



## Scale Up Your Cleanup

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### Attract volunteers

#### Social media promotion:

- Create a Facebook “event” and send it out to your network. When your Facebook fans respond, it’ll post on their status updates, letting all their friends know about the event, too.
- Encourage attendees to post information about your event on their social networks.
- Create a hashtag for your event and use it to promote the event beforehand. Also encourage volunteers to post using it during and after the event. Using a hashtag allows you to track posts after the event.

#### On the ground promotion:

- Create a flyer using Canva or another design platform and post it at the local

grocery store, farmers market, library, high schools, coffee shops and other local retail stores.

#### Reaching out:

- Ask outdoors clubs, such as hiking, walking, cycling, bird-watching, climbing, and paddling groups, to get involved and spread the word to their members.
- Post a clean-up “blurb” on your town or city’s online calendar of events, daily newspapers’ free weeklies, neighborhood list serves and city blogs.

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American Rivers is championing a national effort to protect and restore all rivers, from remote mountain streams to urban waterways. Healthy rivers provide people and nature with clean, abundant water and natural habitat. For 50 years, American Rivers staff, supporters, and partners have shared a common belief: Life Depends on Rivers<sup>SM</sup>.

## Things to keep in mind

As you gain more volunteers it is important to also increase your supplies for the event:

- Be sure to order enough t-shirts, gloves, trash bags, and food
- Print enough liability waivers for all possible attendants
- Assign members of your group to help with registration, passing out supplies, and distributing lunch

## Make your success known

Print, radio, television, blogger promotion:

- Customize an e-mail or letter to reporters and bloggers who may cover your event using our press release template found on the American Rivers website. Include the link if you have an event web page or Facebook page.
- Invite reporters and bloggers to attend your cleanup.
- Mention any sponsors and/or civic leaders who may be attending.
- Follow up after the event with a press release summarizing the day including statistics on trash removed and any photos.
- Keep copies of all media received. You'll be able to use them the following year to help secure sponsorship and/or encourage elected officials to participate.

Social media promotion:

- Encourage live posting or tweeting during the event.
- Post photos to a Flickr photo stream. Be sure to share with American Rivers, too. Share these photos on Facebook. Tag volunteers and American Rivers in the photos to help share with a wider audience.



- Post videos of your cleanup on your YouTube channel.
- If you have a short video, please share it with American Rivers so we can re-post.

Logo:

- To use American Rivers' logo, please contact the National River Cleanup® Manager at [nrc@americanrivers.org](mailto:nrc@americanrivers.org).

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