



How to Publicize Your Great Massachusetts Cleanup Event



Congratulations on taking the first steps toward organizing a successful litter cleanup in your community. We appreciate your efforts to help Keep Massachusetts Beautiful!

Follow these tactics to publicize your cleanup and recruit more volunteers.



Community Outreach



Local Newspapers

Mail a letter to the editor of your local newspaper explaining why your community needs a litter cleanup. Provide a clear call to action for community members, including contact information and information on how to sign up.

As your event approaches, contact local reporters and editors to "pitch" them on the idea of writing a story about the litter problem in your community, including details about your litter cleanup event.



Contact Local Businesses

Reach out to local businesses in your area for support. Position the cleanup as a great team-building exercise and a way to show support in your community. In addition to asking them to volunteer, ask if they are willing to serve as sponsors or donate supplies.



Event Notice for Schools

Contact local schools in your area and ask for permission to include an article in the school's e-newsletter. A litter cleanup is a great way for students to earn community service hours.



Create Flyers

Create informational flyers to post around your community. Ask some of the businesses and organizations you contacted to help you distribute the flyers around your area.



Local Cable Access TV

Write a short announcement to run on your local cable access channel or record a brief public service announcement.



Online Outreach



Connect & Publicize on Social Media

Facebook, Twitter, Instagram and other social media channels are the easiest way to connect with community members and spread the word about your litter cleanup. Make the most out of your social media channels by:

- Including links on your page that enable volunteers to register for your cleanup.
- Posting photos of litter around your community. Helping community members visualize the effects litter is having on the appearance of your town will be more motivation for them to get involved.
- Sharing your posts and events on other organizations' pages in your community, such as other nonprofits, environmental groups or town organizations. This puts you on their radar screen and helps you reach community members who are more likely to want to join your cause.



Create an Email Newsletter

A professional e-newsletter is a great way to keep your volunteers engaged and informed. It also provides an easy way to share success stories, photos, and manage your email contacts.



Reach Out to Local Nonprofits

Contact leaders of local nonprofits and community groups. Inform them about your cleanup and ask them to spread the word to their members. Consider contacting community groups, such as houses of worship, boy/girl scouts and area schools.



Local Newspaper Websites

Newspaper websites often list local events in the community. Contact newspaper sites, such as WickedLocal and Patch.com, to have your cleanup listed on their sites.



Town or City Websites

Town and city websites usually have a local calendar with event listings. Contact your town's website administrator to have your litter cleanup added to the events calendar.