



# Let's Come Clean For Earth

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Organizing & Promoting a Cleanup



# INTRODUCTION

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

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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!](#)



# Creating Cleanup Buzz

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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](http://cleanearthchallenge.com)

Thanks so much for your participation!

#CleanEarthChallenge #ComeCleanForEarth

# Creating Cleanup Buzz

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## 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](https://cleanearthchallenge.com)  
#ComeCleanForEarth

#ComeCleanForEarth and Take the Clean Earth Challenge!  
[cleanearthchallenge.com](https://cleanearthchallenge.com)

#ComeCleanForEarth [cleanearthchallenge.com](https://cleanearthchallenge.com)

# Organizing the Cleanup



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## 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.

*\*NWF and the sponsors of the Clean Earth Challenge are not responsible for any injury, damage, loss or accident that occurs in connection with the cleanup carried out by an organizer as part of this challenge. By organizing a cleanup, individuals agree to hold NWF and its sponsors harmless for claims related to any of these occurrences.*







# Measuring Your Impact

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## Clean Earth Challenge Form

Keep track of your cleanup efforts and measure your impact with others. Choose from these measuring options:

### ONLINE COLLECTION FORM

Fill in the online collection form and submit it to us.

[Online Form](#)

### PRINT COLLECTION FORM

Print the collection form 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

[cleaneearthchallenge@nwf.org](mailto:cleaneearthchallenge@nwf.org)

[English](#) | [Spanish](#)





# FAQs

## How do I participate in the Clean Earth Challenge?

Go to [cleanearthchallenge.com](https://cleanearthchallenge.com) to sign up and take the challenge.

## What is the campaign URL, email address, and social media hashtags?

[cleanearthchallenge.com](https://cleanearthchallenge.com) | [cleanearthchallenge@nwf.org](mailto: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](https://cleanearthchallenge.com)

