

Great Sierra River Cleanup Coordinator Training



*Presented by:
Kathy Dotson &
Sierra Nevada Conservancy*

History of the Great Sierra River Cleanup

- ✓ Began in 2009 with 33 groups participating
- ✓ 19,000 volunteers
- ✓ 600 tons of garbage removed



Volunteers

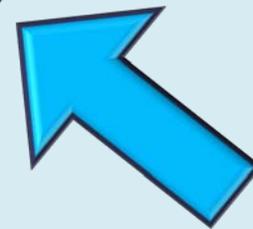
Site Captains

Cleanup Coordinators

Sierra Nevada Conservancy

California Coastal
Commission

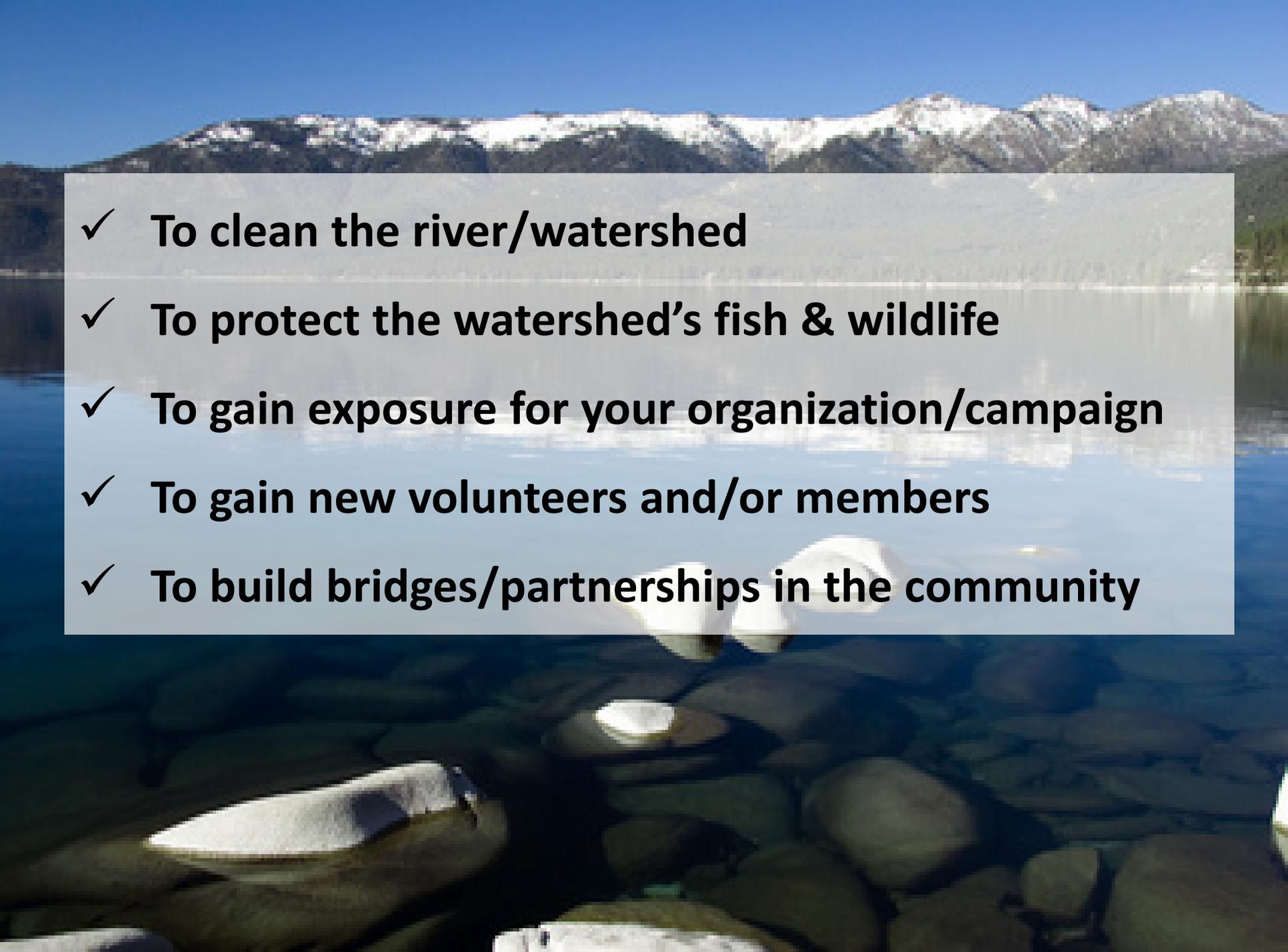
Ocean Conservancy



You!

Why do you want to host a Cleanup?



- 
- ✓ **To clean the river/watershed**
 - ✓ **To protect the watershed's fish & wildlife**
 - ✓ **To gain exposure for your organization/campaign**
 - ✓ **To gain new volunteers and/or members**
 - ✓ **To build bridges/partnerships in the community**

**How large of a
Cleanup do you
want to have?**

How many sites?

Visit sites to assess:

- ✓ Size of area
- ✓ Who owns the land?
 - Site access
- ✓ Safety
- ✓ How many volunteers? Type?
- ✓ Extra help needed?
 - Supplies/Equipment needed?
- ✓ How will trash/recycling be dealt with?



What does the SNC Provide to you?

- **PROMO:** posters, postcards (in Spanish, too)
- **SUPPLIES:** trash bags, recycle bags, pencils, gloves
- **OTHER:** waivers, data cards, forms, T-shirts for captains

What are some expenses?

- ✓ **Printing**
- ✓ **Postage**
- ✓ **Advertising**
- ✓ **Extra design**
- ✓ **Extra event costs**
- ✓ **Travel**
- ✓ **Staff time**
- ✓ **Overhead**
- ✓ **Food/drink**
- ✓ **Schwag**
- ✓ **Supplies**

Can there be an income?

- ✓ Sponsors!
- ✓ Food/drink/other sales
- ✓ Raffle tickets



Volunteers!



Site Captains

Who are they?

Volunteers that can handle more responsibilities and be in charge

What do they do?

- ✓ Understand site
- ✓ Manage & take care of volunteers
- ✓ Train volunteers & give safety talk
- ✓ Represent organization
- ✓ Manage supplies
- ❖ Be sure to hold a Site Captain Meeting
- ❖ Teach them to say thanks!

Site Captain Meeting

- ✓ Hold about one week before event
- ✓ Create their clipboards with all forms needed
- ✓ Understand site (meet individually with each to go over specifics)
- ✓ Manage & take care of volunteers
- ✓ Train volunteers & give safety talk
- ✓ Teach them to say thank you often!

How to Recruit Volunteers

- ✓ Use all the PR tools
- ✓ Use existing database
- ✓ Get groups...

Groups are Great!

- ✓ Schools
- ✓ Scouts
- ✓ Green Clubs
- ✓ Churches
- ✓ 4WD Clubs
- ✓ Sierra Club
- ✓ Audubon
- ✓ Rotary Clubs
- ✓ Other Non-profits
- ✓ Large Companies
- ✓ Tribal Groups
- ✓ Fly-fishing Clubs
- ✓ Mountain Bikers
- ✓ Boaters & Rafters

Keeping Our Volunteers Safe

- ✓ Waivers
- ✓ What to bring
- ✓ Safety Talk
(page 53 in manual)

The Theory of Volunteer Happiness



LOVE, LOVE, LOVE

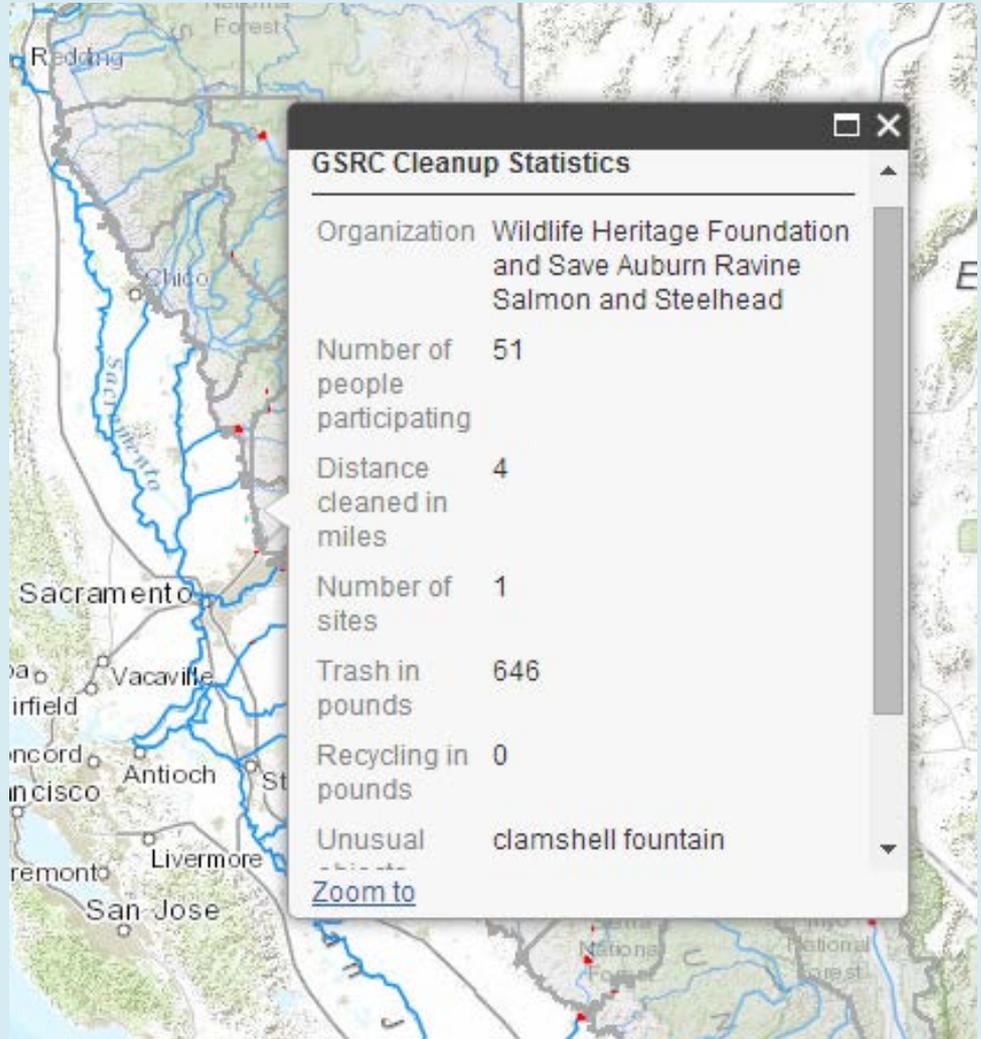
Thank your volunteers all the time

- in person, in emails, on paper – know names

LOVE starts from the top ... spread it!

Mapping

- Mapping by organization this year, rather than by site
- Important we have current contact info to post
- Update your website/Facebook page



Sponsorship

*This is a feel-good event!
An event that everyone likes!*



What do you want your sponsors to cover?

- ✓ All cash
- ✓ Product sponsors
- ✓ Services
- ✓ Media



Think Creatively About Who Can Sponsor

- ✓ Grocery Stores
- ✓ Print Shops
- ✓ Water Agencies
- ✓ Tech Companies
- ✓ Fly-fishing Groups
- ✓ Casinos

❖ Be aware of other groups & events
Who are they asking?

What can you offer your Sponsors?

- ✓ Name/Logo recognition
- ✓ Product giveaways/demo
- ✓ Exclusivity
- ✓ Announcements at event
 - In PR- on the radio, etc.
- ✓ Opportunities for employees to get involved and sponsor a site
- ✓ The river!



In coordination with the California Coastal Cleanup Day

How to do “The Ask”

- ❖ Who does it?
- ❖ Who do you ask?
- ❖ Phone vs. Letter vs. In-Person
- ❖ Materials
- ❖ Be prepared!



Don't Forget!

- ✓ Create a deadline for yourself and sponsors (early August)
- ✓ Treat your sponsors really well
 - Communicate, deliver on promises, thank them
- ✓ Invite them to the event
- ✓ Send thank yous and a report after the event

Get to know what media & other ways to promote are available in your community

How far do you want to reach?

What is your PR area?

All Media is Important!

Sources

- ✓ Newspapers
- ✓ Radio
- ✓ TV
- ✓ Online calendars +
Social marketing
- ✓ Newsletters
(print & enews)
- ✓ Local magazines
- ✓ Free ways to promote
- ✓ Postering

Create a Media Plan

What Is Your Message?

- ✓ Volunteer recruitment
- ✓ Event coverage
- ✓ Post event results

Things to Highlight:

- ✓ Groups involved
- ✓ Partnerships with agencies
- ✓ Sites & specific trash that will be pulled out

Media Plan

Timeline

- ❖ Now through Sept. 20
- ❖ Early volunteer recruitment
- ❖ Know deadlines of all media
- ❖ Multiple waves of PR/press releases
- ❖ Day of press/Post cleanup press

Media Materials

- ✓ Press releases
- ✓ Save-the-date cards/Pitch letters
- ✓ “Canned articles”
- ✓ Letters to the editor/Op-ed pieces
- ✓ Media kits

FRIDAY AND SATURDAY, SEPTEMBER 24 & 25, 2010 | YOUR NEIGHBOR SINCE 1872 | 50

Auburn Journal

AUBURNJOURNAL.COM

WEEKEND EDITION

THE RIG ROUNDUP
Vintage trailer show sets up 'Silver Bullet' camp in Old Town. PAGE A6

Bear River tries for River Valley
SPORTS B1

Mother Nature will thank you



BEN FURTAO • AUBURN JOURNAL

Members of the Sierra Nevada Conservancy, from left, Tristyn Armstrong, Project Manager Brittany Juergenson and Joan Keegan are working to make The Great Sierra River Cleanup a continued success. Volunteers will meet from 9 a.m. to noon Saturday at the American River Confluence and other sites to pick up trash and recyclables along the American River Canyon.

Great Sierra River Cleanup's here

Volunteers removed 130 tons of trash from Sierra last year

BY BRIDGET JONES
JOURNAL STAFF WRITER

On Saturday morning local residents can help get trash out of waterways and surrounding areas.

The Sierra Nevada Conservancy is hosting its second annual Great Sierra River Cleanup along with several other local organizations including Protect American River Canyons, Upper American River Foundation, Placer Land Trust and Auburn State Recreation Area.

The effort is also being held in cooperation with the 26th annual California Coastal Cleanup Day, which includes cleanup sites up and down the state.

The event is scheduled from 9 a.m. to noon Saturday at various sites in Placer County.

Brittany Juergenson, event project manager for the Sierra Nevada Conservancy, said the cleanup is necessary because our local waterways affect a large portion of the state.

"The event is important because, for the most part, 65 percent of the water for the entire state of California originates in the Sierra Nevada," Juergenson said.

At last year's event, 3,500 volunteers turned out to pull various objects out of the water and related ground areas, Juergenson said.

SEE CLEANUP PAGE A9

HOW TO VOLUNTEER FOR THE GREAT SIERRA RIVER CLEANUP

Visit the Sierra Nevada Conservancy's website at sierranevada.ca.gov to find out which cleanup site is right for you.

Call: Eric Peach at (530) 885-8878 to volunteer with Protect American River Canyons, William Templin at (916) 601-9914 to volunteer with the Upper American River Foundation, Jessica Avihia at (530) 887-9222 to volunteer with the Placer Land Trust.

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Media Do's

- ✓ Use facts, numbers, quotes and be accurate
- ✓ Photos
- ✓ Communicate regularly
- ✓ Follow their guidelines & deadlines
- ✓ Special invites & thank yous

Media Don'ts

- ✓ Miss deadlines
- ✓ Mass emailing
- ✓ Bug them



What can you get for FREE?

- ✓ Radio interviews
- ✓ PSA's/Community calendars
- ✓ Web calendars
- ✓ Mention in other newsletters (schools, organizations, etc.)
- ✓ LTE's/Op-eds
- ✓ Social networking
- ✓ Water/sewage/garbage bills
- ✓ Grocery bags



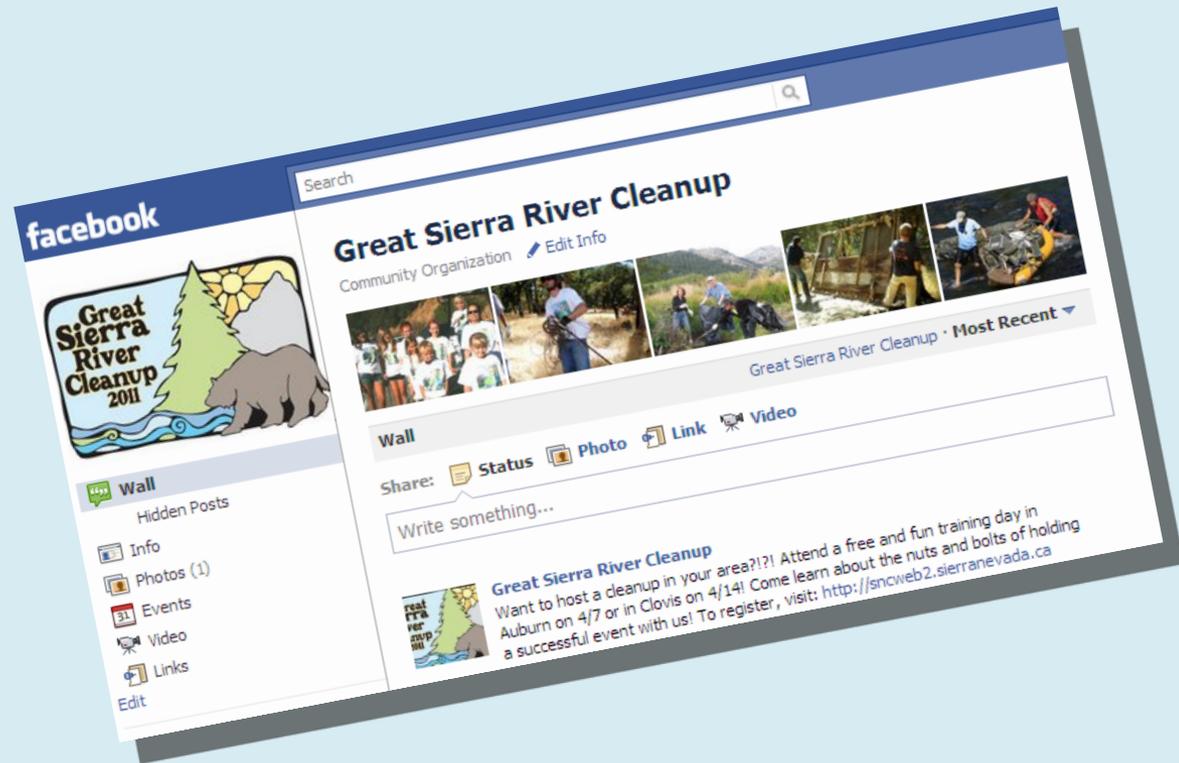
Social Marketing

** Be sure to “like” GSRC on Facebook and follow on Instagram!

- ✓ **Facebook** - organization & personal pages/event page
 - ✓ **Twitter** -linked to your website & Facebook
 - Tweet at us @CAsWatershed
 - ✓ **Instagram** - tag us @greatsierrarivercleanup
 - Also #Greatsierrarivercleanup, #GSRC, or #cawater
- ❖ Have a dedicated volunteer to do regular postings:
more postings= more traffic!

Other Social Marketing

- ✓ Craigslist
- ✓ Blogs
- ✓ Evite



Belinda Gutierrez at SNC can advise you:
(530) 823-4711 or belinda.gutierrez@sierranevada.ca.gov

The Day of

1) Starting Point



The Day of

2) At the Sites – Site Captains in Charge

- ✓ Divide into groups
- ✓ Distribute supplies
- ✓ Designate meeting time
- ✓ Meet with media (You)
- ✓ Weigh/count trash bags
- ✓ Finish paperwork
- ✓ Call coordinator with results



The Day of

3) At the Sites – Social Media

- ✓ Have Social Media coordinator take photos
- ✓ Post to GSRC Facebook page
- ✓ Post to Instagram
 - @greatsierrarivercleanup
 - #Greatsierrarivercleanup
 - #GSRC
 - #Litterati for inclusion in digital landfill



The Day of

4) At the End of the Cleanup

- ✓ Collect Supplies
- ✓ Tally results
- ✓ Contact Marji by 1pm with results
- ✓ Party?!
- ✓ Send results, press release + photos to media



MATERIAL ORDER FORM

Great Sierra Cleanup 2014



Please email or fax completed form
 by MAY 9, 2014 to Marji Feliz at the SNC -
 EMAIL: mfeliz@sierranevada.ca.gov
 FAX: 530-823-4665

City: _____ State: _____ Zip: _____

Trash Bags		Recycle Bags	
GSRC Posters (large - 11x17) (English)		GSRC Posters (large - 11 x 17) (Spanish)	
GSRC Posters (small - 8.5 x11) (English)		GSRC Posters (small - 8.5 x11) (Spanish)	
GSRC Postcards (English)		GSRC Postcards (Spanish)	
Waivers (English)		Waivers (Spanish)	
Data Detective Poster (English/Spanish combined)			
Data Forms (English)		Data Forms (Spanish)	
Data Summary Card (for Cleanup Coordinator & each site)		Pencils	

GLOVES - (Please specify number of gloves, not boxes): XS _____ S _____ M _____ L _____ XL _____

T-SHIRTS - for GSRC Cleanup Coordinators and Site Captains ONLY - FREE!

S _____ M _____ L _____ XL _____ XXL _____

WATER ORDERS (Please read reverse.)

# of ONE GALLON Containers		# of SINGLE SERVING Containers	
-----------------------------------	--	---------------------------------------	--

PREFERRED DELIVERY/PICKUP DATE FOR WATERS: _____

ENERGY BAR ORDERS (Please read reverse.)

Would you like to order Energy Bars? YES NO

Material Order Form

- ✓ Filled out by YOU
- ✓ Due by May 9
- ✓ T-shirts are provided free for you & your site captains
- ✓ Water & Energy Bar Orders

Great Sierra River Cleanup 2014 SITE CAPTAIN FORM

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

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: _____

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.

PLEASE RETURN THIS FORM TO YOUR CLEANUP COORDINATOR LISTED ABOVE.

Site Captain Form

- ✓ Filled out by site captains the day of cleanup
- ✓ Keep it! Do not send to SNC

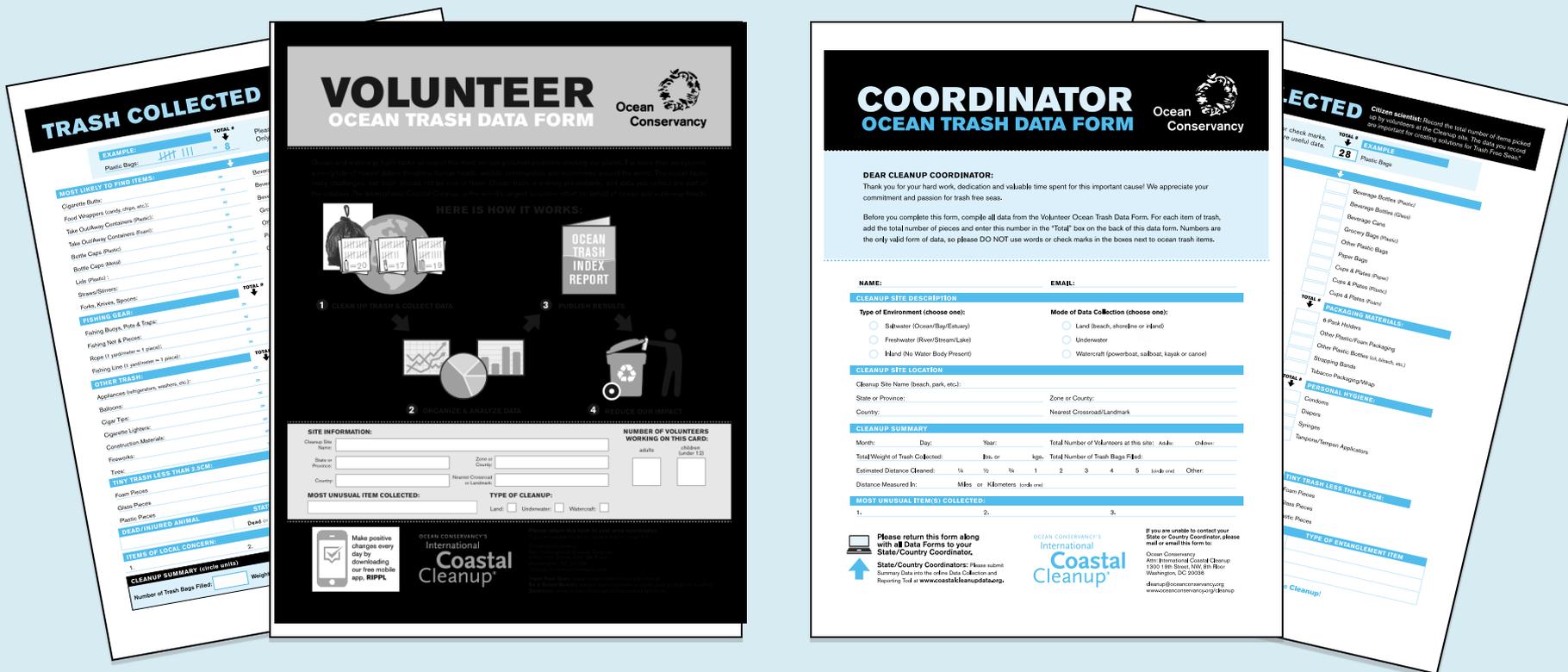
Waiver Forms



- ✓ Available for download on SNC site August 1
- ✓ Filled out by ALL volunteers at the cleanup
- ✓ Send all waivers to SNC by October 21st

Data Forms

- ✓ VOLUNTEER FORM - Filled out by volunteers- 1 data card per group (2-5 people) - Order as many data cards as trash bags
- ✓ COORDINATOR FORM – order 1 per site + 1 additional for watershed
- ✓ Return all to SNC by October 21st



Post-Cleanup Tasks

- ✓ Send out PR immediately following event
- ✓ Compile photos- send to Marji
- ✓ Finish forms- send to Marji
- ✓ Send thank yous to volunteers, site captains, sponsors, media, etc.
- ✓ Send totals/PR to county, city, agency officials, etc.
- ✓ Write kudos for your paper
- ✓ Create Chart for Ongoing Results

Make Your Event Green!

- ❖ Why go green?
- ❖ BYO
- ❖ No water bottles- have water coolers
- ❖ Encourage walking/bicycling/carpool/
public transport
- ❖ Reusable gloves and buckets
- ❖ Don't give away "stuff" – be creative
& green with thank you gifts
- ❖ Make your party green – compostables,
local organic food, recycling, etc.

Other Cool Ideas

- ✓ Use Boy Scouts as Lifeguards (community help requirement)
- ✓ Involve juvenile probation teams (service requirement)
- ✓ If you are an AmeriCorps coordinator, include cleanup manual in Legacy Binder
- ✓ Can you make the cleanup a year round event?
- ✓ Keep track of stats at each site year to year
- ✓ “Pack It In/Pack It Out” PR

Marji Feliz

(530) 823-4679

Marji.Feliz@

sierranevada.ca.gov

**Coordinator's Corner just
updated!**

**[www.sierranevada.ca.gov/
our-work/rivercleanup](http://www.sierranevada.ca.gov/our-work/rivercleanup)**

**THANK
YOU!**

