



**GREAT AMERICAN  
CLEANUP™**

**FREQUENTLY ASKED QUESTIONS**



January 2011

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## WHAT IS KEEP AMERICA BEAUTIFUL, INC.?



Keep America Beautiful, Inc. is a national, nonprofit community improvement and public education organization, founded in 1953, whose goal is to form community partnerships dedicated to engaging individuals to take greater responsibility for improving their community environments. Through partnerships and strategic alliances with citizens, businesses and government, Keep America Beautiful's programs motivate millions of volunteers annually to clean up, beautify and improve their neighborhoods, thereby creating healthier, safer and more livable community environments. The Great American Cleanup™ is one of its many programs that encourage people to care for communities through volunteer participation.

## WHAT IS THE GREAT AMERICAN CLEANUP™?



# GREAT AMERICAN CLEANUP™

### **Millions of Volunteers Cleaning, Beautifying and Improving the Quality Of Life in Communities Across America Every Spring!**

Keep America Beautiful's Great American Cleanup™ is the nation's largest community improvement program, built on a foundation of individual responsibility and civic pride. In 2011, the program will mobilize almost 4 million volunteers and participants in 33,700+ communities from coast to coast in a total of over 30,000 community improvement events... targeting areas of greatest need and getting the job done! Great American Cleanup™ activities improve the quality of life in each participating community. The Great American Cleanup™ is made possible through the support of Keep America Beautiful, our participating programs, millions of volunteers, and our National Sponsors.

## WHAT HAPPENS DURING THE PROGRAM PERIOD (MARCH 1 THROUGH MAY 31)?

Great American Cleanup™ activities include: litter clean-ups; reduce, reuse, recycle; graffiti removal; building restoration; school and community playground renovation/construction; community improvement & beautification (e.g. Adopt-A-Spot); park clean-up, construction & renewal; roadway clean-up & beautification; river, lake & seashore clean-ups; youth education; litter-free events; & special promotions, etc.

## WHAT SHOULD WE CALL THE STATE OR LOCAL KEEP AMERICA BEAUTIFUL GREAT AMERICAN CLEANUP™ PROGRAM?

The name of the event should always be the **Great American Cleanup™** or the **Great American Cleanup™ of** (State Name), not the Great (State Name) Cleanup. This allows all the local programs to be a part of the bigger national program. The consistency of the message plays a strong part in building an awareness of your program.

## WHAT IF WE ALREADY HAVE A HIGHLY RECOGNIZED THEME FOR OUR CLEANUP ACTIVITIES, AND WANT TO USE IT ALONG WITH THE GREAT AMERICAN CLEANUP™ THEME?

Often there is an existing local theme that has been used to also announce well-known state/local activities, which should be positioned as follows along with the “Great American Cleanup” theme:  
e.g.: “Clean Sweep during the Great American Cleanup”.

## IF I NEED HELP PROMOTING MY GREAT AMERICAN CLEANUP EVENTS, HOW DO I CONTACT KEEP AMERICA BEAUTIFUL’S PR HOTLINE?

The PR Hotline is up and running! If you have a question or need advice regarding any aspect of promoting your Great American Cleanup™ events, we’re here to help. Call 1-203-659-3014 or contact us via email: [info@kab.org](mailto:info@kab.org).

## WHO ARE THE SPONSORS FOR THE 2011 GREAT AMERICAN CLEANUP™?...

Keep America Beautiful builds relationships on the national level with corporations and brands to help support the Great American Cleanup™, and this year’s Great American Cleanup™ sponsors are taking an active role in supporting volunteers’ efforts. The National Sponsors of the 2011 Great American Cleanup are: The Dow Chemical Company; The Glad Products Company; Lowe’s Companies, Inc.; Nestlé® Pure Life® Purified Water; Pepsi-Cola Company; The Scotts Miracle-Gro Company; Solo Cup Company; Troy-Bilt® Lawn and Garden Equipment; Waste Management, Inc.; Wm. Wrigley Jr. Co.; Educational Partner: Rubber Manufacturers Association and Promotional Partners Get Green Racing and Miss America Organization

***FOR ADDITIONAL INFORMATION ON GREAT AMERICAN CLEANUP NATIONAL SPONSORS, PLEASE SEE the “2011 GAC National Sponsor Info” document included in the program kit, the online program kit and on your materials cd.***

## WHY DO WE NEED TO PROMOTE/PUBLICIZE NATIONAL SPONSORS DURING OUR LOCAL EVENT?...WHAT ARE THE BENEFITS TO MY LOCAL PROGRAM?

Keep America Beautiful’s Great American Cleanup™ would not be possible without our National Sponsors. National Sponsorship donations are used to develop, direct and support the Great American Cleanup™ program to enable a broad range of activities, including:

- Developing and running a national marketing program for the Keep America Beautiful Affiliate Network
- Involving community groups in states beyond Keep America Beautiful’s Affiliate Network
- Creating, sourcing and distributing marketing materials and in-kind program tools, including Trash Bags, “street- sized”, all-weather Great American Cleanup Banners featuring the National Sponsor logos, Program Manuals, Logo Disks and camera-ready black & white logo slicks (with customized state-specific logos to all State Programs), etc.
- Managing Keep America Beautiful’s web site outreach and media partner links to enable volunteers to learn about our program and your local events. (Your community organization’s name will be listed on the Keep

America Beautiful Website to help direct volunteers to contact you regarding your community activities during the Great American Cleanup™)

- Attending/conducting workshops and meetings to educate Keep America Beautiful's event leaders and volunteers about program
- Conducting PR/media program with Keep America Beautiful's PR agency, and providing support and training to participating organizations regarding staging a "media-worthy" event, writing press releases, preparing for live and print media interviews, etc.
- Focusing our internal and external resources to work with:
  - Our Sponsors - to help them achieve program goals, in an attempt to insure continued Sponsor support
  - Our participating programs - to help them to execute successful events, in order to improve the quality of life in their communities
- Providing performance based grants to participating organizations (as available/appropriate)

Through relationships with National Sponsors, Keep America Beautiful builds awareness of our local participating organizations, which increases the ability for the local organizations to raise funding, attract volunteers, change attitudes and behaviors relating to an individual's sense of responsibility for their community environment and improve the quality of life... in the communities where our National Sponsor's customers and employees live, work, play and shop.

Our National Sponsors recognize that an association with the program is good for communities & good for business. It helps them to be associated with a highly regarded cause and organization- Keep America Beautiful, Inc., and the Great American Cleanup™. It also builds a National, state and local awareness of the Sponsor's involvement in specific local Keep America Beautiful community improvement projects that have a positive and lasting impact on each community (supported by our Public Relations and Media efforts nationally and locally).

## **HOW DO I RECOGNIZE MY STATE/LOCAL SPONSORS?**

**Please support and recognize the National Sponsors and your state/local sponsors, as they are important relationships that your organization builds on a local level.**

### **FOR NATIONAL SPONSORS:**

**At events:** Make sure that you contact their local representative, explain your program to them, thank them for being a National Sponsor and invite them to participate in your activities and events. So that they feel that they are a vital, important community participant in the improvements that you are (as partners) making in your community.

**On promotional materials:** The Great American Cleanup National Sponsors area featured in the National Sponsor Logo Bar, the Great American Cleanup Program Banner and posters. There is an area that has been left blank on all of the materials and you are welcome to place the logo(s) of your state/local sponsor(s) as well as your program information in the blank areas. However, we ask that competitive companies to our National Sponsors not be included on the GAC promotional materials. *Please do not place any graphics or copy over the National Sponsor logos.*

## **WHY IS THE INFORMATION REQUESTED ON THE WRAP-UP REPORT FORMS IMPORTANT?**

In order to successfully develop the Great American Cleanup™, it is important for Keep America Beautiful to be able to assess the impact of this program on communities all across the country. Keep America Beautiful compiles key statistics/information based on input from the participating programs, and publishes it on a National level.

The Wrap-up Report enables Keep America Beautiful to leverage the results to help tell your story, help support our participating organizations and spread our shared mission

- The official results help Keep America Beautiful build our brand and maintain our credibility as the nation's largest community improvement organization and raise awareness of our participating organizations

- The Official Results enable Keep America Beautiful to celebrate/announce all of the achievements from participating organizations from sea to shining sea!

Great American Cleanup Sponsor Recognition Awards are determined using the content of your Wrap-Up Reports, including: the Summary Sheet, Description Sheet, Sponsor “Thank You Note” Stationary, event photos and press clippings.

Each National Sponsor is sent Master Wrap-Up Report Notebooks which contain Great American Cleanup data & documentation from the local Wrap-Up Reports sent to the National Office

- Enables National Sponsors to see what how participating organizations leverage the support they receive & how they recognize each National Sponsor’s support at the local level
- National Sponsors use the Wrap-up Reports to help select markets where they are interested in lending targeted support, Showcase Events, sampling, etc... Which enables Keep America Beautiful to offer grants, special in-kind materials and promotional support to participating organizations

**Our National Sponsors value your reports, because they educate them on your local organization’s profile, needs, challenges and accomplishments.**

**PLEASE SEND IN YOUR COMPLETED WRAP-UP REPORTS ON TIME:** We need help from you in providing the requested data to us in an accurate and timely manner on time at the end of the program, and in educating your participating organizations in the importance of helping us to “build a National story” from all the local achievements.

**We not only publish the results nationally in early Fall. We also send them to our National Sponsors, your Governor and The White House.**

## **DO YOU HAVE ANY IDEAS ON WHAT TO DO WITH OLD GREAT AMERICAN CLEANUP™ PROGRAM BANNERS AFTER THE PROGRAM?**

Because the banners are waterproof, they come in handy for a lot of uses. The following are some suggestions that have been shared with us by Keep America Beautiful Affiliates:

- Donate them to a local school to be used as drop cloths for art classes & various projects
- Donate them to a local theater group to create backdrops, window covers, etc.
- Donate to a local garden club for table protectors during a plant sale
- Donate to a your local flea market organization for covering their tables during rain storms
- To make a wind barrier at the beach:
  - Take banner to beach with two 6’ thin metal or wooden poles
  - Tie both strings (close to the banner) on both sides to a pole (2 strings to each pole)
  - Separate the poles until the banner stretches tightly
  - Work/pound the poles into the sand until the bottom of the banner touches the sand
- Turn them face-side-down to cover picnic tables (tie a string to each of the 4 table legs so the cloths don’t blow away)
- Tie them to the side of a balcony or porch fence/railing to block wind or sun rays
- Use them as drop cloths for household projects & table protectors for arts & crafts projects
- Cover furniture with them and tie them securely while you are painting a room in your house (they don’t slip off like thin plastic cloths, and don’t leak like sheets)
- Cover your parked car’s windshield (secure with the ropes) during an ice or snow storm
- Cover broken windows, or protect items from rain damage during a storm
- Use as tablecloths during a tag sale under the items, and another to cover and protect items left out on the tables for the next day’s sale (ropes are handy to secure banners to the table)
- Hang them up on a wall with the plain side out, for use as a mural for painting projects
- Put your program logo in the blank area, and ask your volunteers to sign their names in the remaining blank area using a water-proof sharpie pen to display in recognition of your volunteers
- Use 2 banners side by side to cover loads on pickup truck beds.

Please send any other ideas that you may have, so they can be added to the list and shared with others. Send to gac@kab.org.

## WHAT IS THE VALUE OF IN-KIND PROGRAM TOOLS FROM NATIONAL SPONSORS FOR THE 2011 GREAT AMERICAN CLEANUP™?

- GLAD® Trash Bags (\$.24 each)
- Program Banner (\$6.00 each)
- Program Poster from Pepsi-Cola Corporation (\$.30 each)
- Troy-Bilt Machines from MTD Products Inc:

<u>Description</u>	<u>Retail Value</u>
4-cycle backpack blower	\$224
4-cycle string trimmer	\$194
Round nose shovel	\$19
16" mulch rake	\$19

- T-Shirts (\$3.25 each) - a small quantity to be provided while supplies last
- Volunteer Badges (\$.01 each)
- Bare™ by SOLO® Recycled PET (Clear) cold cups: Estimated Retail Value - 13 cents per cup
- Bare™ by SOLO® Compostable hot cups: Estimated Retail Value - 9 cents per cup
- Bare™ by SOLO® Pulp Bamboo compostable plates: Estimated Retail Value - 7 cents per plate
- Wrigley Gum (12 cents per individual stick of gum)

## WHAT ARE THE DEFINITIONS OF ITEMS INCLUDED IN THE WRAP-UP REPORT?

- **Attendees:** Those people who are part of a structured event and a program conducted or coordinated to inform or educate the audience such as a classroom presentation, teacher training workshop or a Waste in the Workplace workshop.
- **Community Audience:** Those in attendance who receive an affiliate's educational materials at a fair, parade, exhibit, litter-free event, etc.
- **Community:** People living in a particular city, neighborhood, district, county or parish having the common interest in, & impacted by the program.
- **Community Group:** A group who participates in your Great American Cleanup projects (i.e. Boy Scout troop, sorority/fraternity, school group, etc...).
- **Educational Workshop:** A formalized discussion
- **General Awareness Event:** litter free events, booths at events, fairs, festivals, etc
- **Participants:** Those people who actively contribute to an event or ongoing program (in a way other than just attending) conducted by an Affiliate such as a recycling drive, drop-off center.
- **Volunteers:** Those people who have active working involvement in an event. A volunteer does work that would otherwise be done by a paid staff person. Does not include a person or prisoner on court-ordered community service time or work release time.

## CAN YOU TELL ME THE APPROXIMATE AVERAGE WEIGHT OF ITEMS COMMONLY FOUND DURING THE PROGRAM, & THEIR UNIT WEIGHT CONVERSIONS?

- |   |         |
|---|---------|
| • Bag of litter   | 20 lbs. |
| • Bag of clothes  | 30 lbs. |
| • Bag of aluminum cans. (full bag of 12 oz. cans—est. 170 cans) | 5 lbs.  |
| • Sofa  | 60 lbs. |
| • Chair   | 25 lbs. |
| • Mattress  | 25 lbs. |

- Television 15 lbs.
- Dishwasher 75 lbs.
- Automobile Parts 25 lbs.
- Metal Frame 3 lbs.
- Metal Container 50 lbs.
- Dresser 50 lbs.
- Billiard Table 250-1,000 lbs.
- Shopping Cart 50-60 lbs.
- Tire 24 lbs.
- Class I Garbage 10 cubic yards = 600 lbs. (60 lbs. per yard)
- Class II Material 25 cubic yards = 750 lbs. (30 lbs. per yard)
- White Goods - Metal 6 cubic yards = 750 lbs. (125 lbs. per yard)
- Class III (Yard Waste) (150-300 lbs. per yard)
- Full Garbage Truck 8 tons (16,000 pounds)
- 1 Bag of Aluminum/Steel 15 lbs.
- 30 yd. Roll-Off (full) 4,500 lbs.
- 1 Bag of Newspaper 25 lbs.
- 1 Automotive Battery 40 lbs.
- 30 Gallon Barrel/Bag of uncrushed plastic bottles 5.6 lbs.
- 8 Yard Container of uncrushed plastic bottles 275 lbs.
- 30 Yard Container of uncrushed plastic bottles 1,000 lbs.

**NOTE:**

1 Ton = 2,000 lbs.

One cubic yard of litter = six 30 gallon garbage bags or 600 pounds

1 ton = 3.33 cubic yards of litter or 2,000 pounds

**HOW DO I COUNT FLOWER FLATS AND SEED PACKETS?**

- 1 Section of a Flat of Flowers/Plants Avg. 8-12 Flowers/Plants
- 1 Packet of Seeds Est. 15 Plants (actually grow)\*
- 1 Wildflower Plot 10,000 Flowers
- 1 Pound bag of Wildflowers Yields approximately 10,000 plants\*

\*Please consult your package for yield production

Please count your bulbs that you planted in the fall to bloom in the spring gardens.

**WHEN CALCULATING THE MILES OF STREETS, ROADS AND HIGHWAYS CLEANED & BEAUTIFIED DO I COUNT BOTH SIDES OF THE ROAD?**

Yes, both sides of the street are counted toward the mileage. While cleaning and beautifying streets, roads and highways each side of the street should be counted toward your final total.

**WHERE CAN I DOWNLOAD PROGRAM MATERIALS FROM THE WEB?**

All program materials are available for download on the On Line Program Kit at [www.kab.org/gackit](http://www.kab.org/gackit). There is also a link to the Online Program Kit on the affiliate only web site.

### **WHAT IS THE DEFINITION OF AN EDUCATIONAL WORKSHOP?**

An Educational Workshop is a formalized discussion involving youth and/or adults where you explain your program and talk about issues important regarding your program and your mission consistent activities.

### **WHAT IS THE DEFINITION OF A GENERAL AWARENESS ACTIVITY?**

A general Awareness Activity is a general speaking activity to share your thoughts about your program and your mission consistent activities.