

SAMPLES AND TEMPLATES

The following publicity and informational materials are intended to give you examples for organizing a Community Clean-Up for Water Quality. You can use them to help plan and run a successful event, connect with partners, promote your project to the media and the public and manage volunteers effectively. If you have further questions, contact the Freshwater Society at 952-471-9773 or 888-471-9773, freshwater@freshwater.org or Friends of the Minnesota Valley at 952-881-9055, info@friendsofminnvalley.org.

This toolkit was constructed to use the “Why Community Clean-Ups for Water Quality Are Important” (page 1) and Questions and Answers (pages 2-3) as additional handouts. You may copy these documents for distribution as needed.

PRE-EVENT PUBLICITY

Press Release

A sample press release is provided on page 13. A modifiable template is provided on the disk in your toolkit. You may use this press release or create your own. Distribute it to local newspapers, radio and television stations, newsletters, church bulletins, etc., approximately 2-3 weeks prior to your scheduled clean-up. If you are not holding a Pick-Up Day (Level 1), remove the sentences in brackets.

Volunteer Recruitment Flyer

If you are recruiting volunteers outside of your organization you can use the volunteer flyer and place in community gathering locations, local businesses, churches, etc.

Volunteer Sign-Up Sheet

Collect contact information for your volunteers.

Sample Community Flyer (Level 1)

Sample Community Flyer (Levels 2, 3, 4)

Distributing flyers around your community for bulletin boards in community gathering places such as grocery stores, local business, civic center,

churches, schools, etc. will be a visual reinforcement of the coming event. Sample flyers are provided on the disk and are able to be modified for your event.

Newspaper Article (Level 1)

Newspaper Article (Levels 2, 3, 4)

Your local newspaper can help get the message out about your Community Clean-Up for Water Quality. A sample newspaper article (pages 18-19) is provided for you to use as a guide in crafting an article for the newspaper or talking to a reporter. The who, what, why, how and when are needed. It is also helpful to have quotes from local sponsors, your organizer, program sponsors, the Freshwater Society or the Friends of the Minnesota Valley. You may use the quotes on the sample from the Freshwater Society or Friends of the Minnesota Valley for your article. This article can also be adapted for newsletters. Brainstorm a list of newsletters in your community and determine timeline and format for publication.

Newspaper Ad (Level 1)

Newspaper Ad (Levels 2, 3, 4)

Pages 20-21 provide a sample of newspaper ads to run 2 weeks prior to your scheduled clean-up. Talk to your local newspaper; ask if they would donate space to run the ad or if your organization has resources, ask for a reduction in ad cost. Ad sizes vary between newspapers so ask for the size, format and timeline information.

Door Hanger/Flyer

Door hangers are a great way for getting information out to each household in your clean-up area. They also provide an opportunity to personally ask residents to participate and are a handy reference for actions they can do all year long to reduce phosphorus pollution. A cut-off postcard is provided to encourage residents to record the number of bags they collect. The door hangers are provided by the Freshwater Society and space is provided to either write in your event information or create a

SAMPLES AND TEMPLATES

label to place on the hanger. You will also want to put a return mailing label for your organization on the postcard. The door hanger/flyer can either be put on the front door or in the newspaper box at each home in the area.

Proclamation

Your city council and/or mayor are important allies in Community Clean-Up projects. They can help publicize a successful event and provide official support. One way to demonstrate their support is by issuing a Proclamation. Frequently they request the organization to submit draft language for a Proclamation. Page 23 provides a sample Proclamation. A template is also provided on the disk for customization. Contact your city council/mayor well in advance of your clean-up day in order to provide sufficient time for processing the Proclamation. Provide your city officials with a brochure and make the DVD available for viewing.

Brochure

The Community Clean-Ups for Water Quality brochure has many uses. You can provide this to your volunteers, sponsors, city or community leaders, publicity contacts, etc. Page 24 shows a sample of the brochure and a brochure template is on the disk allowing you to modify it with your organization name and contact information or print “as is” for general information.

Utility Bill Stuffer

Many utility providers will allow organizations to submit an insert or print information on a monthly utility bill. In the sample provided on page 25, a general reminder on preventing pollution has been printed on a local utility bill. Contact your local utility company to determine their policy and requirements for an insert. Frequently these are scheduled months in advance so keep this in mind if you would like to publicize the date of the clean-up. A general reminder in the spring or

fall about preventing pollution encourages good stewardship.

POST-EVENT PUBLICITY

Letter to the Editor

One way to reinforce the importance of pollution prevention throughout the year is sending a letter to the editor such as the sample provided on page 26.

Post-Event Newspaper Articles

Let everyone know about your success! Hopefully your local newspaper accepted your invitation to cover your clean-up, but if they were not able to, follow-up by submitting a story and pictures. A newspaper article recognizes the efforts of local residents, volunteers and your organization as well as increases pollution awareness to other community members and sets the stage for your annual clean-ups.

INFORMATIONAL VIDEO

This toolkit contains a video that briefly describes the programs, its importance and community benefits. Use the DVD to recruit volunteers, inform civic leaders and sponsors and others who are interested in the project. The DVD also contains templates for the above documents. The video is also available at www.freshwater.org. Follow the links to the Community Clean-Ups for Water Quality Program.