

Organizing & Conducting an Effective Clean Up

- ✓ **Organize a planning group to coordinate the event**
Write objectives; Have a contingency plan (an alternate date) in case of bad weather)
- ✓ **Seek support/sponsorship if necessary from community businesses, etc.**
Send letters/flyers to businesses and community representatives.
- ✓ **Select an appropriate site**
Scout the area to select an appropriate site that needs cleaning up; take photographs of the area.
- ✓ **Arrange for trash disposal and/or recycling**
Make an appointment for trash pick-up with Keep Atlanta Beautiful—404-330-6972, (see link for standard request letter).
- ✓ **Recruit volunteers**
Seek volunteers from a variety of neighborhood organizations, groups and businesses.
- ✓ **Publicize the event**
Distribute flyers; advertise through community media; get the word out
- ✓ **Have a detailed plan of action on the day of the event**
Divide the cleanup site into zones; assist volunteers in completing waiver/consent forms; assign zone captains to monitor volunteers; review safety procedures with participants; take photographs
- ✓ **Complete tally form**
Record clean up collection data and forward to local adopt-a-stream program/water quality program
- ✓ **Publicize accomplishments after clean up**
Send announcements and photos from event to community media
- ✓ **Recognize participants**
Write thank-you letters to government officials, businesses, etc. that cooperated; coordinate appreciation activity for volunteers
- ✓ **Evaluate your efforts**
Hold a post-event meeting of your planning committee to evaluate the event's successes and shortcomings

Resources: www.riversalive.org, www.toolbank.org, www.cleanwateratlanta.org, City of Atlanta Adopt-A-Stream, Georgia Adopt-A-Stream