

UNITED BY BLUE'S

RETAILER CLEANUP GUIDE



Many people don't realize it, but the oceans give life to all. Without the Blue, there can be no Green. All water on earth, whether on the beaches of New Jersey or out of the faucets in New Mexico, is connected in an endless cycle. Rainwater that falls in Denver flows to the sea, and brings with it any trash and litter in its path.

14 billion pounds of trash are dumped into the ocean every year. To put that number in perspective, a typical battleship weighs 100 million pounds. You would need 140 battleships (yes, battleships) to equal the weight of all the trash we dump into our waters annually.

WWW.UNITEDBYBLUE.COM

WHAT TO EXPECT *at your UBB cleanup*

At United By Blue, our cleanups are the heart and soul of our brand. We take pride in doing our own dirty work and that is why we have organized and hosted over 100 cleanups over the past 4 years. We have worked alongside more than 3,500 volunteers to remove 171,435 pounds of trash. This has allowed our team to perfect the process of planning and implementing cleanup events.

United By Blue cleanups are much more than picking up and throwing away trash: they are community events. Volunteers begin the day with a free breakfast, where they get to know their local retailers and fellow volunteers. After picking up trash from a littered beach or streamside area, volunteers will reconvene to play one-of-a-kind competitions and win prizes that will only be given out at United By Blue cleanups.



WHO SHOULD BE THE STORE'S POINT PERSON?

Cleanups are a way to not only protect our environment, but a marketing vehicle that will make your store stand out as a community leader. A successful cleanup will take a bit of time to plan, but its rewards come in the form of happy and bountiful volunteers, press coverage, and fortifying relationships with local government officials, community members, fellow businesses, and present and future customers.

That being said, the point person or people from the store must be able to commit a few hours per month to cleanup planning and volunteer recruitment. They will be the person helping with recruitment and scouting out potential locations.



WHERE SHOULD WE HOST A CLEANUP?

When we look for cleanup sites, we look for locations that have access to a waterway, enough parking for 20 cars, are within a 20 minute drive to the store, and have enough trash to keep volunteers busy for a few hours.

We use a variety of resources to find the perfect cleanup location: an initial google map search and calling on local watershed organizations, municipal employees, and local experts. Once UBB has found a potential cleanup location, we ask that the store point person visit the store to make sure the site has adequate needs for a cleanup.

WHEN SHOULD WE HOST A CLEANUP?

When picking a cleanup date, you should pick a date that works best for your store, employees, and community. Our cleanups typically take place on a Saturday morning; however, we've held cleanups on evenings in the summer or Sunday afternoons.

We will work with you to select a date to maximize involvement in your store as well as volunteer turnout. Our cleanup events run anywhere from 3.5 hours to 5 hours, including set up and breakdown time.

Sample Schedule for a 10am-1pm cleanup:

9:00-10:00 Arrival and Set Up

10:00-10:20 Volunteer registration, breakfast and supply distribution

10:20-10:30 Introductions: UBB and Retail Partner Overview, Ocean Issues Introduction, Safety Rules, and Competitions

10:30-12:30 Volunteers disperse and pick up trash. Take pictures to be used in co-branded marketing and promotional materials which will be featured on unitedbyblue.com

12:30-1:00 Trash Weigh-in and 2-3 Competitions

1:00-1:30 Breakdown



WHAT A UBB CLEANUP

includes:



LOGISTICS Your UBB sales rep will help coordinate everything from getting township permission to trash removal at the end of the cleanup. Extensive research and preparation goes into every cleanup to determine suitability of cleanup sites, to ensure that waste is removed and disposed of appropriately at the end of the event, and, most importantly, that volunteers have a positive experience that sends them home talking about the cleanup.

SUPPLIES UBB supplies each of our cleanup volunteers with everything they need for a day giving back: trash bags, gloves, bug spray, sunscreen, water, granola bars, etc. A typical cleanup set up includes a registration table and supply table under our 10 by 10 tent. Volunteers need only show up with appropriate footwear.

VOLUNTEER RECRUITMENT AND COMMUNICATION

UBB uses a wide array of resources to recruit volunteers: community calendars, volunteer websites, and outreach to local community groups and schools. Before and after the cleanup, we send out an email newsletter to get volunteers excited about our cleanups and companies. We encourage volunteers to share the event through social media channels.

MARKETING MATERIALS Our in-house designer creates branded posters that are hung in your store, neighbors' businesses and community hubs surrounding the cleanup location. Your UBB Sales Rep will actively take photos at each cleanup and all photos, video, and other media from co-hosted events are edited and then available for use.

PRESS MATERIALS AND SOCIAL MEDIA CAMPAIGN

Before and after each cleanup, the UBB team can help you launch a social media and press campaign. United By Blue will provide you example posts for social media and example press releases to send to local media. United By Blue conducts live social media updates throughout the cleanup and encourages volunteers to do the same. Use the hashtag **#blue-movement** and tag **@unitedbyblue** to make it easier for UBB to find and share your photos!



CLEANUP COMPETITIONS

One of the cornerstones of the UBB cleanups are the games that make the event more than just a volunteer effort but also a fun outdoor excursion. The UBB team incorporates competitions into every cleanup, which make cleaning up trash more fun for the volunteers. Guess the Weight and Weirdest trash are our standard cleanup games.

Guess the Weight



At the end of every cleanup, the UBB team will weigh trash and sort recyclables. On the sign-up sheet, volunteers place their guess of the total weight that was removed that day. The volunteer with the closest guess gets a unique prize.

Weirdest Trash



Volunteers keep an eye out for the “weird trash” they notice during the cleanup. Past weird trash winners have included half of a canoe, a 1980s car phone, a 1998 College diploma, and a mannequin head. Volunteers place their weirdest trash items by our cleanup tent. The winner is either voted on by a non-cleanup participant or voted by the volunteers.

VOLUNTEER RECRUITMENT for Retailer Cleanups

When it comes to volunteer recruitment, we like to employ a variety of methods to get volunteers and employees excited about our cleanup. We take a two-prong approach to get the most volunteers to lend a hand- United By Blue will help with the online outreach, while our retail partners utilize their on the ground presence and position in the community for recruitment.

These recruitment techniques are just jumping off points, there is no wrong way to recruit volunteers. Feel free to use methods that work best for your employees and store, the more people we involve, the deeper impact we can have on our oceans and waterways.



UNITED BY BLUE METHODS

COMMUNITY OUTREACH For every cleanup, we invite 10-20 community groups to participate in the cleanup. We reach out to a range of groups including sports leagues, civic and service-minded groups, religious and community centers, youth groups, social clubs, and environmental groups. We encourage these groups to share the cleanup listing with their members and through their social media channels.

COMMUNITY CALENDARS In addition to posting the cleanup on our website, UBB posts the cleanup on 5-10 community calendars and volunteer websites.

SOCIAL MEDIA During the weeks leading up to our cleanup, we post the cleanup on our facebook and twitter. We also engage potential volunteer groups through twitter and facebook. Following the cleanup, we post pictures on all of our social media channels.



PRESS RELEASES UBB's team will help coordinate a media alert and press release prior to the cleanup to reach potential volunteers and the community at-large. Following the cleanup, we send out a press release that tells the rest of the community everything that we accomplished the day of the cleanup. The press release and media alert templates are included at the end of the guide.

PRE AND POST CLEANUP NEWSLETTERS The week of the cleanup, UBB sends out an email newsletter to all of the volunteers who have signed up for the cleanup. This newsletter tells volunteers what to wear, where to meet, and what to expect at the cleanup.

The newsletter header features the United By Blue logo and the tagline "FOR EVERY PRODUCT SOLD, UBB REMOVES 1 POUND OF TRASH FROM OUR WORLD'S OCEANS & WATERWAYS". Navigation links include SHOP, GIFTS, ENVIRONMENT, ABOUT US, and BLOG. The main title is "UNITED BY BLUE'S BARTRAM'S GARDEN CLEANUP". The event details are: TUESDAY, OCTOBER 1ST, 4:00 TO 6:00PM, at BARTRAM'S GARDEN, PHILADELPHIA, PA. A contact number is provided: 215.642.0693. The "SCHEDULE" section lists three time slots: 4:00 - 4:15 (Sign-in), 4:15 - 4:30 (Learn the plan), and 4:30 - 5:30 (Cleanup). The "SUPPLIES" section lists provided items (Bamboo Gloves, Bags, Shovels, etc.) and items to bring (Long pants, closed-toed shoes). A "GETTING THERE" section includes a map. The footer has icons for social media and a "GETTING THERE" link.

The week after the cleanup, UBB sends out a second email with cleanup photos, thanking them for their efforts, and giving some more background about our retail partner.

The email header says "THANK YOU! THANKS FOR HELPING KEEP BARTRAM'S GARDEN CLEAN". The main image shows a group of volunteers posing in front of a blue United By Blue tent. Below the image, it says "Thanks to your hard work we were able to clean 5,500 POUNDS OF TRASH!". At the bottom, there are two buttons: "VIEW THE PHOTO GALLERY" and "VIEW UPCOMING CLEANUPS".

RETAILER METHODS

EMPLOYEES The first step in the volunteer recruitment process is starting with informing your staff members about the cleanup. By the end of the meeting, each store associate should know UBB's mission, which products are in the store, the time, date, and location of the cleanup. Associates should mention the cleanup to all of the customers that walk out the door with a purchase. Ask your team members to tell their networks of friends, clubs, and community connections.

DISPLAY CLEANUP POSTER AND SIGN-UP SHEETS

Your retail store is a fantastic hub for volunteer recruitment. The simplest way to engage customers is to hang cleanup posters throughout the shop and place handouts and a sign-up sheet next to the register. We have also had success hanging cleanup posters at: post offices, township signs, community centers, supermarkets, libraries, and local coffee shops.

SOCIAL MEDIA AND WEB A simple way to get volunteers excited about your cleanup is to broadcast the cleanup details on your website. Whether you have a separate news section or events listing, this is a great way to reach potential volunteers.

Example of web listing:

There's no better feeling than spending your afternoon on a serene beach, making a difference in your community and the environment.

On Sunday, September 16th, join United By Blue and Brave New World in cleaning up the beach at the end of Maryland Ave. Last May, we picked up 267 pounds of trash from the nearby Arnold Ave beach in Point Pleasant with Brave New World.

We will supply the cleanup games and competitions, bags, gloves, water, and snacks, you just need to provide the helping hands!

We recommend dedicating at least two posts on social media prior to the cleanup: one could be 3-4 weeks prior to the cleanup while the other could be 1-2 days before.

Example Facebook post:

Want to see the Anacostia River become trash-free? Join @unitedbyblue and @hudsontrailoutfitters on Saturday, July 14th from 10 am to 1 pm for rivercleanup.

<http://www.unitedbyblue.com/cleanup/htocleanup>

Example Twitter post:

Looking for #volunteers to join @trailcreekoutfitters and @unitedbyblue in a Brandywine River cleanup on 7/21 in #DE. Know anyone? <http://bit.ly/L017nC>

UNITED BY BLUE & SUBARU'S TRINITY RIVER CLEANUP





**SATURDAY
OCTOBER 26TH
10am to 2pm**

**4750 GREAT TRINITY
FOREST BLVD.
DALLAS, TX 75216**



Free breakfast, lunch, and t-shirt
Supplies provided

RSVP email cleanup@unitedbyblue.com
or call 215-642-0693

UNITEDBYBLUE.COM/CLEANUP/DALLAS

UPCOMING CLEANUP BARTRAM'S GARDEN

**APRIL 1, 2014
PHILADELPHIA**

LEARN MORE

CLEANUP PLANNING TIMELINE

2-3 Months Prior to the Cleanup

Set up a planning meeting to discuss potential cleanup locations. This can be a physical meeting or a phone call. This will allow everyone to get on the same page and pick the best date for the retailer and United By Blue.

SITE SCOUTING

- Site visits can be conducted by either a UBB Sales Rep, store associate or cleanup point person.

Things to keep in mind during a scouting trip:

- How much trash is there (an estimate is fine)?
- How far apart the trash is?
- Will we need special tools (grabbers, construction equipment)?
- Where will volunteers park?
- Are there any restrooms nearby?
- What will the foliage be like during the cleanup? (Between April and September is when the foliage is the highest.)

CLEANUP LOGISTICS

- Once we have selected a cleanup location, you will need to contact the city, town, or municipality to seek permission and process any paperwork for the cleanup. Permits are common and usually very straight forward.
- UBB will make waste disposal arrangements through municipalities or private haulers.

6 Weeks to 1 Month Prior

FOOD

- Decide whether or not you would like to provide breakfast or any other food to volunteers during the cleanup. Donations from local grocery stores are sometimes possible.

PUBLICITY

- A cleanup listing with volunteer information and sign ups is added to UBB's website.
- UBB will send the store 11 by 17 cleanup posters and ¼ sheet handouts to display at the front counter.

VOLUNTEER RECRUITMENT

UBB

- UBB researches and reaches out to local environmental and civic organizations, youth groups, and sports leagues.
- UBB posts the cleanup on volunteer websites, community calendars, and event listings.

RETAILER

- Host an employee meeting to make sure everyone is on the same page and knows the date, time, and location of the cleanup.
- Posters should be hung in the store and neighboring business. The quarter sheet handouts and a sign-up sheet should be placed at front counters.
- Add cleanup copy to website and send out an additional email blast.

Two Weeks Prior

UBB

- Volunteer Follow up
- Social Media Blasts and Outreach
- UBB's team will help create and send out a press release/media alert to local press outlets.

RETAILER

- We recommended sending out your first wave our social media blasts-twitter postings, blog posts, and facebook announcements.
- Send out a follow-up newsletter.

The Week of the Cleanup

VOLUNTEER RECRUITMENT

- The retailer will send over a list of any confirmed volunteers' email addresses.
- UBB sends out an email reminder two days prior to the cleanup.

SOCIAL MEDIA (UBB & RETAILER)

- Post the cleanup announcement two or three days before the cleanup.

The Week After the Cleanup

- A post-cleanup newsletter is sent out to volunteers, which thanks volunteers and highlights the store.
- UBB sends over edited photos of the event.



VOICES OF OUR VOLUNTEERS

I thought United By Blue did an excellent job organizing the event, both in pre-event planning and in the day-of operations. I liked the fact that all the information about the clean-up was easily accessible on the website. I also think authenticity of the pre-event emails and the professionalism of the website made it easier to attract volunteers.

As someone who organizes these type of events at their company I really appreciate the data you provided after the event. We are always stressing “data-driven” decisions and it makes it much easier to go to our leadership and say we collected xxxx amount of trash and had xxxx amount of volunteer hrs. Pictures of our volunteers in action are also very helpful.

*John W. Eppensteiner III, Water Quality Specialist,
New Jersey American Water*

I found out about the UBB and Sperry Top-Sider Canarsie Pier cleanup while searching for a volunteer event for my birthday weekend. I wanted to invite friends to join me in doing something that means the world to me instead of having a party or going to a dinner. I am really thankful that I could be a part of the UBB and Sperry Top-Sider cleanup at Canarsie Pier. I think more companies should get more involved like this. I had a great time and I hope it inspires others to become aware of the environmental issues around us and start making positive changes.

Holli Chlebowski, Brooklyn Volunteer

I wanted to let you know that our students really enjoyed your clean-up. You seemed to do a wonderful job educating them and making it meaningful, which is something that not all organizations take the time to do. So thank you!

*Jennifer Fogerty, Jefferson University at
Academic Development Specialist*

Volunteers power our best stewardship efforts in the park. United By Blue did an excellent job of fostering awareness of the environment, attracting volunteers and showing them they can make a real difference.

*John Daskalakis, Gateway NRA, Jamaica Bay Unit,
Supervisory Park Ranger*

