that went well and those that could be improved in your next publicity campaign; and
- your recommendations for next year's publicity efforts.

Write a personal note of thanks to the reporters and public service directors who helped publicize the event. This will help pave the way for stronger, closer working relationships with reporters in future years.

Sample Press Releases



SAMPLE PRESS RELEASE #1 (pre-event)

[ORGANIZATION LETTERHEAD]

FOR IMMEDIATE RELEASE

Contact [YOUR NAME, TELEPHONE NUMBER AND EMAIL ADDRESS]

*MEDIA ALERT * MEDIA ALERT * MEDIA ALERT*

BRINGING SPARKLE BACK TO THE [NAME OF RIVER]
LOCAL RESIDENTS JOIN TOGETHER TO CLEAN UP LOCAL RIVER

The [YOUR ORGANIZATION] will hold the annual [NAME OF RIVER] Cleanup from 9:00 a.m. to noon on Saturday September 20th, 2014. Volunteers will converge on the river to haul away cigarette butts, broken bottles, refridgerators and more.

“This is the first time we’ve organized this event,” says [YOUR NAME and TITLE] OF [YOUR ORGANIZATION]. We hope to attractvolunteers for a fun and worthwhile day at the river.” Overvolunteers are already signed up but organizers would like to sign up several dozen more to deal with all the trash they’re finding at the river. This year, organizers are particularly concerned about [SORT OF TRASH or AREA OF RIVER] because [REASONS HERE].

The event is part of the Great Sierra River Cleanup which is taking place on rivers throughout the Sierra region which in turn is part of the California-wide Coastal Cleanup Day. “It’s the largest volunteer effort in the state,” says [YOUR NAME] and we’re pleased to add [NAME OF RIVER] to the list of waterways being cleaned up. This is an event for the whole family. We’re encouraging school, church and other groups to come and join us,” says [YOUR NAME]

Volunteers must pre-register to take part. Contact [YOUR NAME] AT [TELEPHONE NUMBER] or [YOUR EMAIL ADDRESS] for more information.

SAMPLE PRESS RELEASE #2 (post event)

[ORGANIZATION LETTERHEAD]

FOR IMMEDIATE RELEASE

CONTACT: [NAME]

TEL:

EMAIL:

[ORGANIZATION NAME] HOSTS SUCCESSFUL RIVER CLEANUP

Event Reclaims theRiver and Inspires Local Residents to Play an Active Role in the Health of their River and their Community

PLACE [DATE] – A trove of trash was plucked from theRiver on Saturday morning during theth Annual River Cleanup.

An estimatedvolunteers spread out oversites from....to Wearing disposable gloves and armed with trash sacks, the garbage-collectors-for-a-day joined together to purge all manner of trash that ends up on the banks of theRiver.

“We’ve had [FOUND OBJECT] and [FOUND OBJECT]” said [Cleanup COORDINATOR] of [ORGANIZATION] which organizes the Cleanup. “It’s like a treasure hunt—we never know what we’re going to find.”

At, volunteers walked down a steep bank to retrieve a tire that had lain there for ... years. “QUOTE FROM VOLUNTEER,” said [NAME OF VOLUNTEER]

(ORGANIZATION) today hosted the River Cleanup at [LOCATION/S] to beautify the river and to illustrate the concept that everyone can play a role in cleaning up the river. More than [NUMBER] pitched in, ranging in age from to They collected more than [NUMBER] bags of trash and [NUMBER] bags of recycling.

Today’s event was part of the Great Sierra River Cleanup, which is encouraging people all over the Sierra to join together to clean and restore the fifteen major rivers of the Sierra Nevada range. “Our Sierra rivers provide more than 60% of the state’s water,” said Jim Branham, the Executive Director of the Sierra Nevada Conservancy, the organization sponsoring the Great Sierra Cleanup. “We’re asking everyone to do their part to protect our community, its water quality and the local environment.”

SAMPLE PRESS RELEASE #3 (post event)

[ORGANIZATION LETTERHEAD]

FOR IMMEDIATE RELEASE

CONTACT: [NAME]

TEL:

EMAIL:

VOLUNTEERS CleanupRIVER

Students and Volunteers lifted 2 Tons of Trash and Recycling

PLACE [DATE] – More thanvolunteers collected an estimatedpounds of trash and pounds of recyclables throughout thewatershed at Saturday’s first annualRiver Cleanup.

TheRiver Cleanup was organized by the [ORGANIZATION] and was the first event of its kind in the area. “It’s great to see all these enthusiastic people turning out to keep our river free of trash,” said [Cleanup COORDINATOR]. We had children as young as participating. We’re determined to make this an even bigger event next year.” OR “It was great to see so many young people out today. We need to pass on this respect for the river if we want to protect the river for generations to come.”

Some of the more interesting items discovered included, and a TheRiver Cleanup was aided by [AGENCIES and SPONSORS] who helped fund the effort and deal with the trash pick up at the end of the day. “We all worked side by side because we want to see the river stay clean,” said [Cleanup COORDINATOR]

Today’s event was part of the Great Sierra River Cleanup, which is encouraging people all over the Sierra to join together to clean and restore the fifteen major rivers of the Sierra Nevada range. “Our Sierra rivers provide more than 60% of the state’s water,” said Jim Branham, the Executive Director of the Sierra Nevada Conservancy the organization sponsoring the Great Sierra Cleanup. “We’re asking everyone to do their part to protect our community, its water quality and the local environment.”

INFO ABOUT YOUR RIVER

INFO ABOUT YOUR ORGANIZATION

SAMPLE CALENDAR ADVISORY

CALENDAR ADVISORY • CALENDAR ADVISORY • CALENDAR ADVISORY
[ORGANIZATION NAME/S] Team Up for a RIVER Cleanup at
[RIVER]

River Cleanup Will Make Our Community Cleaner

WHAT: Help prevent pollution in the (insert name) creek or stream by joining [SPONSORING ORGANIZATIONS] as they host theannual [NAME OF RIVER] Cleanup. Come and be part of the solution by helping pick up trash and recyclables along the river. Meet your neighbors and friends and join us as we help protect the local environment.

WHY: The [NAME OF RIVER] Cleanup will remove tons of trash that would otherwise flow down to the coast and end up at the beach. On its way, this trash pollutes our local creeks and rivers and threatens the health of wildlife and the environment.

WHEN: [DATE] [TIME] [REGISTRATION INFO]

WHERE: [LOCATION]

BACKGROUND: [ORGANIZATION INFO]

CONTACT: [NAME]
[NAME OF ORGANIZATION]
(XXX) XXX-XXXX
email

SAMPLE PSA

30 SECONDS

You're invited to a River Cleanup on [DATE], at [LOCATION]. It's part of the Great Sierra Cleanup, planned for all the rivers in the Sierra Nevada from Mt. Whitney to Lassen National Park. Remember, all of us share the responsibility for protecting local water quality and the environment. Visit www..... or call (XXX) XXX-XXXX for more information about joining this fun day of cleaning up theriver.

10 SECONDS

[NAME OF ORGANIZATION] reminds you that all of us share the responsibility for protecting the.....River. For more information about how to join our annual River Cleanup, log on to www..... or call (XXX) XXX-XXXX

SAMPLE OP-ED ARTICLE

Four dirty diapers....one broken Styrofoam cooler....seven beer cans.... five soda bottles....33 cigarette butts....two banana peels and one apple core....and three bags of trash from a fast food restaurant. Last year on Memorial Day it took me about five minutes to find this amount of trash at one small beach on the In fact, the Styrofoam cooler was breaking into tiny bits in the river as a small boy attempted to float on it. By the time I reached my truck about a half mile upstream, I was hauling out a huge bed sheet filled with another five pounds of trash.

I guess it's easy to just step over the garbage or look the other way. But how can I? It takes up to ten years for a cigarette to decompose, over 80 years for aluminum cans, 100 years for tin cans, one million years for a glass bottle, and as for plastics and Styrofoam, we'll pretty much see them forever. I can't look the other way on the road I live on, let alone the river.

Why do people litter? I would like to think that most people are brought up not to throw a bottle from a car window or toss a dirty diaper behind a river boulder. Maybe within their urban reality, they think others will pick up their trash (a.k.a., the mom syndrome). For some smokers, it has become an "accepted norm" to throw used cigarette butts on the ground. And maybe some people just don't care. It might work for their living room, but not ours....not the River.

I don't need to tell you it's unsightly to see trash at the river. I don't need to tell you that birds, fish, and other wildlife die from ingesting Styrofoam and plastic pieces. I don't need to tell you not to go to the bathroom in the river. I don't need to tell you, because you already know all that.

Well, we are already at another Memorial Day Weekend, the kickoff of the summer season. Each year beginning at this time, we watch more and more people from outside County come to enjoy the magic of theRiver ... to swim in her green pools, to lie on her warm rocks. Unfortunately, as the amount of visitors increases, so does the amount of trash left behind. Whether it's you who is leaving behind the trash, your neighbors, or folks from a county over, its time that we all take responsibility for the river that we love and share with all sorts of beings.

I know that people care. Last year, we at (your organization), saw over xxxx volunteers come out for the annual Great Sierra River Cleanup in September. That's an increase of over xxx percent since the first annual event in xxxxx. But each year the amount of trash pulled out of the canyon gets larger—over xxx pounds of litter was collected in xxxx, with over xxxxx of those pounds recyclable.

This year the Great Sierra River Cleanup takes place on Saturday, September 20. You can join us then to do your part, or start now. So, you ask, what can I do today to keep theRiver clean?

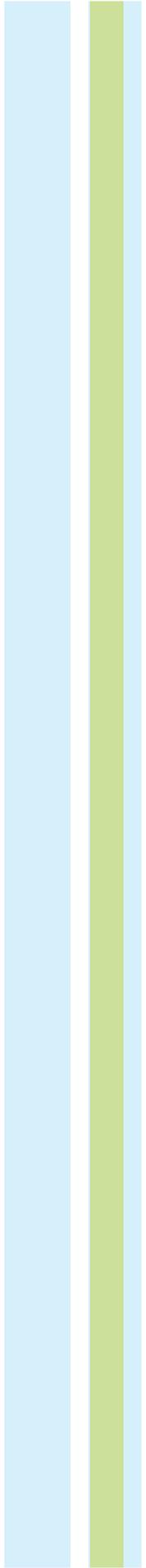
- **Carry a litterbag every time you go to the river.** Pick up trash you see and carry it out with you, even if it is not yours....this includes all food waste, like apple cores (apples don't grow at the river).
- **Pack out what you pack in.** The number of trash cans are limited at the river. Take the litter you collect and dispose of it in your bins at home.
- **Recycle the items that you can.**
- **Ask for less packaging at take-out restaurants, and bring less of it to the river.**
- **Are you a smoker?** Call us here at for a free disposable ashtray. It fits neatly in your pocket.
- **Use the bathroom facilities that are available at the river.** If you can't wait or there aren't any, dig a small hole at least 200 feet from the trail, river, or creek. Cover it back up. Pack out all used toilet paper.

- **Adopt your favorite beach** or area at the river and make sure it stays clean all summer long.
- **Be an example for others** ... most importantly for kids!

It only takes a small amount of effort to keep theRiver clean and safe for all of us. Do your part plus a little more. The river will thank you for it.

(your name, title, org

To join the Great Sierra River Cleanup on September 20, you can contact xxxx at (your org) phone number or email.



VI. Finding Sponsors For Your Cleanup

Corporate sponsors seem to be everywhere in today's world and it's not just the big River Cleanups that draw sponsors. Small, local Cleanups usually have several corporate sponsors, too.

Why is corporate sponsorship so prevalent? Quite simply, it makes money. Done correctly, it can make you a lot of money and build important relationships. Done poorly, it can cost you money and waste your time.

Below are tips on soliciting, acquiring and retaining corporate sponsors for your River Cleanup.

A. Set Sponsorship Levels

Make sure the benefits at each level are distinct and enticing enough to encourage previous sponsors to move up a level.

It's a good idea to have a wide range of levels so that smaller businesses as well as larger companies can find a level that suits their needs and budget. Sponsor levels might begin at \$100, \$200 or even \$1,000. Title sponsors receive maximum publicity, and their logo should appear in ALL publicity material.

You should base your sponsor levels on the benefits to the company. Put a price on each benefit you'll offer and add the prices in each level. This will give you an idea as to the cost of a sponsorship at each level.

Know in advance that you may have to be flexible and customize levels for some sponsors to meet their marketing needs. Some sponsors might be interested in a half cash, half in-kind (product donation) sponsorship. Food and beverage companies often would like to see their logo on T-shirts, hear their company name announced, etc. They may want to have a table or booth available to distribute their products, for instance at your central meeting point at the start of your Cleanup.

Depending on how you've organized your Cleanup, these are a few benefits you might want to consider offering:

- sponsor banner displayed at the Cleanup meeting point or post Cleanup party;
- sponsor name announced at meeting point or party;
- sponsor name or logo in your newsletter;
- sponsor name or logo in advertisements in newspapers and magazines;
- sponsor ad in program or flyer;
- sponsor logo on your website (can include a hotlink to their site);
- sponsor logo on T-shirt or other schwag; and
- sponsor table/product exposure at Cleanup party

B. Make Lots of Phone Calls

The most time-consuming-but ultimately money-saving-step: Get on the phone and pitch your Cleanup as a great marketing opportunity.

Call local business to find out if they're interested in reaching your Cleanup volunteers. When you begin your conversation, focus on how the company will benefit: "This is Such And Such from My Organization. I thought you might be interested in marketing your company's products/services at our upcoming River Cleanup...do you have a few seconds?" Come up with a pitch that in 20 seconds OR LESS explains the Cleanup, who is going to be there and some benefits to their company. If they are interested, you can always go into more detail or send more information.

Your calls will vary with the type and size of company you contact. You'll probably speak directly to owners at small local businesses. Medium-size companies may have marketing departments or human resource departments that take care of sponsorships. Large companies receive countless requests for sponsorship, and they may have a sponsorship website that gives you their guidelines for requests. These companies usually put together their budgets once a year, often October, so you may have to send your proposal months or even a year ahead. Be sure to pay attention to corporate areas of focus: some companies make commitments to only sponsor certain groups such as children or the elderly.

For potential sponsor ideas, talk to your board, staff and volunteers. Investigate their ideas and connections. See if any other similar events with similar audiences already exist, and review their sponsor lists.

Once you've made all these calls, review your notes and prepare a list of companies you will solicit. Yes, this takes a lot of time, but it can save your organization money. Instead of blindly sending out proposals to hundreds of businesses, ignoring their guidelines and focus areas, you can send dozens of proposals to companies who have already expressed interest in your Cleanup.

C. Send Proposal Letters

It's important that sponsors feel you are asking money specifically from their company, and they're not just part of a massive group.

Keep your letters short. As in your phone calls, concentrate on the exposure the company will receive for their money, not on how the money will help you. With large corporations, it's especially true that their marketing budgets are usually much larger than their charitable donations budget. You may come across a few companies that aren't as interested in the publicity; they want to sponsor your Cleanup because they truly believe in your organization's mission. They're a very rare but much appreciated bunch.

Whenever possible, customize the letter. A good attention-getter is attaching a post-it that says, "Thanks for speaking with me. Here's the information on our Cleanup." With the size and type of company in mind, request a particular level from each potential sponsor. Tell them the anticipated impressions such a sponsorship will yield. Impressions are calculated by finding the total number of times a sponsor's name will be seen or heard. For instance, say your Cleanup is expected to draw 100 people. Your entrant-level sponsors might receive: space to display a banner (100 impressions), their name announced twice (200 impressions), and their name in your

organization's newsletter (350 impressions) and annual report (475 impressions), for a total of 1,125 impressions.

Make sure sponsor benefits are easily found in your letter and they're easy to understand. Consider using bullet points to make the benefits stand out. Make sure your letters include your name, address and phone number, the date and location of the Cleanup and the address(es) to send checks and in-kind donations. If you have 501(c)(3) status, be sure to say so, as some companies will only sponsor those agencies. If your letter doesn't include a short description (two paragraphs, or a few bullet points), on what your organization does, then include a one-page fact sheet or a tri-fold brochure on your organization. Hand-sign each letter.

Finally, include a chart or brochure that details sponsor benefits at each level. If this is the second time your organization is hosting the Cleanup, include a flyer that lists the sponsors and describes the number and types of volunteers from the previous time.

D. Follow Up

Don't be afraid to call potential sponsors to find out their thoughts on sponsorship.

After receiving your letter, some companies will call you to say they're interested in sponsoring. Most will not. It's up to you to follow up with them about two to three weeks after sending your proposal. Some people hesitate to follow up, thinking it will bother the company. Generally most large companies do not accept follow-up calls, so note that when you're making your initial call. But for those that do not mention "no follow-up," it is perfectly OK to do so. In fact, it's the best way to find out that an interested company did not receive your letter.



Some interested companies may request face-to-face meetings, but most sponsor communication will be done via phone, fax and e-mail. One possible way to begin your follow-up call: "This is Such And Such from My Organization. I just wanted to follow up on the sponsorship request I sent. Do you have a few seconds?" If they don't, ask when would be a better time to call back. Then be sure to call back at the requested time. If they say yes, your response might be: "Do you have any questions? Does it look like something you might be interested in for this year?" If they aren't interested, find out why not. Keep good notes so you remember next year not to re-call people who said they definitely would not be interested. If they say yes, congratulations! You're on your way to building a strong list of sponsors.

E. Cultivate Your Relationships with Sponsors

Don't drop your sponsors once they've agreed to send you money.

One of the worst messages to send to a sponsor is: "I just cared about getting your money. Now that I've got it, I'm going to disappear." Make sure sponsors see that you value their support. Once a company has agreed to sponsor, send them a thank-you letter that recaps the benefits at the level they've chosen. After you receive their check, send another thank-you. If your organization has a newsletter, begin sending it to them. If you don't have a newsletter, send them periodical updates on your organization and/or the Cleanup. Any time you think a sponsor has a concern about something, give them a call. If a sponsor calls you, make it a point to return their call as soon as possible, and absolutely within 24 hours. If you'll be out of the office for a few days, make sure your voice message directs sponsors to a live person.



F. Cultivate Your Relationships with Non-sponsors

Perhaps people who weren't able to sponsor may be interested in attending your Cleanup.

As your Cleanup draws near, send invitations to some of the companies that did not sponsor. You might want to say something like, "Even though you weren't able to sponsor us this year, we hope you'll consider attending or volunteering during the River Cleanup." Sometimes, an employee from the company will attend, see what a great event it is, and make sure money is budgeted next year for sponsorship.

G. Give Your Sponsors Plenty of Publicity

Publicity is often why your sponsors signed on ... so make sure they get it!

This sounds obvious, but make sure your sponsors receive everything promised. If you can give them added publicity, by way of name announcement, etc., do so. You don't want to put all the work into acquiring sponsors and then not deliver results.

H. Cultivate Relationships with Sponsors, Part II

Don't drop your sponsors after the Cleanup.

Send thank-you letters to sponsors after the Cleanup. Let them know how successful the Cleanup was, how much trash was picked up, the final attendance count, etc. For sponsors at high levels (or, if your Cleanup was very small, for all sponsors), put together packets that showcase their publicity. Include copies of all the ads they appeared in, photos of their ban-



ners at the Cleanup, photos of people using their products at the Cleanup, etc. If some sponsors had any concerns at any point, give them a call to see how they think things worked out. Even after the final tasks of the Cleanup have been taken care of, and that last thank-you has been sent, keep in touch with your sponsors! Continue sending them your newsletter or updates on your group. Send them your annual report. Invite them to other events at your organization. Send them quick notes if you see their company given a positive mention in the newspaper. You don't want to only contact them once sponsorship solicitation starts up again. On the other hand, don't go overboard. For example, some sponsors prefer not to receive holiday cards from nonprofits, because they feel as though their money isn't being spent in the best way. It can be a fine line, so use your judgement. The bottom line is recognizing that each sponsor has unique needs and concerns. Do what you can to accommodate your sponsors while striving to make your Cleanup a successful continuation of your organization's mission.

SAMPLE SPONSOR LETTER

July2014
Donations Manager
Safeway

Dear

I am writing on behalf of in, CA. We are an non-profit organization that has been working to preserve, protect and restore theriver since

On Saturday, September 20, we will be holding our Annual River Cleanup. This event is part of the Great Sierra River Cleanup and Coastal Cleanup Day, which is the largest volunteer event in the whole state. Over volunteers will be participating in our River Cleanup. They will be spending the morning picking up trash and recyclables atsites along the river. For the past years we have provided our volunteers with a free lunch and drinks courtesy of local markets. Safeway has been very generous with donations of food for the lunch the past few years and we are very appreciative of your support! We hope you can sponsor the event again this year.

Safeway will receive the following benefits:

- Your logo on our poster
- Your logo on our website, linked to your website
- Your logo on our t-shirt
- Your name mentioned at our volunteer meetings and at the lunch
- Your banner displayed at the lunch
- Your name mentioned in all press releases.

Feel free to call me with any further questions that you may have. I look forward to hearing from you soon or I will call soon!

Sincerely,
Your name, title, phone number, email

VII. Raffles and Celebrations

Although this is a minor concern in the overall Cleanup coordination, it has become an area worth mentioning. It can be a super fun part of the day and a great way to show appreciation to your hardworking volunteers. The following are suggestions that may be helpful in increasing participation and data collection. But, a celebration is by no means required.

A. At the Start of the Cleanup

Some coordinators choose to have some sort of ceremony before and after the Cleanup. The first ceremony may announce the Cleanup procedures, promotional distributions, and remind people of the party afterwards. It is a time to reward volunteers with juice, donuts, muffins, bagels, coffee, etc. before the Cleanup begins. The pre-Cleanup ceremony is also a great time to introduce important figures that may be in attendance, like politicians or celebrities. Often local bakeries and markets are generous with providing breakfast foods on the day of the Cleanup. Start inquiring now for September! If you choose to hold some kind of morning celebration/opener, be sure to keep it short in order to get your volunteers out on the river in time.

B. Party Down After the Cleanup

Most Cleanup parties occur after the Cleanup at the river sites. The challenge is getting people to stay until noon when the party is scheduled to begin or come to the venue if it is different than where they were cleaning up. One solution is to entice participants to attend with a raffle or an awards ceremony. Raffle off prizes like a Great Sierra River Cleanup Day T-shirt, posters, donations from local businesses, and dinners at local restaurants. Or you can give awards out to the biggest group, the group that collected the most trash, or the finder of the most unusual item.

Give out raffle tickets as people sign the waiver of liability to your event. This insures you get the waiver signed by people who want to participate in the raffle or receive lunch at the end of the Cleanup. Alternatively, you could give volunteers a raffle ticket when they turn in their data cards and trash bags after cleaning up. At the party afterwards, give volunteers the option of buying more (this could be a great fundraiser for Cleanup costs!).

C. Great Ideas for a Post Celebration:

- prizes for best item found, largest group, etc.
- free BBQ/picnic lunch
- donated drinks - including soda, juices, beer (don't forget an alcohol license)
- musicians/band
- ice cream social
- raffle - sell additional tickets at party
- special speakers, mayor, board supervisors, etc.
- your organization's booth and other local enviro groups' booths
- kids' activity area - crafts, rock climbing wall, bounce house, etc.

D. Important Things to Remember:

- pick a good venue - convenient for volunteers to get to
- purchase/arrange event insurance/permits/alcohol licenses
- order/get donated enough food/drinks
- create supply list for all party needs - do you need shade tents?
- properly thank and acknowledge all donors/sponsors
- rent a PA system if needed (if you hire a musician, use their system for announcements)
- arrange for a team of volunteers to help with transport of supplies (to/from), set up, serving, sales, clean up of party
- invite your sponsors/special guests/media
- create agenda for party



Appendices

APPENDIX A

Cleanup Coordinators Timeline

RANGE OF DATES	ACTIVITY
April – through summer	Recruit Cleanup captains
April	Attend GSRC Coordinators Conference
May 9	Order supplies from GSRC
By end of May	Send flyers/posters (if available) to school districts to recruit their participation before the end of the school year
By August 1	Arrange Cleanup sites for GSRC
By August 1	Establish central meeting place (if necessary)
August 15	Submit Cleanup and captain lists to GSRC
August 15	Submit Cleanup sites for inclusion on SNC's online GSRC Location Map
August 15 – September 17	Hold site captain meetings & organize Cleanup day logistics
Ongoing	Respond to volunteer calls and contacts / PRE-REGISTER and assign volunteers to specific sites
August 1 – September 20	Arrange for publicity and promotion / Distribute posters and brochures
August 15 – September 20	Issue press releases and media advisories / place public service announcements
Cleanup – Saturday, September 20, 2014, 9am to Noon – TAKE PHOTOS! Report results to Marji at Great Sierra River Cleanup by 1pm.	
By October 21	Final results & forms due to SNC (see Forms Packet)
By October 31	Thank your volunteers, sponsors, etc.
By October 31	Assess surplus supplies
By end of October	Complete SNC's event evaluation online (instructions will be emailed to you)

APPENDIX B

Sample Day-Of Cleanup Timeline

7:45 - 8:00am - Arrive at central meeting point to set up

Bring:

- Tables
- Food and drinks and ice (if applicable)
- Site signs that captains hold up (so the volunteers can find their site captain easily)
- Site volunteer lists
- Sponsor thank you signs
- Extra waiver forms and pencils
- Extra data collection forms
- Extra trash and recycling bags
- Cell phone

8:30am

- Volunteers arrive to get into their groups to carpool
- Help volunteers to get oriented – if they haven't pre-registered help them sign up for a site. Have volunteers sign waivers and give to Site Captains.
- Feed volunteers
- Welcome and thank!
- Remind them about any post Cleanup party/celebration (if applicable)
- Let them know that their site leader will review everything with them at their trailhead/site location.

8:45am - All depart for their sites

9:00am - All site captains meet volunteers at their sites to:

- give safety talk
- distribute data forms, pencils, gloves & bags
- give instructions for data forms
- divide group into pairs for data and trash collection
- point out any off limit areas

9:15am - Post Cleanup celebration party set up (if applicable)

11:30am

- Data coming in from the site captains
- Tally all data ready to call Sierra Nevada Conservancy

12:00pm

- Volunteers/site captains begin to arrive
- Retrieve all site captain supplies – organize into pre-labeled boxes and waivers & data forms into envelopes with site names
- Tally info to report into SNC!

1:00pm – Call SNC with all data information - Remember to keep a copy of all the forms or record the data so that you can compare numbers next year.

APPENDIX C

Cleanup Day Supply Checklist

(This is a suggested list of useful items)

GENERAL

- ___ Clipboard w/ all info you need
- ___ Phone
- ___ Trash Bags
- ___ Recycling Bags
- ___ Posters
- ___ Promotional Items
- ___ T-shirts
- ___ Liability Waiver Forms
- ___ Pencils
- ___ Data Forms (English & Spanish)
- ___ First Aid Kit
- ___ Scale
- ___ Sign-in Table
- ___ Folding Chair(s)
- ___ Any needed signage

SITE LEADERS (in prepacked bags)

- ___ List of volunteers on clipboard
- ___ All forms, important phone #s
- ___ Phone
- ___ Trash & Recycling Bags
- ___ Liability Waiver Forms
- ___ Pencils
- ___ Data Forms
- ___ First Aid Kit
- ___ Xtra Buckets
- ___ Raffle Tickets
- ___ Extra Gloves



VOLUNTEERS

- ___ Sunscreen
- ___ Good work gloves
- ___ Good shoes
- ___ Hat
- ___ Snack
- ___ Water
- ___ Reusable bucket

ADDITIONAL ITEMS

- ___ Cameras
- ___ Food and Drinks
- ___ Water jugs
- ___ Prizes
- ___ Tickets
- ___ Tape, Scissors, Clipboards, Paper, and Paperweights
- ___ Party Supplies
- ___ Sign describing which items are recyclable
- ___ Sun shade for sign-in table
- ___ Calculator to tally data
- ___ Boxes and large envelopes for collecting all supplies from site leaders (*an easy way to organize supplies as they come in!*)

APPENDIX D

Site Captain Package

PART ONE: SAMPLE SITE CAPTAIN INSTRUCTIONS

(Give these to each Site Captain and go through these instructions with them at Site Captain meeting.)

Thank you so much for being a Site Captain for the 6th annual Great Sierra River Cleanup!

Site Captain: _____ Site: _____

Cell # : () _____

Trash PickUp Area(s): _____

Trash PickUp Agency: _____

All volunteers should bring:

- Water in reusable bottle
- Snack if needed
- GOOD work gloves (we will provide disposable ones, too)
- Sunscreen
- Good walking/hiking/river shoes
- Hat
- Reusable bucket for trash pickup

Site Captains will be supplied with:

- Liability waivers & pencils – EACH person must print name, full address, phone number, and sign name. All parents must sign for children under 18.
- List of participants
- Garbage & Recycling bags
- First Aid Kit – limited – you may want to bring your own kit!
- Raffle tix for each participant (if applicable)
- Site form for site data
- Data forms & pencils
- Buckets for picking up glass
- Extra gloves
- Raffle tickets - one for each volunteer on list

Safety: (Also see Site Captain Orientation & Safety Script)

- Have everyone sign waivers – families CANNOT sign as one
- Warn about possible dangers – water, rocks, sharp pieces of trash, poison oak, snakes
- If you pick up food, make sure it goes in any pre-existing garbage cans that might be there, or that it is wrapped well so that animals do not get in it before bags are picked up.

- If you do come across any questionable items like needles, tampons, condoms, etc. please do not allow children to pick up. If you have an agency representative there (State Parks, BLM, USFS, etc.), please let them handle it. If not, as the Site Captain you should please carefully wrap items & put in a bag. Needles need to be disposed of separately (please give them to agency member if present or Coordinator.)
- Know of any off-limit areas at your site and communicate to volunteers.

Site Captain Responsibilities:

- Most Site Captains will meet their groups at _____, unless prior arrangements are made to meet at your site. Captains will figure out carpooling with participants and proceed to site.
- Make sure waivers are completed by each participant. (10 can sign on each side) - but please make sure participants have time to read full waiver text.
- (If applicable) make sure each volunteer receives ONE raffle ticket. The volunteer will take ONE side of the ticket and the OTHER side will be handed in after the clean up.
- Divide up volunteers to different sections of the site to clean-up and tell them where to leave trash.
- Make sure volunteers fill out data sheets – this can be done with people dividing into pairs.
- Be responsible for bags and first aid kit.
- Make sure photos are taken.
- Make sure recyclables are consolidated in their own bags and volunteers know to do this.
- Consolidate all trash in one central location for pick-up.
- Be aware of safety of group and call 911 and then Cleanup coordinator with any emergency. Bring cell phone, if possible.
- If applicable, invite group to post-Cleanup celebration (INCLUDE DIRECTIONS to pass out to volunteers)
- Meet Cleanup Coordinator with trash data NO LATER than 12:30pm. So this means you can either call info in or arrange to meet. They will need:
 1. estimated pounds of trash & estimated pounds of recyclables (2 separate numbers)
 2. number of volunteers at your site
 3. # of adults, # of kids
 4. approximate distance cleaned
 5. most unusual items found
 6. # of folks bringing at least one reusable cleanup item (own bucket, bag or gloves)
- Also, please compile all data from VOLUNTEER DATA FORMS onto your one SITE DATA COMPILATION FORM at the end of the Cleanup and return to Cleanup Coordinator asap.

Things That Need to Come Back to Cleanup Coordinator:

1. The above 6 pieces of information by 12:30pm.
2. Site Captain Form, Waivers, Data Forms
3. Extra bags, buckets, first aid kit

PART TWO: GREAT SIERRA RIVER Cleanup 2014

SITE CAPTAIN FORM

(this is the same form in Forms Packet)

Please call _____ () _____ by 12:30pm with this info!

Site: _____

Site Captain(s): _____

Phone: () _____ or () _____

STATISTICS

Total Number of Volunteers: _____

of Adults: _____ # of Kids: _____

Age of Oldest Participant: _____ Age of Youngest Participant: _____

of Bags of Trash: _____ Estimated Pounds of Trash: _____

of Bags of Recyclables: _____ Estimated Pounds of Recyclables: _____

Estimated Total River Mileage/Area Cleaned: _____

Most Unusual Item Found: _____

Best Item Found: _____

of BYOB People (people who brought own bucket, gloves, bags): _____

Any Really Cool/Weird Stuff?

Any Problems?

Any other info that would help us in next year's Cleanup?

Would you like to be a site leader next year? YES NO

Thank you for being a site leader!
The Great Sierra River Cleanup is held in partnership with the Coastal Cleanup Day and serves to promote good stewardship on waterways from the source to the sea!

PART THREE: SAMPLE SITE CAPTAIN MEETING

Preparations

- Prepare agenda for the meeting.
- Purchase drinks, snacks, ice.
- Prepare paper goods (plates, cups, napkins).
- Order pizza/sandwiches if needed.
- Email/call all site leaders to confirm number of attendees.
- Prepare site lists to give them.
- Complete all bags containing materials for their sites: data forms, pens/pencils, trash and recycling bags, first aid kit, waivers, raffle tickets with baggie, clipboard, list of participants and water jugs.
- Prepare any “schwag” items
- Have camera to take photos of meeting

Meeting Agenda

- Welcome and thank yous
- Introductions – name, number of years site leader, favorite thing about the event. Each site captain should sign in (have a form ready) with name, cell phone, address, email.
- Verify each leader’s site information – have them review and make sure you don’t need to change anything when you call volunteers to confirm attendance. Verify who is meeting at the central location and who is not.
- General info shared and review schedule, timeline
- What time to call in
- When to bring items back by
- Review data forms and all other forms
- Find out who will be meeting at the central location to give them their final volunteer lists or who needs the list sent by email in advance.
- What questions do they have
- Thank them again
- NOTE - you may need to meet individually with some site captains to go over specific instructions/concerns about their site

PART FOUR: ORIENTATION & SAFETY TALK SCRIPT

(given by Site Captains to volunteers at their Cleanup sites)

“Welcome to the Great Sierra River Cleanup! This is part of the Coastal Cleanup Day which is in its 30th year, and is the largest volunteer event in the state! You are the most important part of this effort. You’re going to be spending the next few hours cleaning up the trash that has accumulated over the past summer. All of it poses a threat to our river environment and the animals, fish and birds that live here, so do your best to pick up everything you find that’s man-made.

Everyone should have filled out a waiver form already. Has anyone not filled out a waiver?”
(WAIT FOR RESPONSE – IF ANYONE HAS NOT SIGNED A WAIVER, GIVE THEM A FORM TO FILL OUT.)

Here are some safety rules for you to follow as you take part in the Cleanup:

- Do not go near any large drums. They are potentially filled with chemicals.
- Wear a glove on the hand you’re picking up trash with and closed toe shoes at all times, and have clothing and sun-block to protect you from the sun.
- Don’t lift anything too heavy; when in doubt, don’t try!
- Don’t touch or pick up dead animals, or attempt to move injured animals. Make your Cleanup captains aware of the animals and where they are.
- Don’t pick up syringes, needles, or any sharp objects. Mark the area and notify the Cleanup captain or local official of their location.
- Always stay in teams of at least two.
- Avoid over-exertion, sunburn, heat exhaustion, and dehydration. When in doubt, come in early.
- All children need to be supervised by an adult at all times.

WHAT TO PICK UP

We pick up only human-created matter (plastics, metal, glass, Styrofoam, etc.). Natural debris (algae, driftwood, etc.) is part of the natural system we are working to restore and should be left alone. Avoid disturbing plants and animals. Most of the trash out on the river is small, so keep your eyes out for smaller pieces of trash. Look in rock crevices and sift through sand to find more!

A word about the recycling bags – the recycling bags are for cans and bottles only. Nothing else you find at the river today can be recycled, so please only deposit cans and bottles in the recycling bag. **(Please edit this part of the script based on what can be recycled in your community.)**

(continued)

HUNTING SEASON SAFETY TIPS

If you think that your Cleanup is close to a deer-hunting area, please take note of these tips:

- Wear orange clothing such as hats, vests and pack covers. White and brown are poor color choices for deer season since many hunters will be looking for the white tail of a deer.
- If you have your dog with you, get them an orange collar, vest or something reflective. A bell on the collar is also another good idea as it will not only protect your dog from hunters but will also scare away bears and bobcats before your dog has a chance to interact with them.
- Make noise by carrying on conversations with others, the woods or yourself. Sing songs, whistle or play the harmonica. Stumble and crash your way through the woods, and do anything to let others know you're coming. If you hear gunshots, yell out to let hunters know where you are.

WATER SAFETY CLEAN UP TIPS

If you are using kayaks, dinghies, inflatable boats, rowboats, rafts or paddleboards to pick up trash, please take note of these tips:

- Do data collection on-shore, not on the water. Concentrate your efforts on collecting trash and recyclables first. Bring the collected trash to the meeting location and then catalogue data for data cards.
- Work in teams. The person in the watercraft will collect trash and recyclables and his/her partner on land will receive the trash and do the data collection. The shore-side volunteer can also collect trash while waiting for the watercraft.
- Remember to encourage on-the-water Cleanup volunteers to wear life jackets at all times.
- No one should ever leave children unsupervised around the river or creek.
- Only pick up human-created matter (plastics, metal, glass, Styrofoam, etc.). Natural debris (algae, wood, etc.) is part of the natural system we are working to restore and should be left alone. Avoid disturbing plants and animals. Much of the trash you will find is small, so keep your eyes out for smaller pieces of trash. The smaller pieces can be mistaken for food by aquatic animals.
- Please Wear Your Life Jacket! Please encourage Great Sierra Cleanup Day participants conducting on the water Cleanups to wear life jackets at all times. Life jackets are the proven number one way to save a life in the event of a sudden, unexpected capsizing or fall overboard. For more information about life jackets, visit: <http://www.dbw.ca.gov/Boaterinfo/LifeJacketinfo.aspx/LifeJacket.aspx>
- You may also want to check the following video about important safety information for paddlers: <http://vimeo.com/7725540> (American Canoe Association)

APPENDIX E

Sample Work Plans

WORK PLAN 1

Ongoing: Distribute volunteer forms for Cleanup Day at all relevant events such as Earth Day (April) and at all presentations to community service clubs.

Late July: Mailing of a volunteer letter to past Cleanup Site Captains and volunteers to request their participation and organization of volunteer groups again. Follow up letter with phone call.

Late July: Mailing of a volunteer request letter to selected community groups and individuals explaining Cleanup Day and requesting they join our Cleanup groups or start their own. Follow up with phone calls.

Late July: Mailing of food/drink donation requests to local businesses. Follow up with phone calls.

Mid-August: Creation of an initial Cleanup press release/fact sheet for distribution to all area media, including newspapers, radio, and television. Start social media campaign.

Early September: Site Captain Meeting. Distribution of materials. Explanation of Cleanup Day logistics and reporting procedures. Follow-up as needed with those unable to attend.

Early September: Contact with local environmental reporters for preparation of both pre- and post-Cleanup Day articles in local newspapers. Contact with local radio and TV to set up on-air appearances.

Mid September: Appearances by Program Staff, Board members, and/or Cleanup Site Captains on local radio and TV stations. Presentations to local service groups as requested.

Two Weeks and One Week before Cleanup Day: Placement of Cleanup Day display ads in local newspapers to announce the day and recruit volunteers.

Cleanup Day: Do the Cleanup and submit initial data by phone to the SNC.

As Requested by SNC: Submit additional follow-up data to SNC.

Late September/Early October: Send thank you letters and Certificates of Participation to volunteers.

WORK PLAN 2

6 Months – Year Ahead

- Reserve Park for the Volunteer Party
- Order all supplies for the event. See old forms to see about how many to order.

3 Months Ahead

- Secure two free 3 X 5 Ads from local newspaper. Determine what dates to advertise and find out specs to complete the ads.
- Secure music and determine fee to pay them.
- Confirm all site captains and let them know date of the site leader meeting.
- Secure larger sponsors: e.g., Clif, Odwalla
- Secure all sponsors and donors before making posters.

1-2 Months Ahead

- Start social media campaign to promote event and gather volunteers.
- Meet with membership team to discuss membership strategy e.g. free ice cream with memberships purchased at cleanup party?
- Set up all sites with Excel spread sheets to fill in names.
- Send out postcard via mail house to our database for people in the local area.
- Set up interviews with radio stations for the 2 weeks before the event.
- Secure underwriting with radio for the week of the event. Interviews the week before the event and therefore there's coverage for two weeks.
- Write press release to put onto the website.
- List the Cleanup sites onto the website for people to review.
- Liquor license completed.
- Letters to all agencies to alert them to the trash pickups that they will be helping with.
- Call all agencies to confirm all details of each site pick up.
- Call waste company/landfill to get free dump delivery.
- Confirm with meeting place to have parking there for start of event.
- Email blast to our members and other members of other groups.

1 Month Ahead

- Review all old evaluations.
- FINALIZE ALL SITE CAPTAINS
- Make all signs for everything at the meeting place and party location.
- Mail out postcard to local members/residents and regional areas.
- Posters up two weeks in advance with all donors on them.
- Confirm all trash pick ups and note on site leader forms.
- Look at last year's event inventory form and assimilate into all docs to implement.
- Review which sites have people going to the meeting place and which go to their sites.
- Put together agenda for the site captain meeting.
- Put together bags containing site materials for the site captain meeting – site leader bags and any gifts for them.
- Contact Board to come and support the event.
- Invite the County Board of Supervisors and city councils.
- Figure out kids area at party: bubbles, bouncy house? art?

One Week Ahead

- Hold Site Captain Meeting.
- Confirm all staff for their roles.
- Confirm all agencies doing pick ups
- Finalize all raffle procurement and get them set up.
- Make poster of the raffle items and thanks to the donors.
- More posters up.
- Set up interviews with radio stations.
- Set up for the local newspaper to do a story.
- Finalize liquor/event form/liquor license.
- Call/get any last insurance forms.
- Deliver ABC alcohol letter to the relevant authority.
- Update poster with new donors – CALL all food donors.
- Put poster/cards up everywhere.
- Update all site leader sheets with information from each including where to put trash and what agency is picking it up. Every item filled in!!!
- Print and update all docs from SNC needed for the event.
- Set up volunteers to come into the office every day next week to help with everything!!!!
- Send out Press Release.
- How much ice do we need and when do we get it? Check for it?
- Review all the details of the BBQ
- Pick up food and drink for BBQ
- Keep track of travel expenses.

2 Weeks Ahead

- Contact food bank to come to the party at 3 pm for pick up food leftovers.

Day Before the Event

- Gather up all BBQ supplies/park supplies so that they are completely ready to go.
- Pick up all fresh food for event.

After the Event

- Thank you postcards to all volunteers.
- Thank you to all sponsors, donors, and raffle item folks.
- Fill out recording forms for SNC within one week.
- Evaluate the event and gather up evaluations from other staff/site leaders/volunteers.
- Thank you to all agencies that assisted with trash/recycling.
- Thank you to all media outlets.
- Record all hours for all volunteers!
- Cleanup the office completely.
- Cleanup all files and store all ready for next year with samples of publicity etc.
- Record in calendar for next year when to start (earlier) for preparations especially the liquor license issue.
- Write Kudos letter for the newspaper - include all sponsors, agencies, and volunteers.
- Names of all volunteers, sponsors, donors into newsletter
- Update list of sponsors, media sponsors, donors, volunteers, and agencies helping out for contacting next year!!

APPENDIX F

Sample Proclamation

Great Sierra River Cleanup Day

Whereas, the natural resources of the Sierra Nevada Region are among California's most important environmental and economic resources; and

Whereas, the Sierra Nevada Region provides more than 60 percent of California's developed water supply and nearly all of the water supply for western Nevada; and

Whereas, the Sierra Nevada environment is one of the most valuable resources for recreation, tourism, fishing, ranching, and other resource-based industries; and

Whereas, the City/County of _____ is strongly committed to the wise management of its resources to ensure that the environmental and economic value of the area will be sustained; and

Whereas, preserving the productivity and quality of our rivers requires public awareness, support, and an understanding that protection of the watershed is a responsibility shared by individual citizens, the business community, and public institutions; and

Whereas, local residents are joining with other throughout the Sierra Nevada region to participate in the Great Sierra River Cleanup to keep our rivers clean and healthy.

NOW, THEREFORE, BE IT RESOLVED, that individual citizens, businesses, groups, and public institutions are encouraged to observe this event and to participate in appropriate activities designed to promote healthy and productive watersheds for the benefit of the people of _____, California, and the Nation.

Approved: Signed:
Name: Title:

CITY/COUNTY SEAL

APPENDIX G

List of Decomposition Rates

A fun but exposing list of decomposition rates of stuff people pick up during Cleanup Day. Enlarge this and put on poster board for use at the Site Captain meeting, the day of Cleanup meeting site, and/or at post celebration. Or use figures in your press releases and reports.

How Long Does it Take to Decompose?

Glass bottle:	1 million years
Monofilament fishing line:	600 years
Plastic beverage bottles:	450 years
Disposable diapers:	450 years
Aluminum can:	80-200 years
Boot sole:	50-80 years
Styrofoam cup:	50 years
Tin can:	50 years
Leather:	50 years
Nylon fabric:	30-40 years
Plastic film cannister:	20-30 years
Plastic bag:	10-20 years
Cigarette filter:	1-5 years
Wool sock:	1-5 years
Plywood:	1-3 years
Waxed milk carton:	3 months
Apple core:	2 months
Newspaper:	6 weeks
Orange or banana peel:	2-5 weeks
Paper towel:	2-4 weeks

The above information was taken from the Pocket Guide to Marine Debris from the Ocean Conservancy.

APPENDIX H

More Great Cleanup Ideas

Go Green!

The CA Coastal Commission is continuing to push a “BYOB - Bring Your Own Bag” campaign this year to help reduce the number of plastic bags that are made specifically for Cleanup Day (right now they produce 150,000/year!). Here are some ideas to help with this:

- Be sure to have your Site Captains keep track of the number of people at each site who bring something reusable to the cleanup - this includes a water bottle, their own gloves, buckets, and trash bags. This info is recorded on your compilation form and it will go back to the SNC & CCC.
- Buckets are the best and most eco-friendly receptacle for collecting trash (this info will need to be communicated to volunteers when they are told what to bring)
- Use 5 gal. buckets and have central dump stations at each Cleanup site
- Many communities have Public Works departments that have tons of buckets, ask to borrow them for the day
- Ask for bucket donations from restaurants
- Get burlap sacks donated from local coffee shops or grocery stores, they can be washed and re-used the next year
- Encourage volunteers to get into teams and share a trash bag
- Encourage volunteers to bring their own gloves - work and garden gloves are not only reusable, but they are safer and sturdier when picking up trash.
- Have people in the community donate old gardening gloves that can be used on Cleanup day
- Encourage volunteers to take only 1 glove per person to reduce the number of gloves that are thrown away

But also make your entire event as green as possible - be a ***model event*** for your community:

- Use compostable or real servingware - or ask that volunteers bring their own servingware
- Serve local, organic food - get donations from local farms
- Eliminate plastic water bottles and encourage volunteers to bring aluminum water bottles (and supply water coolers at event)
- Offer recycling & compost stations at event - have clear signs to remind people where their waste goes/what bins to use
- Encourage carpooling/cycling/walking/mass transit
- Save paper, use recycled or compostable products
- If you have any vendors at the Cleanup, ask them to respect your green practices
- Invite your local recycling department to speak
- Make sure volunteers understand to separate all trash & recyclables when cleaning river

Other Ideas to Consider

- If you are an AmeriCorps Site Coordinator, include Cleanup manual and plans in your Legacy Binder
- Can you make the Cleanup a year round event? Educate and build stewardship year round. Pack it in/pack out, stewardship volunteers throughout summer teaching river users, etc. Volunteers hand out trash/recycling bags to recreators. PR plan throughout the summer/year to educate and minimize trash.
- Post your Cleanup to the Sierra Nevada NG Geotourism site. This may help you get more volunteers. <http://www.sierranevadageotourism.org/participate.php> (See separate sheet on how to post to this site).
- Consider endorsing the CA Children's Outdoor Bill of Rights Info, which is linked to GSRC concept. The site is located at http://www.calroundtable.org/Copy_of_cobor.htm

APPENDIX I

How to a Create a Google Volunteer Registration Form

Creating a Google Docs Volunteer Registration Form for the Great Sierra River Cleanup

It's easy for coordinators to create an online volunteer registration form for cleanups, saving you time that you would use for follow-up calls and emails related to registrations. The form also allows you to collect contact information, record volunteer hours after the event, and even helps with sending out thanks. It can be edited, and updated information can be added to your cleanup website. Additionally, having all of the information posted to a website gives volunteers the details they need to be prepared for the event.

Here is a simple outline of the steps to set up the Google Doc and create the registration process:

- Create a Gmail account.

- Click on the apps icon.



- Click on the Drive icon.



Drive

- Click on the Create tab.



- Create a new form.
- Create questions for your form (see example below).
- On your website have a page that includes the information you want the public to know.
- Include a PDF of descriptions of all of the cleanup sites, including special information about each site along with directions to each site.
- Embed the form into your website (see example below).
- Check the responses in your Gmail account weekly to copy and paste registrants' information into each site's individual lists, if you have more than one site.

EXAMPLE OF FORM AND RELATED TOOLS

Page 1 of 1

Great Sierra River Clean Up 2014 Sign Up

Group or Business Name

First Name

Last Name

Street Address

City

State

Zip   

Phone Number

Email Address

Age

Clean Up Site

Are you a new participant in the Great Sierra River Clean Up?
 Yes
 No

Where did you hear about the cleanup? (ad, poster, radio, email, Facebook, etc)

Do you have special skills that could help with the cleanup?

▾

Responses will be forwarded to your Gmail account and put into a simple spreadsheet for tracking (see example below).

My Drive

<input type="checkbox"/>	TITLE	OWNER ▾	LAST M... ▾
<input type="checkbox"/> ☆	 Great Sierra River Clean Up 2014 Sign Up Shared	me	Feb 21 me
<input type="checkbox"/> ☆	 Great Sierra River Clean Up 2014 Sign Up (Responses) Shared	me	Feb 21 me

This is the spreadsheet that is generated to track responses.

	A	B	C	D	E	F	G	H	I	J
1	Timestamp	Group or Business Name	First Name	Last Name	Street Address	City	State	Zip	Phone Number	Age
2										
3										
4										
5										
6										
7										
8										
9										
10										

To send the link or embed it in your webpage, you would use the Send Form link

Send form

in the upper right hand corner.

Send form

Link to share

<https://docs.google.com/forms/d/1i39U3Hxqo4akM> **Embed**

Share link via:   

Send form via email:

+ Enter names, email addresses, or groups...

Looking to invite other editors to this form? [Add collaborators.](#)

Done

EXAMPLE OF WEBSITE WRITE-UP

6th Annual Great Sierra River Cleanup (put in site or river, lake, etc.)

Great Sierra River Cleanup Registration Information

Thank you for your interest in helping to clean and restore the (insert name here) on:

Saturday, September 20th, 2014

9am-12pm

With about 80% of the debris on the coast originating from inland water sources, you will also be helping to keep trash off the coastal beaches.

What to expect for the Cleanup sites

All participants should arrive at their site by 9am to be ready to work. A site captain will be at each site to sign you in and distribute supplies. Captains will provide latex gloves, trash and recycling bags, data cards, pencils, a safety briefing and directions on where to clean up at each site.

Please bring the following:

- Closed toe shoes
- Work gloves
- Sunscreen
- Filled water bottle and snack
- Paint bucket if you want to help with cleaning up broken glass pieces
- Work clothes

Waiver Forms

Waiver Forms

A waiver form is required by each person participating in the cleanup. You may complete the waiver form at your site upon arrival. However, participants under the age of 18 must have a parent or guardian sign as well. Therefore, we recommend that you download the form at this link ([insert link here](#)) and bring the signed form to the cleanup site. If you are participating as a group of minors, such as a Girl or Boy Scout Troop, please have volunteers' parents sign the forms in advance as the leader may not sign for the troop.

Great Sierra River Cleanup Site List

Click on this link ([insert link for site and directions](#)) to download a list of this year's cleanup sites, and directions to the sites. Please review the site list and see if there are any special issues regarding the site you have chosen. Some sites are more appropriate for children, while others require extra hiking to the location or have other situations not appropriate for small children.

Picnic lunch or appreciation BBQ (this is not required, but you could add information below if your group chooses to have something after the cleanup.)

Thanks for registering!

If you have any questions, please contact ([insert contact name and info](#))

[Embed link to Google Doc or your registration page](#)

