



Welcome 2012 Great American Cleanup Coordinators!

Thank you for your involvement in the 2012 Great American Cleanup (GAC). For those of you who are new to the GAC, the Keep America Beautiful™ Great American Cleanup is *the nation's largest organized annual cleanup, beautification, and community improvement program*. Millions of volunteers nationwide take part annually in this exciting event!

Our local Lee County cleanup runs from **March 1st through May 31st**. This means that you can host a cleanup sponsored by the Great American Cleanup on any day beginning March 1st through May 31st. This year's official Great American Cleanup Kickoff Day is **April 21st from 9:00AM to 12:00PM**. You can choose to host your cleanup event on this day or any other day during the three month period. You may also choose to host more than one cleanup event, if you would like. Here are some things that will help you get your cleanup rolling.

Pick the site that you would like to clean! Do you know of a local park or waterway that could use some attention? Or maybe you know of a neighborhood block near your home, a school, or your place of work that could use some quality cleaning? Your cleanup can be anywhere you choose—just let us know when you register.

We will provide the supplies. Working with KLCB, we are able to provide you with cleanup supplies that will benefit you in your cleaning. We will provide GLAD trash bags for your volunteers, posters, gloves, litter sticks, water, dumpster/disposal, a limited number of t-shirts and other supplies. Please remember to return any borrowed gloves and any other tools you borrow to KLCB after your cleanup event. This way other GAC volunteers are able to utilize them. We can also provide rakes and shovels if necessary.

Register! If you have not already registered to be a GAC site coordinator and receive supplies for your cleanup, please do so by completing our site coordinator registration form. You may register by mail by sending us the enclosed registration form to the KLCB office or by faxing it to (239)790-1070 or by e-mail by sending it to Trish@klcb.org.

Pick up your supplies! Supplies are available for pickup from KLCB by appointment; a pick up day will be scheduled upon registration.

Share your success stories (& photos) with us. Please keep a record of the number of volunteers, the number of bags of litter collected, and miles of rivers, streets and shorelines cleaned. Please also send us photos of your event! (Digital only please). Submit this information by filling out our **Wrap-Up report form**. Please e-mail the form to Trish@klcb.org you may mail or fax the enclosed wrap-up form.

Enclosed you will find:

- “How to Organize a Litter Cleanup & Thank You Gathering”
- Registration form and Wrap-Up Report form
- Volunteer sign-in sheet for event day

You are truly making a difference! On behalf of Keep Lee County Beautiful, and the residents of Lee County, thank you for your efforts in the 2012 Keep America Beautiful™ Great American Cleanup.

Sincerely,
Trish Fancher
Program Coordinator
Trish@klcb.org
Tel. (239)334-3488 Fax (239)791-1070

Keep Lee County Beautiful Presents:

How to Organize a Litter Cleanup

AFTER REGISTRATION! Beyond the Basics:

Get the Word Out! Design flyers or posters that you can pass out in your community or to local businesses. Promote your cleanup at block watch meetings or civic gatherings. We have Great American Cleanup posters available – just ask! Please add that you are part of Keep Lee County Beautiful's Great American Cleanup in any materials you produce. You can also contact the media directly in advance of your cleanup. We can also help provide you with media contact information.

Approach local businesses for support. Many businesses are willing to donate food, beverages, coupons or other items to your cleanup, especially if the area around their business will be cleaned up as well. Be sure to thank your sponsors for any support!

Beautify whatever you can – "cleanup" doesn't mean just trash! Make your neighborhood more beautiful by planting flowers or trees, or by reporting and removing graffiti. This will discourage crime in your community and will help prevent future littering. It is another positive activity in which your volunteers can participate.

Safety first! Be sure to inform your participants of safety measures during the cleanup. An adult supervisor should be present for every 5-6 youth volunteers. Be careful with items such as glass and other "sharps." If you find any questionable items, contact the proper authorities with the location of the items so they can properly dispose of them.

What to do with the Litter you Collect: KLCB will help arrange for a dumpster to be placed at a central collection location. The dumpster will be picked up the first business after completion of the event and disposed of properly.

Show your appreciation. Organize a "Thank You" gathering for the volunteers and coordinators to applaud their hard work and dedication to help Keep Lee County Beautiful. Distribute "Thank You" coupons.

Here are some other ideas:

- Create a contest around the amount of litter collected. Weigh or count the bags and give prizes for best efforts.
- Decide if you will have refreshments. You may want to ask local businesses to help provide refreshments, or you may want to make it a "Potluck Picnic" where participants bring treats to share.
- Have a youth group design a colorful banner to express the day's theme. Examples could include: "We Keep Lee County Beautiful" or "Neighborhood Pride" or "Keep America Beautiful!" Positive messages make everyone feel great!
- Games and relays are an easy and inexpensive way to generate an atmosphere of fun and celebration. Face painting is always a favorite.
- Give a prize for the most unusual or unique item picked up.

WHAT'S UP in 2012? GAC Updates:

Expanded Tool Program: This year, we have a limited supply of shovels and rakes available for cleanup events in Lee County. If you chose to borrow tools they will need to be picked up from the KLCB office before your event and returned the Monday immediately after.

Go Lee County Parks! If you interested in helping host a Lee County Park cleanup on April 21st from 9am-12pm, please contact Trish Fancher at Trish@klcb.org or 239-334-3488. Several public sites are available.



2012 GREAT AMERICAN CLEANUP
Sponsored by *Keep Lee County Beautiful, Inc.*
SITE COORDINATOR REGISTRATION FORM

PART A: COORDINATOR INFORMATION

Coordinator's First Name _____ Last Name _____

Group/Organization Name _____

Address _____

City, State, Zip _____

Day Phone _____ Cell Phone _____

E-mail _____

PART B: EVENT INFORMATION

Cleanup Location _____

Cleanup Address _____

Cleanup Date (mm/dd) _____

Start time of cleanup _____ Estimated duration of cleanup _____

Estimated # of Volunteers _____

Would you like KLCB to post your cleanup information and contact information on our website calendar so interested volunteers can contact your about joining the cleanup?

- Yes, please list my first name and phone number as the contact
- Yes, please list my first name and e-mail address as the contact
- No, thank you

Are you interested in the Borrow A Tool program? If yes, please indicate the tools you are requesting.

_____ Garden Rake _____ Safety Vests
_____ Shovel _____ Work Gloves
_____ Litter Sticks

DISCLAIMER: I agree to have participants sign in, and to distribute cleanup supplies to the cleanup volunteers. I acknowledge and assume all responsibility and risk as of a result of any volunteers who participate in my cleanup. Keep Lee County Beautiful, Inc., its Board of Directors, staff, and volunteers will not be held liable for injury or damage. I agree to return the volunteer sign-in sheets, evaluation form, gloves, and any unused cleanup supplies to the KLCB office after our cleanup. I understand that if I fail to return this information/supplies by June 6, 2012, KLCB may not be able to distribute supplies to myself or my group in the future. **By initialing on the line, I agree that I have read and understand the preceding and will abide by its terms (required).** _____



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SITE COORDINATOR WRAP-UP REPORT

Please fill out this form after your cleanup. Thank you!

PART A: COORDINATOR INFORMATION

Coordinator's First Name _____ Last Name _____

Group/Organization Name _____

Day Phone _____ E-mail _____

PART B: EVENT INFORMATION

Cleanup Location _____

Cleanup Date (mm/dd) _____

Please describe your cleanup and/or beautification activities:

PART C: EVENT INFORMATION

Estimated total duration (hours) of cleanup _____

of Volunteers _____

of Bags of Litter Collected _____

Unusual or unique items collected _____

If applicable: Miles of streets, road & highways cleaned _____ OR # blocks cleaned _____

If applicable: Miles of rivers, lakes & shorelines cleaned _____ OR list starting and ending

location: _____

If applicable: # of community structures cleaned _____

Additional Comments:

**Return this form & leftover supplies to:
Keep Lee County Beautiful, Inc.
8211 College Parkway, Suite 182
Fort Myers, FL 33919**