

# Community Cleanup

## Volunteer Guide

September 16, 2023





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What started out as a competitive hiking journey between friends has morphed into a revolutionary global movement of environmental cleanliness.

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## OUR PURPOSE

National CleanUp Day brings an awareness of the impact of litter to the entire country. Our goal is to positively influence people's appreciation of litter removal. Study after study shows the highest indicator that someone will pick up litter is if they witness someone else picking up litter. That's because peer group norms are more powerful than incentives, and when worked in concert with each other, they can drive significant behavioral changes.

We are an all-volunteer organization dedicated to creating a nationwide association of engaged people. It takes a wide range of talent and dedication to get a dynamic grassroots movement off the ground. While the environmental challenges we face continue to require global policy changes, waste is something each person can personally address. Every piece of trash you pick up positively impacts our communities. We're gaining momentum because of Community Champions like you who recognize the positive aspects of our mission.

## OUR PLAN

During the month of September, National CleanUp Day is working with grassroots organizations as well as community members to clean up green spaces, urban landscapes, and waterways across the U.S. It's a critical focus that impacts everyone on a global level. With participation across all US states and territories, our goal is to positively impact environmental cleanliness in your area. We aim to provide opportunities to spread the action to communities nationwide. National CleanUp Day will foster an army of volunteers to continue our history of tangible impact on waste in our environments.

Core to our beliefs is the notion that people want to do the right thing; all they need is awareness and a little encouragement. We genuinely believe that people are naturally responsible. Providing ideas and opportunities for them to care for their favorite places and spaces will bring a feeling of impactful value and pride to our communities.







## OUR IMPACT

The inaugural National CleanUp Day was held in 2017 and welcomed over 225,000 volunteers nationwide. In 2018, 1,500,000 volunteers partnered to remove 14 million pounds of waste. On September 21, 2019, National CleanUp Day fostered support from over 2 million volunteers in the US, collecting 18 million pounds of waste across the country. This opportunity, in conjunction with World CleanUp Day, we combined 20 million volunteers across 150 countries in support of the movement, which proved to be the largest, single-day global volunteer event in history! On September 19, 2020, in spite of COVID-19, we had nearly the same results with over 180 countries participating. September 2021 had an additional ten countries participating and a return to larger cleanups.

National CleanUp Day + Earth Day + Keep America Beautiful are now coordinating clean-ups across the US for National CleanUp Day on **September 16, 2023**. As we champion these efforts in conjunction with World CleanUp Day, we have the opportunity to provide monumental positive impact to our environment. Join us in every state, every territory, and nearly every country around the world!



## OUR PROCESS



It takes an array of talent and dedication to maintain a dynamic grassroots movement. Your commitment to effectively engage your community to participate in a National CleanUp Day event is critical to our environment. There are two ways you can impact - contribute your efforts to a scheduled clean up or champion one yourself!

- Find a CleanUp: Volunteer clean ups are being coordinated in thousands of cities across the U.S. Search your local community groups on Facebook or check out our map to identify an opportunity. Opportunities exist throughout the entire month of September.
- Start a CleanUp: To coordinate your own clean up, complete your registration by clicking this link. As a cleanup organizer, you'll be asked to identify the event name, date, location, and whether the event is public or private. If your event is large enough to warrant requests for sponsorship from local businesses, consider adding language to your sponsorship request for cross-promotion

Once you've identified an opportunity, know that community engagement is critical to the success of any National CleanUp event.

- Get the word out! Create an event on social media to broadcast the opportunity using #trashtag and #NationalCleanUpDay. Download, print, and post this event flyer in your neighborhood and other community centers to increase awareness. If you need help creating posters, National CleanUp Day can assist with artwork, logos, or access to other supplies for your event.
- Challenge yourself to think big! Seek out personal and organizational allies to partner on your efforts. Engage your local public health department, local schools, hospitals, businesses, city agencies, or youth organizations who may be able to provide additional resources, such as event promotion and a checklist for local logistics. You may even consider engaging your city mayor/official for a proclamation of the event!





Most importantly, **HAVE FUN!** Engage positively with fellow volunteers. Be sure to take photos to document your amazing work and load your best ones [here](#) to be featured on our website!

The more hands that we can engage, the more impact we can have, so be sure to harness the collective power of your community. Join us annually on the third Saturday in September!

**September 16, 2023**

**September 21, 2024**

**September 20, 2025**

**September 19, 2026**

#### **Our Vision**

Promote a national, annual one-day event to clean up the United States with the participation of a significant percentage of the population

#### **Our Mission**

Bring together individuals and organizations that will encourage a clean outdoors.

#### **Our Values**

We respect the quality of life that comes from exposure to the outdoors. It's just better when it's as Mother Nature intended

[www.nationalcleanupday.org](http://www.nationalcleanupday.org)

*"The man who moves mountains begins by carrying away small stones." – Confucius*