Let’s Come
Clean For Earth
Organizing &
Promoting a Cleanup
Welcome to the Clean Earth Challenge!

Launched in April 2022, the Challenge is a partnership between the National Wildlife Federation, one of America’s most trusted conservation organizations, and Johnson Outdoors, a leading global innovator of outdoor recreation equipment and technologies.

We’re calling on outdoor lovers everywhere to come together and take collective conservation action to make the planet a healthier, happier place. The goal is to collect one million pieces of trash and debris that litter our beautiful land, oceans and waterways. Every piece collected counts, and when we work together, the impact is big!
About This Guide

Whether you’re organizing and/or participating in a small or large-scale community Clean Earth Challenge cleanup, this guide has handy tips and information to help you!

You’ll find out how to form a crew, determine a location, follow safety tips, proper disposal methods, measure your impact, how to promote your cleanup and more.

So, get ready to roll up your sleeves, get outdoors and #ComeCleanforEarth!
The best way to get started on your Clean Earth Challenge cleanup effort is to get the word out!

You can do this by talking with family, friends and neighbors and/or creating posters, sending out emails and posting on social media. Depending on the scale of your cleanup, you may use all or some of these methods.

And to help you with these efforts, we’re providing ready-to-go graphics featuring the Clean Earth Campaign logo and our tagline “Come Clean for Earth.”

You’ll find the Clean Earth Challenge logo and downloadable files for these applications: name badge, T-shirt, poster, email and social media. These designs will draw attention, help unify your message and get people to sign up for your cleanup event!

We’re also providing handy tips for getting the word out through email, newsletters and social media.

Email & Newsletters
Create immediate awareness for your cleanup event by incorporating the email graphic in the email or a newsletter format and use the following sample copy as a guide:

Hi _____,

I’m inviting you to join me (or Team Name) to take the Clean Earth Challenge! Our goal is to collect one million pieces of trash and debris that litter our beautiful land, oceans and waterways.

In doing so, we will help get rid of pollution and make the planet a healthier, happier place.

Every piece collected counts, and when we work together, the impact is big!

Join me now and Take the Challenge at cleanearthchallenge.com

Thanks so much for your participation!

#CleanEarthChallenge #ComeCleanForEarth
Creating Cleanup Buzz

Social Media
Posting your cleanup event information on social media gets the word out quickly and can have a big impact on how many people sign up and participate.

TIPS TO REMEMBER
• Draw attention to your cleanup and make your post stand out by using the social media graphic we’ve provided.
• Remember character counts for social media are usually short for Twitter and Instagram and a bit longer for Facebook. It’s best to make your message brief and to the point.
• Always remember to include the hashtags, #ComeCleanForEarth and #CleanEarthChallenge

SHARING PHOTOS & HASHTAGS
While on your cleanup, remember to take photos of you and your team members and the progress you make while on your collection journey.

Share your results on social media and remember to use the hashtags: #ComeCleanforEarth and #CleanEarthChallenge

The more you get the word out, the more you will inspire more people to take the Clean Earth Challenge!

MESSAGE EXAMPLES
Space permitting, you can provide your personal motivation for taking part in the Clean Earth Challenge and please include this information to encourage sign up and participation:

Join me and take the Clean Earth Challenge to help clean up the planet! Sign up at cleanearthchallenge.com #ComeCleanForEarth

#ComeCleanForEarth and Take the Clean Earth Challenge! cleanearthchallenge.com

#ComeCleanForEarth cleanearthchallenge.com
Organizing the Cleanup

Cleanup Prep

MATERIALS
Depending on the scope of your cleanup, you’ll need to arrange for transportation, garbage bags and/or bins and garbage pickers if handy or accessible. If it’s a long day, arrange for food, snacks and water options. A first aid kit or supplies should be on hand depending on scope as well. Please remember to incorporate sustainable options with regards to materials whenever possible.

ATTIRE & WEATHER
Participants should wear appropriate attire for walking and/or hiking and bring gloves (garden gloves are a great reusable option). Also, pay attention to weather reports and bring umbrellas if there’s a chance of rain. It’s also best to start early and not conduct cleanups at dusk or when dark.

LEGAL WAIVERS/VOLUNTEER SIGN UP FORMS
For small or large-scale events, please determine if any legal waivers or volunteer sign up forms are necessary for anyone participating in the cleanup.

Location

SCOPE OUT A SITE
When determining a cleanup location, think about the impact you can make and areas that really need it. Some examples include local parks, neighborhoods, vacant lots, school yards, rivers and streams, beaches, historic areas, hiking, biking and nature trails or other areas.

NEED PERMISSION? GET IT!
Once you’ve decided what area to clean up, please make sure to inquire and secure permission or permits if applicable (for example, a local park, beach, etc.) that needs cleaning.

EASY ACCESS
Make sure the area you are cleaning up is safe and accessible. It should be easy to walk through to collect trash and debris. Avoid any unsafe circumstances or obstacles. If there are difficult trails or areas, determine who should be joining your cleanup crew to determine if it is accessible for them.

LET’S GET OUT THERE!
Organizing the Cleanup

Safety

HAZARDOUS ITEMS
During your cleanup, do not pick up any trash items that make you feel uncomfortable or pose a hazard like glass, needles, sharp objects or biohazardous waste. Instead, contact relevant authorities such as park officials with the location and a photo.

ENCOUNTERING WILDLIFE
Please respect wildlife and their habitat. If you encounter wildlife during the cleanup, please remember to remain calm and do not make any sudden movements. Avoid direct eye contact and move away slowly. Do not attempt to feed, pet or provoke wildlife. If bitten or scratched, seek medical attention immediately.

TRASH DISPOSAL & SPECIAL HANDLING
Before your cleanup, contact relevant departments such as local or city services for special handling and drop off instructions for items like batteries, paint or any hazardous items that cannot be thrown in the trash. Make sure to responsibly dispose of trash, recyclable items or hazardous items at the proper trash or disposal areas.

GOOD LUCK ON YOUR COLLECTION JOURNEY!

COVID Reminder
Please remember to follow Covid protocol designated by your local city, county and state authorities.
Measuring Your Impact

Litterati App
The easiest and most effective way to keep track of your cleanup effort is by downloading the Litterati app that is available in the Apple Store and Google Play Store. Helpful hint: do this at home before the cleanup.

Once you’ve downloaded the app and set up your personal profile, you will then use the Join Code: CLEANEARTH to join the Clean Earth Challenge. The cool thing about the Litterati app is that you take a photo of each item you collect, and the app categorizes and keeps track of your collection pieces.

Handy Collecting Tip
When you are out on your collection journey, pair up as a tag team and have one person use the app and take photos and one person collect the trash. Then switch! It makes the process faster and more efficient!

Clean Earth Challenge Form
For some, it might be easier to keep track of your cleanup effort by filling out our Clean Earth Challenge Collection Form available at cleanearthchallenge.com. This form is designed as a tally sheet with common items listed and space to fill in other items that may be collected.

Just download, print, fill out and when complete, scan and create a PDF or take a photo and email it to us at cleanearthchallenge@nwf.org.
Clean Earth Challenge Cleanup Checklist

Participation Reminders
- Take the Clean Earth Challenge at cleanearthchallenge.com
- Get the word out for people to participate through email, newsletters, social media or posters using the provided graphics
- Take photos during your cleanup journey
- Post photos on social media and use the hashtag: #ComeCleanForEarth and #CleanEarthChallenge
- Track your cleanup efforts – download the Litterati app or the Clean Earth Challenge Collection Form prior to your collection journey
- Tag team it! Have one person use the Litterati app to take photos and one person collect trash; or have one person tally trash on the collection form and one person pick up the trash.

Cleanup Day
- Secure any permission needed or legal waivers prior to cleanup
- Know the safety procedures
- Have a plan for responsible trash disposal including hazardous items
- Bring a first aid kit or supplies depending on scope
- Check the weather
- Wear the proper attire
- Bring gloves
- Bring garbage bags, bins and/or garbage pickers if handy
- Take water, snacks or food depending on needs
- Follow sustainable practices during cleanup
- Bring your phone and use the Litterati app to record what you collect
- Or bring the Clean Earth Collection Form and fill it out then scan and email it later to: cleanearthchallenge@nwf.org

CONGRATULATIONS ON A CLEANUP WELL DONE!
How do I participate in the Clean Earth Challenge?
Go to cleanearthchallenge.com to sign up and take the challenge.

What is the campaign URL, email address, and social media hashtags?
cleanearthchallenge.com  |  cleanearthchallenge@nwf.org
#ComeCleanForEarth   #CleanEarthChallenge

Who can participate in the Clean Earth Challenge?
We highly encourage family, friends, neighbors, classmates, schools, organizations and like-minded people to participate in and organize their own cleanups. The more people that participate, the greater the impact!
Thank you for participating! The planet is on its way to becoming a healthier, happier place.

For updates go to: cleanearthchallenge.com