



## Event Leader Guide

**Keep Austin Beautiful**

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## **KEEP AUSTIN BEAUTIFUL'S CLEAN SWEEP OVERVIEW**

Keep Austin Beautiful (KAB) is a nonprofit organization that provides resources and education to inspire individuals and the Austin community toward greater environmental stewardship.

Clean Sweep is KAB's annual citywide cleanup. Each year thousands of volunteers work all over town and remove TONS (literally) of trash from public spaces. It's followed by an awesome volunteer party and environmental fair at Waterloo Park which includes: event t-shirts, lunch, music, a rock climbing wall, kid's environmental activities and exhibits, interactive Green Art, door prizes and more!

## **EVENT LOGISTICS**

To have a successful event, it is important to follow the below steps:

1. Register Your Event
2. Customize your Clean Sweep Event Material
3. Promote your Event & Recruit Volunteers
4. Communicate with Volunteers
  - a. Log into your Event Registration Management Page
  - b. E-mail Volunteers using provided Templates
5. Pick-up Event Supplies
6. Manage your Clean Sweep Event on April 10th

### **1. REGISTER YOUR EVENT ONLINE**

We need cleanup leaders and project locations for 2010! This is the perfect opportunity to clean your neighborhood, street, or local creek. To register, please visit [www.keeptaustinbeautiful.org/cleansweep](http://www.keeptaustinbeautiful.org/cleansweep)

### **2. CUSTOMIZE YOUR CLEAN SWEEP EVENT MATERIAL**

KAB has developed an incredible assortment of resources that can be customized to attract volunteers AND promote your event. The following templates can be found on the Clean Sweep Leader's Page online:

- **Flyers**
- **Logos**
- **E-mail Templates**
- **Sign-in/Liability Waiver**
- **Safety Guidelines**

### **3. PROMOTE YOUR EVENT & RECRUIT VOLUNTEERS**

KAB will recruit volunteers throughout the city for all of the Clean Sweep projects that request extra volunteers, but many people in the community want to help in their own neighborhood or at a public space that they visit regularly. Promoting your event and recruiting locally can bring more volunteers to your project and build community pride in your neighborhood or project area.

Here are some ways to enlist volunteer support:

- Emails, evites, internet postings, and spreading the word all serve to alert potential volunteer groups about the event, the date, and how to get involved.
- Customize and distribute flyers in your community using the provided template (post flyers on bulletin boards of local businesses, shops and restaurants in your area).


### **4. COMMUNICATE WITH VOLUNTEERS**

Communicate with your event volunteers to have a successful Clean Sweep project.

#### **A. LOG INTO YOUR EVENT REGISTRATION MANAGEMENT PAGE**

If you requested additional volunteers from the community, your Event Registration Management Page contains an online list of all the volunteers that have signed up to help with your cleanup and includes their name, group, e-mail address, number of volunteers, and t-shirt sizes.

#### **LOG-IN INSTRUCTIONS**

1. Go to:  
<http://forms.keeptinbeautiful.org/Forms/EventRegistrationManagement.aspx>
2. Enter your 4-digit access code, which will be e-mailed to you, then click "Search" to find your events.
3. Click the "Edit"  button to make changes to your event.
4. Click the "+" to expand the list to view the pre-registered Clean Sweep volunteers for your project.

#### **B. SEND CONFIRMATION/REMINDER E-MAILS TO YOUR VOLUNTEERS**

All the volunteers that have registered to help with your cleanup will expect an e-mail communication from you with a map, directions, and further instructions about where to go and what to bring on April 10<sup>th</sup>.

#### **CONFIRMATION E-MAIL ON OR BEFORE FRIDAY, MARCH 26TH**

- Use the templates provided in the INDEX section of this guide or the RESOURCES section on the Leaders webpage to send a confirmation email to volunteers who are signed up for your cleanup project.
  - o Include a special note if volunteers need to bring their own water, work gloves, tools, snacks, etc.
  - o Include a map or driving and parking directions.

#### **REMINDER E-MAIL ON OR BEFORE THURSDAY, APRIL 8TH**

- Use the templates provided to send a reminder email to volunteers.

### **5. GET PREPARED/PICK-UP EVENT SUPPLIES**

- Locate the nearest hospital to your cleanup site in case of an emergency (an emergency contact template form is provided).
- Decide if you will be collecting recycling at your cleanup event. If you collect recyclables please take them back to your home and add them to your regular curbside recycling. If you do not have curbside recycling you may drop them off at Ecology Action located on the SW corner of 9<sup>th</sup> and I-35.
- On **THURSDAY, APRIL 8TH, BETWEEN 10AM TO 6PM** collect supplies from the KAB Office, 55 North IH-35, Austin, TX 78702. If you are unable to pick-up your supplies on that day, please contact [Jessica@KeepAustinBeautiful.org](mailto:Jessica@KeepAustinBeautiful.org) or 512.501.3633

### **6. MANAGE YOUR CLEAN SWEEP EVENT ON APRIL 10TH**

- Arrive at the site at 8:30AM to set up your sign-in area and greet any early arrivals.

#### **WHEN VOLUNTEERS ARRIVE**

- Thank them for participating in KAB's 25th Annual Clean Sweep presented by Freescale Semiconductor
- Have them sign the liability release and review the safety guidelines
- Explain that they are part of more than 4,000 volunteers working together at 100+ sites around town to make Austin clean and beautiful

- Share a bit of information about your group and cleanup site
- Remind volunteers that the cleanup is followed by a **Volunteer Party** at Waterloo Park (403 East 15th Street) from 11:30AM-1:30PM
  - Green wristbands are needed to participate in activities and get food
  - Free lunch (burgers/veggie burgers, chips, fruit, Jim Jim's Ice, sodas/water)
  - There is no cost for activities (see party flyer for a list of activities)
- Indicate where the full trash bags will be left
- Give volunteers cleanup supplies, wristbands, and t-shirts
- HAVE A GREAT CLEANUP!**

#### **AFTER THE CLEANUP**

- Thank volunteers for helping!
- Remind everyone about the volunteer party
- Make sure the full trash bags are in the correct location
- Bring any unused supplies, reusable items, and your report form to the KAB Supply Return Table at the volunteer party. *If you cannot join us for the volunteer party please return leftover supplies to our office the week after Clean Sweep.*
- Send thank-you e-mail to volunteers
- Complete the report form online

#### **EMERGENCY PROCEDURE**

If someone is injured during your cleanup, please make sure they seek immediate medical attention. If they do not have someone with them who can take them to the hospital please arrange transportation for them or call 9-1-1. Use the Emergency Form to write down the injured volunteer's name, injury, etc. using the form provided and give the form to Jessica at the volunteer party or call 512.501.3633 to share the information.

**Emergency Contact Form**

Name/Address of Hospital: \_\_\_\_\_

Emergency Phone Number: 9-1-1 or 3-1-1 (for non-medical emergency)

**KAB's Phone #**  
*(report injury after the vol  
has been cared for):* 512-501-3633

**Injury Form**

_____	_____	M	F
Name	Parent's/Guardian's Name	Sex	
( )	( )		
Phone	Phone		

Address  
\_\_\_\_\_  
\_\_\_\_\_

City, ST ZIP Code

**Description of Injury:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_**Injury Form**

_____	_____	M	F
Name	Parent's/Guardian's Name	Sex	
( )	( )		
Phone	Phone		

Address  
\_\_\_\_\_  
\_\_\_\_\_

City, ST ZIP Code

**Description of Injury:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## INDEX

- Customizable Flyer
- Internet Postings & E-mail Templates
- Sign-in/Liability Waiver
- Leader Check List

# KAB's Annual Citywide Cleanup!

**SATURDAY, APRIL 10<sup>th</sup>**

**Cleanup: 9AM-11AM**

**Volunteer Party: 11:30AM – 1:30PM**

**Volunteer Party @ Waterloo Park (403 East 15<sup>th</sup> Street)**

free lunch • t-shirts • music • rock climbing wall • environmental exhibits and other fun activities!

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**VOLUNTEER FOR OUR  
LOCAL CLEANUP AT:**

**LOCATION OF  
CLEANUP**

**TO REGISTER OR FOR  
MORE INFORMATION  
CONTACT:**

**EMAIL ADDRESS  
OR  
PHONE #**

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**Visit [www.KeepAustinBeautiful.org](http://www.KeepAustinBeautiful.org)**

PRESENTED BY:



- **Internet Postings**

**Clean Sweep**

**Date:** April 10th, 2010

**Time:** Cleanup: 9AM –11AM/Volunteer Party: 11:30AM–1:30PM

**Venue:** Cleanup: **INSERT LOCATION**/Party: Waterloo Park

**Cost:** Free

**Contact:** **INSERT CONTACT INFORMATION**

**Website:** [www.KeepAustinBeautiful.org/CleanSweep](http://www.KeepAustinBeautiful.org/CleanSweep)

Join KAB and your fellow Austinites for **Clean Sweep** – Austin's annual citywide cleanup event on Saturday, April 10th. After the cleanup volunteers are invited to a FREE volunteer party with music, food, t-shirts, environmental education activities and more. Cleanup: 9AM-11AM. Volunteer Party: 11:30AM-1:30PM. Sign up now at [www.KeepAustinBeautiful.org](http://www.KeepAustinBeautiful.org) or by calling 391-0617.

- **E-mail Templates**

**SUBJECT: Clean Sweep Confirmation to be sent on March 26<sup>th</sup>, 2010**

Thank you for volunteering for Clean Sweep on **Saturday, April 10th!** I am your Project Leader, **INSERT YOUR NAME/ORGANIZATION.**

You have registered to help at **INSERT LOCATION.** A map and driving directions are **ATTACHED/INCLUDED.** We want to encourage everyone to bring a bottle of water and work gloves **INSERT OTHER SUPPLIES.**

When you arrive at your Cleanup Spot at 9AM on Saturday, please sign-in with me. I will also have your t-shirt(s), wristband(s) to the thank-you party, and cleanup supplies.

During your cleanup be sure to be on the lookout for **unique objects** to bring with you at 11:30AM to the Volunteer Party at Waterloo Park (403 East 15<sup>th</sup> Street) to enter in the **Unique Object Contest.**

**INSERT OTHER USEFUL INFORMATION ABOUT THE CLEANUP**

If you have questions, please email me at **INSERT EMAIL ADDRESS.** We look forward to seeing you at Clean Sweep!

Thanks Again,

**INSERT YOUR NAME, ORGANIZATION**

**E-MAIL ADDRESS/PHONE NUMBER**

*Keep Austin Beautiful's 25th Annual Clean Sweep presented by Freescale Semiconductor*

**SUBJECT: Clean Sweep Reminder to be sent April 8<sup>th</sup>.**

Don't forget Clean Sweep is this Saturday, April 10<sup>th</sup>!

We look forward to having you participate at **INSERT LOCATION** (a map and driving directions are **ATTACHED/INCLUDED**). As a reminder, we want to encourage everyone to bring a bottle of water and work gloves **INSERT OTHER SUPPLIES**.

### **SCHEDULE OF EVENTS**

#### **9AM – 11AM**

- please arrive at your Cleanup Spot meeting location
  - look for me, **INSERT YOUR NAME**, your Cleanup Spot Project Leader
  - sign the liability waiver, pick-up your supplies, wristband, & t-shirt
  - CLEAN SWEEP your area
- During your cleanup be sure to be on the lookout for **unique objects** to bring with you to the Volunteer Party at Waterloo Park (403 East 15<sup>th</sup> Street) to enter in the **Unique Object Contest**.

#### **11:30AM – 1:30PM**

- join other groups at the Volunteer Party at Waterloo Park. Enjoy free t-shirts, lunch, music, and other fun activities like a rock climbing wall and special prizes. You will need your wristband to get in.

FREE parking is available at the Capitol Visitors Parking Garage (12<sup>th</sup> & Trinity). We have some AWESOME door prizes too. Door prize winners will be announced at 12:15PM, so arrive early!

If you have questions on the day of the event, please call me at **INSERT CELL PHONE NUMBER**. We look forward to seeing you at Clean Sweep!

Thanks Again,  
**INSERT YOUR NAME, ORGANIZATION**  
**E-MAIL ADDRESS/PHONE NUMBER**

*Keep Austin Beautiful's 25th Annual Clean Sweep presented by Freescale Semiconductor*





## Project Leader Checklist

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### BY MARCH 26TH:

- Send a confirmation email to volunteers who are signed up for your site. You can access their information by logging onto:  
<http://forms.keepaustinbeautiful.org/Forms/EventRegistrationManagement.aspx>
  - o Enter your ACCESS CODE: \_\_\_\_\_
- Locate the nearest hospital to your cleanup site in case of an emergency

### THURSDAY, APRIL 8TH, 9AM TO 6PM:

- Collect supplies from the KAB Office at 55 North IH-35, Austin, TX 78702. If you are unable to pick-up your supplies on that day, please call Jessica at 512.501.3633.

### ON APRIL 10TH:

- Arrive at the site at 8:30AM to set up your sign-in area and greet any early arrivals.

### **ONCE VOLUNTEERS ARRIVE:**

- Thank them for participating in KAB's 25th Annual Clean Sweep presented by Freescale Semiconductor
- Have them sign the liability release
- Explain that they are part of more than 4,000 volunteers working together at 100+ sites around town to make Austin clean and beautiful
- Share a bit of information about your group/site
- Remind volunteers that the cleanup is followed by a **Volunteer Party** at Waterloo Park (403 East 15th Street) from 11:30AM-1:30PM
  - o wristbands are needed to participate in activities and get food
  - o Free lunch (burgers/veggie burgers, chips, fruit, Jim Jim's Ice, sodas/water)
  - o There is no cost for activities (see party flyer for a list of activities)
- Review Safety Guidelines
- Indicate Where the Full Trash Bags will be left
- Give volunteers cleanup supplies, shirts, wristbands
- HAVE A GREAT CLEANUP!**

### AFTER THE CLEANUP:

- Thank volunteers for helping out
- Remind everyone to go to the volunteer party
- Make sure the full trash bags are in the correct location
- Bring any unused supplies, reusable items, and your forms to the KAB Supply Return Table at the volunteer party
- Fill out the event report form online using the automatic confirmation link**