



## FREE OR INEXPENSIVE WAYS TO PROMOTE YOUR COMMUNITY'S KEEP ARKANSAS BEAUTIFUL CLEANUP

*Getting free and inexpensive publicity for your event is easier than you might think. The ideas below offer you a variety of communications ideas – some simple; some more advanced – on how to use local news media, social media, clubs, businesses and churches to promote your cleanup and recruit volunteers.*

**Calendars of Events** Submit cleanup details to the local newspaper, radio station(s) and other media's calendar of events listings. When you submit the information, be sure to include the event name, host organization and date, who to call for more information, where volunteers should meet on the day of the cleanup, and what parts of the community will be picked up during the cleanup. Simply e-mail the information with a request that it be included in the calendar of events.

**News Stories and Coverage** Submit a local, customized news release (template available at [KeepArkansasBeautiful.com](http://KeepArkansasBeautiful.com)) about your event to local news media. Ask the newspaper to cover and photograph your cleanup. Also ask the local paper to publish the public service announcements (PSAs) that Keep Arkansas Beautiful provides about the cleanup.

**Social Media** Create a Facebook Event for your cleanup and invite all of your friends to attend. Make posts on the Event wall leading up to the cleanup to generate excitement. Those on Facebook who have marked your Event as "Going" or "Interested" will get automatic notifications when you post to your Event wall.

Follow Keep Arkansas Beautiful on Facebook, Instagram and Twitter! Post pictures of your Keep Arkansas Beautiful cleanup on Facebook, Twitter and Instagram and tag Keep Arkansas Beautiful (for Twitter and Instagram: [@KeepARBeautiful](https://www.instagram.com/KeepARBeautiful)). When you tag us, your cleanup photos automatically appear on our social media platforms, too!

Also, use our custom hashtags – [#KeepARBeautiful](https://www.instagram.com/KeepARBeautiful) and [#CleanAndGreen](https://www.instagram.com/CleanAndGreen) – to connect your cleanup to the larger statewide campaign. Use other trending hashtags, too, such as [#GoGreen](https://www.instagram.com/GoGreen), [#LitterLess](https://www.instagram.com/LitterLess), [#NoLitter](https://www.instagram.com/NoLitter), [#Cleanup](https://www.instagram.com/Cleanup), [#Clean](https://www.instagram.com/Clean), [#Volunteer](https://www.instagram.com/Volunteer) and [#Community](https://www.instagram.com/Community), so folks on social media interested in these topics can find your cleanup.

Encourage your volunteers to post photos and tag!

Use the new Facebook 360 feature to take a panorama photo on an iPhone of your cleanup in action and upload to Facebook. Remember to tag it too!

And, there's Facebook Live video. At your cleanup, take a live video and post. Viewers can watch in real-time as volunteers work to beautify your community.

Explore opportunities for promotion on all the popular social media platforms – Facebook, Twitter, Instagram and Snapchat. And, remember, always use hashtags!

**Church Bulletins and Newsletters** Recruit cleanup teams from churches. Submit cleanup details, with a specific call for volunteers, to every church in the community and ask them to post it in their worship bulletins, calendars, weekly member newsletters and websites.

**Radio Promotion** Ask the radio station to produce and air a 15- or 30-second public service announcement about your cleanup. Confirm with the radio station that it has received the KAB radio spot from the Arkansas Broadcasters Association and request they air it in the weeks leading up to your cleanup. Make yourself available for interviews on local radio stations, especially if the stations are a Talk/News format or feature a local news segment in the morning.

**Email** For every request you make of an organization or church to post information about the cleanup in their printed bulletins and newsletters, don't forget to ask them to distribute the same information to their email network.

**Popular Spots** Ask local cafés/restaurants, banks, libraries, businesses, city offices, county courthouse, the Chamber, Walmart, etc., to display the recruitment poster at their entry or on a bulletin board. And, ask them to make a post on Facebook and their websites about the cleanup.

**Civic Organizations** Ask the local Lions Club, Kiwanis, chamber of commerce, service sororities, fraternal organizations, Junior Auxiliary, Rotary Club, county bar association, etc., to announce the cleanup and need for volunteers at their weekly meetings.

**Community Challenge** Create a contest where civic organizations, school groups, churches and businesses are challenged to organize the largest cleanup team for the event. The largest team is then recognized on the day of the cleanup and awarded a prize. Prizes might consist of a T-shirt for each team member or a gift card donated from a local retailer.

**Utility Bills** Ask the city to print a one- or two-sentence reminder about the cleanup on all the utility bills going out to customers the month of your event.

**University Connection** All public school teachers in the state have an email address provided to them, as do all university professors and students. Ask the school and/or university to send an email announcement about the cleanup to the entire school email network.

**Online** Request that the city, county, chamber of commerce and local news outlets post the Keep Arkansas Beautiful logo (available at [KeepArkansasBeautiful.com](http://KeepArkansasBeautiful.com)) to their homepage along with brief details about the local cleanup. If the local organization hosting and/or sponsoring the cleanup has a website, ask that the icon be linked to that organization's website.

**Banners** Stretch a vinyl banner across Main Street, at the entrance of the community's major employer or at another appropriate public venue announcing the local cleanup. Ask a local sign-maker/vendor to donate the sign then give them sponsorship credit on the sign. Or, ask your local soda vendor if they'll give you a plastic, disposable banner (often made available with soda donations. All you'll have to do is write in – with permanent marker – the cleanup details.)

**It's Football Season** Buy an ad in the high school and/or college football program and feature an anti-litter message. Even after the cleanup is over, the ad will be seen by many and continue to promote more responsible behavior.

Provide the play-by-play and color commentators with "live-liners" about the cleanup and responsible litter behavior for announcing during pre-game and halftime activities, as well as throughout the game. If the football team, band or school is putting together a group to participate in the cleanup, make sure that information is included in the live- liners.

Ask the local booster club to hang a poster about the cleanup (available from the GAC statewide coordinator) in their concession stands at the stadium.

Host a trash pickup contest for kids during a football game prior to the cleanup date. The youth would pickup trash around the football stadium during the entire first half of the game. At halftime, the bags would be weighed (on the field), and the youth with the heaviest bag would win a prize – maybe a Savings Bond donated by a local bank and/or a cleanup T-shirt.

**The Schools** Ask the student editor and/or teacher sponsor to write a story about the local cleanup in the school and/or college newspaper. Or, buy an ad in the school newspaper to promote the local cleanup date and need for volunteers. Submit the small- space PSAs to the newspaper (available at [KeepArkansasBeautiful.com](http://KeepArkansasBeautiful.com)).

If the newspaper is published after the cleanup date, ask for a news story and/or editorial about the harmful effects of litter. Or, buy an ad to promote positive environment habits.

**Neighborhood Associations** Involve the neighborhood associations by encouraging them to organize a cleanup team and share the cleanup information on their Facebook pages.

**City Vehicles** Request of the City Council and mayor that they place a “Please Don’t Litter” sticker (available from Keep Arkansas Beautiful) on and a “Report Littering” static cling (also available from Keep Arkansas Beautiful) in every police car, fire truck and other city vehicle.

**Mayoral Proclamation** Ask the mayor to officially proclaim “Keep [City Name] Beautiful Day” on the day of the local cleanup. This also provides an excellent photo opportunity for the local newspaper.

**Results** Don’t forget to submit cleanup results – including number of volunteers who participated, miles of roadway and/or shoreline picked up, flowers planted, illegal dumps closed, etc. – to the local newspaper for a post-event article.