**THE GREATEST AMERICAN CLEANUPTM**

**Become a Team Up to Clean Up Captain!**

*Updated: March 2025*

**WHAT IS A CLEANUP CAPTAIN?**

A Cleanup Captain is a volunteer willing to lead others as part of the Greatest American Cleanup. Cleanup captains inspire and recruit employees to attend cleanups and reports progress to Keep America Beautiful.

**WHY BE A CLEANUP CAPTAIN?**

Taking on the role of Cleanup Captain offers a great opportunity to participate in the Greatest American Cleanup and foster camaraderie amongst your colleagues. Use this Team Up to Clean Up kit and help us meet our goal of picking up 25 billion pieces of litter by America’s 250th birthday by leading a group from your site.

* **Positive Impact:** Cleanup events do more than making your neighborhood look better, they directly contribute to a healthier and more sustainable environment for everyone.
* **Team Building:** Working together toward a common goal, like cleaning up a local park, is a powerful team-building exercise.
* **Inspiring Action:** Leading by example is a powerful motivator. By organizing and participating in a cleanup, you are inspiring your team to take action and become more environmentally conscious.

**STEPS TO ORGANIZE A CLEANUP**

**Step 1: Gather Your Team**

* Spread the Word: Use your company's internal communication channels (email, Slack, company-wide meetings) to invite your colleagues to join your cleanup crew.
* Form a Team: Assign roles like event coordinator, supplies organizer, and communication lead.
* Set a Date: Choose a date and time that works for most of your team. Consider weekends or evenings for maximum participation.

**Step 2: Plan Your Cleanup**

* Choose a Location: Identify a public space that needs some TLC, such as a local park, beach, or neighborhood street.
* Gather Supplies: You’ve got your Team Up to Clean Up kit with supplies for 25 volunteers. If you have more volunteers, pair people up to share materials.
* Create a Safety Plan: Ensure everyone's safety by following the instructions laid out in your cleanup kit. Consider first-aid kits and emergency contact information.
* Share Your Work! Capture before-and-after shots of the cleaned-up areas.

**Step 3: Identify Target Locations and Obtain Necessary Permissions**

* Prioritize: Determine areas that most need attention. Consider factors like litter accumulation, safety concerns, and community impact.
* Potential Locations:
  + Local parks or beaches
  + Main streets, town squares or downtown areas
  + Public playgrounds
  + Hiking trails/bike paths
  + Riverbanks/lakefronts
* Research Requirements: Determine if permits or permissions are needed for specific areas.

**Step 4: Promote Your Event**

* Use Social Media: Share your event on Facebook, Instagram, and LinkedIn. Encourage colleagues to invite friends and family. We made it easy by providing the creative assets!
* Create a Signup Sheet: Use a digital tool (Google Forms, Eventbrite) to collect RSVPs and contact information.
* Send Reminders: A friendly reminder a few days before the event can help boost attendance.
* Rainy Day Plan: Have a plan for a rainy day – postpone or cancel as necessary.

**Step 5: Make Cleanup Day a Blast**

* Assign Tasks: Divide your team into groups and assign specific areas or tasks.
* Play Music: Create a fun atmosphere with upbeat music.
* Offer Refreshments: Provide snacks and drinks to keep your team energized.

**Step 6: Logistics and Planning**

* Hauling: Contact government offices or private haulers to arrange waste disposal, if needed.
* Drop-Off Locations: Determine convenient locations for volunteers to drop collected trash.

**Step 7: Safety Guidelines**

* Safety Talk: Provide clear instructions on safe litter pickup practices.
* Emergency Procedures: Ensure team members know emergency procedures and have necessary equipment.
* Personal Safety: Encourage volunteers to wear appropriate clothing and footwear, stay hydrated, and be aware of surroundings.

**Step 8: Evaluate and Report**

* Collect Data: Keep track of the volume of trash collected (# of bags filled).
* Measure Impact: Assess the effectiveness of the cleanup and identify areas for improvement.
* Share Results: [Report your cleanup](https://bit.ly/TeamUptoCleanUp) success to Keep America Beautiful.
* Provide Feedback: Gather feedback from volunteers on what worked well and what needs improvement for next year!

**Step 9: Celebrate, Share + Keep Doing Beautiful Things**

* Celebrate Success: Recognize the efforts of volunteers and celebrate the achievements. Consider gathering your cleanup crew to celebrate the great work you did!
* Share Your Impact: Tell the world what you accomplished! Share your day on social media and corporate intranet, post pictures, tag your colleagues along with @KeepAmericaBeautiful and #GreatestAmericanCleanup. Consider sending an internal email to celebrate your success with before and after pictures and videos.
* Continue the Efforts + Pass the Baton: Challenge one or more of your colleagues to become the next Cleanup Captain(s) and hold cleanups of their own. Make it a competition to see who can pick up the most litter on their cleanup day.