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!

*Note: This toolkit is offered for educational and general informational purposes only, to individuals looking to organize their own cleanup event.
Creating Cleanup Buzz

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

*National Wildlife Federation (“NWF”), Clean Earth Challenge, and their respective logos are trademarks owned by NWF and may not be used without NWF’s permission. NWF grants organizers of Clean Earth Challenge cleanup events a limited, non-exclusive, revocable, noncommercial license solely to publicize their event consistent with NWF policies and guidelines.
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

*Please make sure you get all necessary permissions or media releases before posting pictures of others participating in your event.
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.

*NWF and sponsors of the Clean Earth Challenge are not responsible or liable for any injury, damage, loss, or accident that occurs in connection with an organizer’s cleanup under this challenge. By organizing a cleanup, individuals agree to hold NWF and its sponsors harmless for claims related to any such occurrences.

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.

YOUTH SAFEGUARDING
NWF is strongly committed to safeguarding youth in connection with its own programs and activities, and doing so consistent with our values, best practices, and legal obligations. If organizers plan to engage youth under 18 in their cleanup events, they should do the same. That includes, but is not limited to, ensuring appropriate risk management for the event, securing all necessary parental consents, having a sufficient number adult leaders (including any chaperones), and observing all applicable laws related to interacting with minors.
Once you’ve assembled your cleanup team, a great way to motivate and get your team excited is to address the group and provide information about the Clean Earth Challenge, the National Wildlife Federation and Johnson Outdoors partnership and the Challenge goal to collect one million pieces of trash. Feel free to modify or simplify the script according to your needs and good luck on inspiring your team!

Opening Sample Script
Welcome everyone! Thank you for taking part in the Clean Earth Challenge. We’re excited you’re here.

The Clean Earth Challenge is a partnership with the National Wildlife Federation and Johnson Outdoors, a leading manufacturer of outdoor recreation equipment.

The Challenge goal is to remove one million pieces of trash from our communities, parks, schools, beaches and beyond. This trash has a devastating effect on our ecosystems clogging our lands, oceans and waterways.

By volunteering your time today, you will help clean up the environment and make it a cleaner place to live. You’ll also help remove ocean bound plastics and trash that harm local wildlife.

Every piece you collect counts—and no piece is too small. Let’s get started

Closing Sample Script
We hope you enjoyed your time outdoors today and it inspired you!

Every piece of trash you collected makes a real impact to help to save wildlife, people and the planet.

Thanks to your participation, we’re that much closer to reaching our one-million-piece goal.

Thank you!
Measuring Your Impact

Online Collection Form
Keep track of your cleanup efforts by filling out our collection form directly online at cleanearthchallenge.com. Once filled out, submit it and you’re done! This form is designed as a tally sheet with common items listed and space to fill in other items that may be collected.

Print and Go Collection Form
You can also print out the collection form at cleanearth-challenge.com and take it to your cleanup. Fill it out and either take a legible photo or scan as a PDF and email it to us at cleanearthchallenge@nwf.org.

Litterati App
For digital enthusiasts, keep track of your cleanup effort by downloading the Litterati app 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 app lets you take a photo of each item you collect, and the app categorizes and keeps track of your collection pieces.
Clean Earth Challenge
Cleanup Checklist

**Participation Reminders**
- Take the Clean Earth Challenge at [cleanearthchallenge.com](http://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
- 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](mailto:cleanearthchallenge@nwf.org)

**CONGRATULATIONS ON A CLEANUP WELL DONE!**
FAQs

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?
Anyone who wants to help the planet! You can pick up trash on a morning walk, at a local beach or at a favorite park. Or 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