



guide

Planning a successful *cleanup* campaign

Your toolkit for organising cleanups



Community cleanups are becoming increasingly popular - as a weekend activity with kids, for school events, and as team-building opportunities for companies.

In this toolkit, we want to provide you with practicable tips and templates to organise your own community cleanups (in-person or virtually!), as well as checklists, communication templates, and more.

And we also want to expand the concept beyond outdoor cleanups. That's why you'll find a range of suggestions for activities including purpose-driven challenges that will inspire employees to take action on their own.





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What is a
*community
cleanup?*



World Cleanup Day

A community cleanup is easy to do, in a group or as individuals. In a nutshell, it simply means picking up waste and litter to dispose of it correctly, so it doesn't contaminate our ecosystems.

With this, you can support your local waste management, especially in areas that might be overlooked or hard to clean thoroughly, like riversides, big parks, and beaches.

You can organise your cleanup day on your own or you can collaborate with a nonprofit which can provide you with the necessary material to educate your teams about the impact of waste on the environment and correct waste disposal.



Reasons to *organise* a campaign.

- Every year, 8 million tons of plastic end up in the ocean.
- At the current rate, there will be more plastic than fish in the ocean by 2050.
- Without immediate action, solid-waste-related emissions are anticipated to increase to 2.6 billion tonnes of CO2 by 2050.
- 75% of all smoked cigarettes are not disposed of correctly.
- Cigarette filters contain more than 150 toxins and take 15 years to decompose.
- People already eat 21 grams of plastic every month, the equivalent of 4 credit cards.





When it comes to organising your company cleanup day, there are a number of things to keep in mind to make sure your event runs smoothly. That's why we've put together a few resources such as timelines, tasks, checklists and templates that will help to make your event something special for employees and the local communities that you're serving.

Timeline: 5 weeks before your cleanup day

Estimate your costs and get a budget

- Nonprofits often charge a fee to organise a cleanup day for companies.
- When you choose to go ahead on your own, make a list of the material you'll need to provide for your participants and estimate the costs.

Come up with a concept for your cleanup day

- Are you going to keep it simple or want to engage employees with a theme or contest? This will affect the preparation needed on your side and on theirs.



Engagement tips

- Have employees compete for a trophy for most waste collected
- Tell your teams to come up with a team name and maybe even matching outfits
- Assign people who don't often work together into teams and prepare ice-breaker questions like: What is your favorite meal to cook? Why did or didn't you like the last movie you watched?
- Ask teams to take creative team photos in the area they're cleaning

Timeline: 4 weeks before your cleanup day

Pick a place and a time for your cleanup

- Choose an area that's easily accessible for your team and make sure there won't be any events (festivals, markets, etc.) taking place at the same time.

Check if you need a special permit to organise your event

- Contact local authorities to see if you can organise this cleanup with your colleagues in the chosen area.

Make a plan for correct waste disposal

- Are you going to collect all bags in one place? Are there public waste bins you can use, or do you need to organise a special waste collection? Contact your local waste management facilities if anything is unclear.



Engagement *tips*

- Bring up the cleanup day in informal meetings with your colleagues and ask them to suggest areas they'd like to clean
- Check your company calendar to avoid overlaps with other important events or busy periods.

Timeline: 2-3 weeks before your cleanup day

Get the necessary material

- Get equipment for all your participants. This includes trash bags, litter pickers, first aid kits, high visibility vests, and garden gloves.

Prepare all communications

- Inform participants of the concept, meeting place, event duration, and if they need to bring anything.
- Prepare reminder emails and announcement posts in your internal communication channels.

Create the Activity and Event on your CSR platform

- Include all information and links needed and send your colleagues to the platform to sign up.

Promote your event

- Invite your colleagues as soon as possible so they can block the time out in their calendars.



Send *email reminders*

Subject: Ready for Cleanup day?

Dear colleagues,

Thanks to everyone who has already signed up for our Cleanup day! We're looking forward to making a positive impact and protecting our ecosystems.

Here are some last details [meeting point, duration, what to bring...]

Make sure to add the event to your calendar and set an out-of-office message if needed.

See you soon!

Timeline: The day of your cleanup event

Make sure everyone arrives

- Ask team leads to arrive early at the meeting point.
- Check your internal communication channels (e.g., email, Slack, etc.) and make sure everyone knows where to go.

Educate all participants on essential safety measures

- Check if you need participants to sign a document that they've understood the safety measures.

Document the event

- Tell participants to take before and after photos of the area they will clean.
- Share the incoming photos in a group channel.
- To report on the success of the event, keep count of participants, the number of filled trash bags, the duration, and an estimation of the size of the area.



Essential *safety precautions*

- Don't pick up syringes or other health hazards.
- Use garden gloves or similar.
- Don't walk too closely to riverbanks, cliffs, or busy roads.
- Don't reach into any water.
- Don't climb up steep hills or trees.
- Wear your high visibility vests.
- Stay hydrated.

Your *cleanup day* checklist

Material

(be clear on what you will provide / what participants will bring)

- Trash bags (different colors for plastic/general waste)
- Litter pickers
- High visibility vests
- Hand sanitizer
- Face masks
- Water
- Snacks
- First aid kit

Communications

- Invitation email
- Reminder email 1 week before
- Reminder email on the morning of the clean-up
- Social posts
- Postings on internal messaging channels

To do before

- Keep people managers informed
- Location chosen and communicated to participants
- Meeting point, time/duration communicated
- All necessary permits are granted (if necessary)
- Waste disposal plan in place (nearest trash bins located / special pick-up organized)
- List of participants complete
- All material acquired
- Competition rules clear and communicated to all participants
- List of safety measures to announce and waivers to sign (if necessary) ready

To do on the day

- Safety measures announced and signed waivers collected (if necessary)
- General rules and end time and meeting points communicated
- Group photos taken (start and end)

Virtual volunteering: a *Digital cleanup*



Host a *digital cleanup* with an inbox detox

Host an Inbox Detox Bingo! The concept is simple:

- For 5 mins (minimum), your team will go into their email inboxes and delete as many emails as possible.
- At the same time, they will keep track of the type of emails they're deleting and shout bingo! (or write it in the chat of your virtual event) once they've deleted one email per type listed on the card (password reminder emails, order tracking emails...)
- We suggest that the bingo winner receives a donation voucher to support a nonprofit of their choice.
- At the end of the 5 minutes, tell everyone to go into their trash folder, delete all emails permanently and count how many emails have been deleted in total by the group.



Inbox Detox Bingo Card

<i>Digital Cleanup Bingo</i>	Order confirmation	Travel/ Event ticket
Privacy policy update	Newsletter	Tracking link
Password recovery	Any other type of email	Social media notification

See who is the first to delete at least one of each type of email from their inbox!

Purpose-driven *challenges*

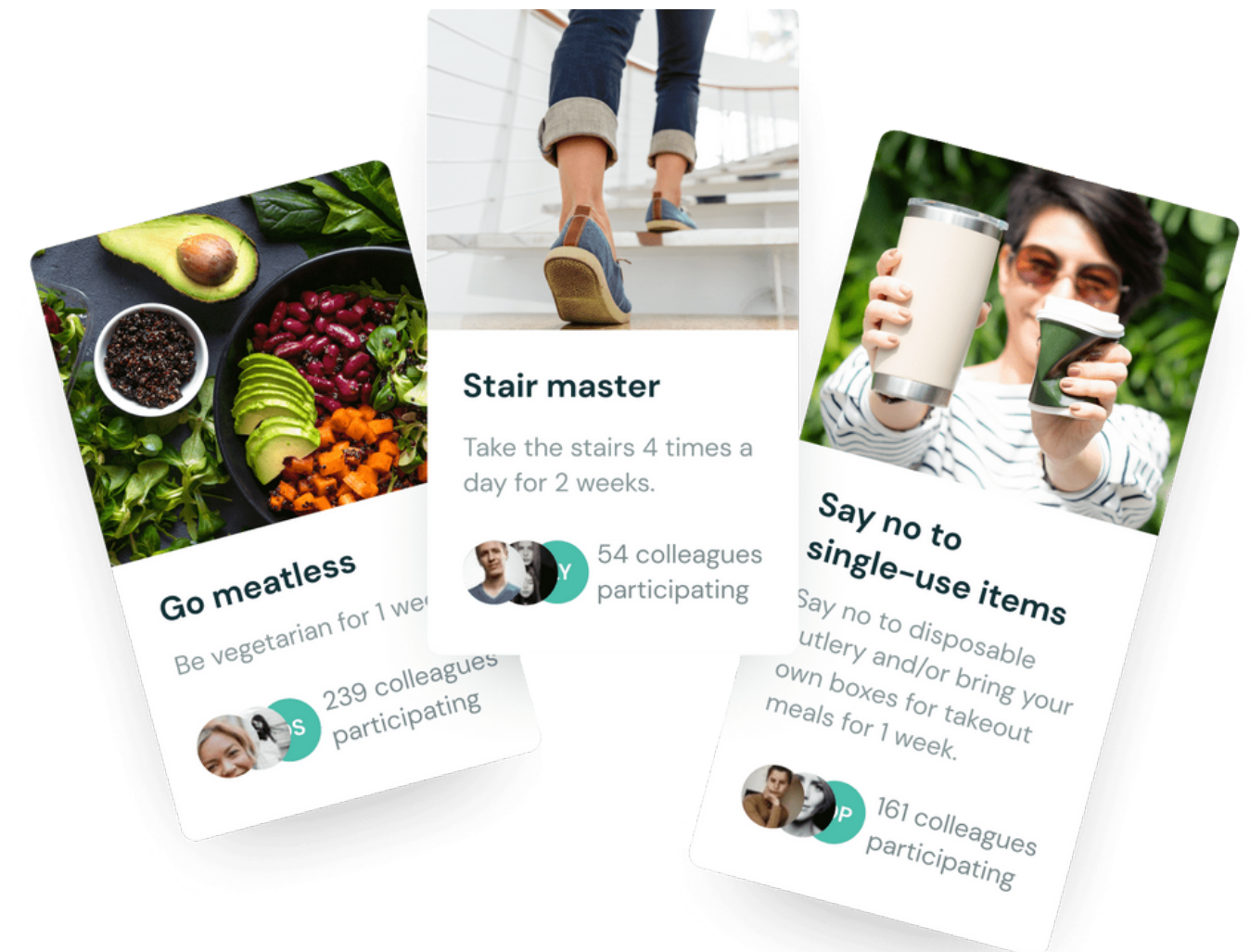


What are purpose-driven challenges?

Challenges are great ways for individuals to make a contribution by changing their habits or trying out new things.

You can make Challenges more interactive by encouraging employees to share their experiences on your company's messaging channels or turn a Challenge into a contest!

Create your own or get yourself up and running with a CSR platform that will host these purpose-driven challenges for you.



Sustainability challenges *for a cleaner planet*

Saving water

- Reduce your shower time by 2 minutes for 1 week
- Switch off the water while you brush your teeth for 1 week
- Use the dishwasher on eco-mode instead of hand-washing your dishes for a week

Reducing the use of plastic

- Try out one new method for reducing waste at home over the course of 2 weeks
- Stick to your reusable bottle for 28 days
- When ordering delivery, say no to disposable cutlery and/or bring your own boxes for takeout meals
- Bring your lunch from home or buy only at places where you can bring your own container
- Replace four environmentally harmful products you have at home with sustainable ones
- Make your own cleaning products and soap

Reducing carbon emissions

- Eat more veggies! Avoid meat for 2 weeks
- Find a person to share a car with for a week
- Go two weeks without buying any new clothes
- Go to the Global Footprint Network website and take the test
- Take some time to delete all your unnecessary files, apps, photos, and videos polluting the digital environment

Saving paper

- Cut down your total printing by 20 pages per week
- Switch at least 3 of your main billing sources to digital
- Stick a "No Junk" sticker on your mailbox

Saving energy

- Unplug your devices when not in use at the end of the day for a week
- Take the stairs instead of the elevator 4 times a day for 2 weeks

Use World Cleanup Day as a catalyst for positive change in the *name of the planet*

While supporting a cleaner planet should be a daily action, it helps to base our efforts in a specific impact day or initiative to increase engagement and participation. That's why we encourage you to use awareness days, like World Cleanup Day, as a catalyst for change at your company.

And if you need help connecting team members around a specific cause, we suggest you implement a [CSR platform](#) to give every employee a space to connect on all things related to doing good. This makes it easy for employees to log their volunteer hours, find new opportunities for doing good, and track impact on a personal and company level.

Hopefully, you found this guide useful for planning your next cleanup initiative. Latch on to the opportunity you have and use it as a driving force to help save our planet.



Have questions?
We're here to help

Get a Demo



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