



## 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!

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# 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)

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# 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.*

# Organizing the Cleanup

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## 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.

## PROTECTION OF YOUNG PEOPLE

The NWF is strongly committed to safeguarding young people in relation to its programs and activities, and to do so in a manner consistent with our values, best practices and legal obligations. If organizers plan to involve youth under 18 in their cleanup events, they should do the same. This includes, among other things, ensuring appropriate risk management of the event, obtaining all necessary parental consents, having a sufficient number of adult leaders (including chaperones) and abiding by all relevant laws relating to interaction with minors.

## COVID Reminder

Please remember to follow Covid protocol designated by your local city, county and state authorities.

## GOOD LUCK ON YOUR COLLECTION JOURNEY!



# Welcome to the Cleaning Team

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Once you've assembled your cleaning team, a great way to motivate and excite them is to head to the group and provide information about the Earth Challenge clean, the partnership between the National Wildlife Federation and Johnson Outdoors and the goal of the challenge to collect a million items of garbage. Feel free to modify or simplify the text according to your needs and good luck inspiring your equipment!

## OPENING SCRIPT EXAMPLE

*Welcome! Thank you for participating in the One Earth Challenge clean. We are delighted that you are here. The Clean Earth Challenge is a partnership between the National Wildlife Federation and Johnson Outdoors, a leading manufacturer of outdoor recreation equipment.*

*The goal of the Challenge is to eliminate one million items of trash of our communities, parks, schools, beaches and more. This Garbage has a devastating effect on our ecosystems, given that clogs our lands, oceans and waterways.*

*By volunteering your time today, you will help the environment. environment and making it a cleaner place to live. Also will help eliminate plastics and trash in the ocean, which They harm local fauna.*

*Every item collected counts, and no amount is too little. Let's start.*

## CLOSING SCRIPT EXAMPLE

We hope you enjoyed your time outdoors today and It has been an inspiring activity.

Every waste collected has a real impact and helps save the flora, fauna, people and the planet.

Thanks to your participation, we are much closer to achieving our goal of one million articles.

Thank you!



# Measuring Your Impact

## 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

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

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



# Clean Earth Challenge Cleanup Checklist

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## Participation Reminders

- ☐ Take the Clean Earth Challenge at [cleanearthchallenge.com](https://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 with the Clean Earth Challenge Collection Form

## 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 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](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)

