**THE GREATEST AMERICAN CLEANUPTM**

**Team Up to Clean Up Toolkit**

*Updated: March 2025*

**THANK YOU FOR DOING BEAUTIFUL THINGS!**

We’re so excited that you’re taking the time to clean and green your community with Keep America Beautiful. We hope this outing turns into a life-long passion for making a difference in your neighborhood, your city, in a park, or along a local waterway. At Keep America Beautiful, we strive to create beautiful communities and foster a healthier planet. You are helping us accomplish beautiful things, and we are so grateful.

**WHAT IS THE GREATEST AMERICAN CLEANUP?**

You are joining Keep America Beautiful at an exciting time! On July 4, 2026, the United States of America will celebrate our 250th birthday. In honor of this momentous occasion, we launched the Greatest American Cleanup, the largest and most far-reaching cleanup project in our history with a goal of picking up 25 billion pieces of litter. This is a fantastic moment for employees and companies to come together to help clean and green communities nationwide.

**TEAM UP TO CLEAN UP**

This Team Up to Clean Up kit supports your company’s participation in the Greatest American Cleanup by engaging employees across the organization. In this box you will find all the tools you need to carry out a community cleanup. Each box of 25 cleanup kits includes litter pickers, safety vests, gloves and a reusable trash bag.

Here are some additional resources to help you plan and execute successful cleanup events:

* Start your day with some introductory videos:
  + [Intro to KAB video](https://www.youtube.com/watch?v=q9nByo8zVBg&t=1s)
  + [Greatest American Cleanup video](https://www.youtube.com/watch?v=6jHCvTXK7Bw&t=2s)
* Encourage everyone to sign the [Greatest American Cleanup Pledge](https://kab.org/greatest-american-cleanup/) (we’ve also included a printable QR code that you can bring to your event)
* Share event information using the included graphics
* Add the Greatest American Cleanup logo to your website
* Share the Cleanup Captains guide with group leaders to organize a cleanup
* Report your progress here: <https://bit.ly/TeamUptoCleanUp>
* Add some fun to your project with the litter bingo card
* Share certificates of appreciation with your volunteers

**KEY MESSAGES FOR EMPLOYEES**

* The Greatest American Cleanup is a powerful opportunity to get together with your team and make a tangible difference in your community.
* It’s easy to get started – Join the Greatest American Cleanup and take the pledge at [kab.org/greatest](https://www.kab.org/greatest)
* Working together, we can create a cleaner, greener, and more beautiful America for generations to come.
* If everyone picked up 250 pieces of litter, we’d have a litter-free America in no time
* Invite your friends and family to join in on the fun - cleaning up is a great way to come together and have a blast!
* Post pictures of your success with your colleagues and tag us on social @KeepAmericaBeautiful and #GreatestAmericanCleanup
* Make your efforts go even farther by donating your Dollar for Doers/corporate match to Keep America Beautiful!
* Pick some Cleanup Captains who can challenge their colleagues to participate! See which Captain can pick up the most pieces of litter on their cleanup day and offer a small prize for the winner – e.g. company SWAG, pizza party
* Consider making a donation of $2.50, $20.50, or $250 for volunteer hours and include information on matching dollars or volunteer rewards
* Don’t forget to report your amazing impact [here](https://bit.ly/TeamUptoCleanUp)!

**INCENTIVES FOR EMPLOYEE PARTICIPATION**

* Promote your company volunteer and/or giving platforms like Benevity or YourCause. You can also promote any type of company match or volunteer rewards programs as an added benefit of employee participation.

**REPORTING**

* When you’re done for the day, report back on the work you did through this [REPORTING WEBSITE](https://bit.ly/TeamUptoCleanUp).
* If you didn’t get a chance to count each bag of litter, please estimate how much you picked up. We will combine reports from all sites and report back to your company organizer with the full impact of the work you’ve done.

**MORE ABOUT THE GREATEST AMERICAN CLEANUP**   
**Why pick up 250 pieces of litter for the Greatest American Cleanup?**

* Litter is a problem that impacts every community in America. According to the 2020 National Litter Study, 90% of Americans believe litter is a problem in their state.
* Harris Poll research in June 2024 found that nearly 87% of Americans are interested in beautifying their communities because they believe litter cleanups can lead to healthier, stronger, and “more neighborly” communities.
* Not only is litter unsightly, it also poses a threat to our environment, wildlife, and public health.

**The Greatest American Cleanup**

* In honor of America’s 250th birthday, we’re asking Americans to pledge their support for Greatest American Cleanup.
* Our goal is to pick up **25 billion pieces of litter and beautify 25,000 communities** across the country by July 4, 2026.

The Greatest American Cleanup will bring Americans together to honor the shared history and beauty of our nation and the can-do spirit of the American people, spark a renewed sense of civic pride in our cities, towns, and communities across the nation and inspire action in support of a cleaner, more sustainable, more beautiful future.

**ABOUT KEEP AMERICA BEAUTIFUL**

For over 70 years, Keep America Beautiful (KAB) has been at the forefront of community improvement efforts nationwide. KAB is a grassroots organization with a national impact, working with over 750 affiliate organizations, millions of volunteers, and dedicated corporate partners to build cleaner, greener, and more beautiful communities. Our impact over the past five years includes:

* Cleaning up 79,000 miles of waterways and 300,000 miles of roads.
* Planting 306,000 trees - enough to supply oxygen for 41,000 Americans.
* Cleaning and restoring 2.1 million acres of parks, public lands, trails, and playgrounds.

Learn more at kab.org and follow us on social media @KeepAmericaBeautiful