

# **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?

## **2 Weeks Ahead**

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

## **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 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.

## **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!
- Clean up the office completely.
- Clean up 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!!