



## Media Resources for Project Partners Great Indy Cleanup Focus Neighborhoods

Congratulations on being named a Keep Indianapolis Beautiful Great Indy Cleanup Focus Neighborhood! The KIB staff looks forward to helping you make a visible, lasting change in your community. We're sure you're excited to share your news, your neighborhood/community group story, and your project throughout the year. Use the following guidelines to increase public awareness about the impact of community, cleaning up litter, KIB programs, and our mission.

Below you will find information helpful in outreach efforts to promote your project:

### KIB ACKNOWLEDGEMENT GUIDELINES

KIB provides funding, cleanup tools/resources, and project management for your neighborhood cleanup. We ask you to include an acknowledgement of our partnership in your communications. This lets the community know you are supported by KIB and helps spread awareness for future Great Indy Cleanups.

Refer to KIB as **Keep Indianapolis Beautiful, Inc.** in first mention in media releases and as **KIB** in subsequent mentions. Include KIB's boilerplate in your release.

Refer to our program as "**Keep Indianapolis Beautiful's Great Indy Cleanup**" or "**Keep Indianapolis Beautiful Great Indy Cleanup Focus Neighborhood**" upon first mention in media releases. Cleanups may be referred to as GIC in subsequent mentions, within the same piece.

### KIB BOILERPLATE

Keep Indianapolis Beautiful, Inc. (KIB) is a private, nonprofit organization with a mission to engage diverse communities to create vibrant public places, helping people and nature thrive. Annually, KIB works with approximately 20,000 volunteers on nearly 900 community projects. To learn more, visit [www.kibi.org](http://www.kibi.org), or follow us on Twitter, Instagram, and Facebook at [@kibiorg](https://www.facebook.com/kibiorg).

### SOCIAL MEDIA INFORMATION

We love it when you share about your work with Keep Indianapolis Beautiful on social media! Acknowledge KIB in your post and tag us so we can re-share your amazing work.

Social media handles: [@kibiorg](https://www.facebook.com/kibiorg) (all platforms)

Recommended hashtags: [#keepindianapolisbeautiful](https://www.facebook.com/kibiorg) [#KIB](https://www.facebook.com/kibiorg)

## SUGGESTED OUTREACH AND PUBLICITY

Issue a press release announcing your neighborhood/group as a KIB Great Indy Clean Focus Group to Indianapolis news outlets (radio, television, printed media, online news channels). Conduct additional outreach in the month leading up to your cleanup date.

Note: KIB will also issue media releases when Focus Group Neighborhoods are selected and prior to project dates.

Include a short story or mention in your newsletter or on your website.

Promote your cleanup all year via social media channels (pictures and video help tell the story).

Mention the partnership in printed material such as flyers or annual reports

Reach out to us if you have ideas for garnering exposure for your project and engaging your community!

## BLOG GUIDELINES

We are always looking for original content to share on our blog — and we want to help tell your story! The best stories are personal, take the reader behind the scenes, and reveal what's special about your project or neighborhood. Include photos or video to visually share your project. **Send your blogs to your primary KIB contact.**

## CONTACT INFORMATION

For media inquiries, interview requests and additional information about KIB and its programs, please contact Ashley Haynes, Director of Marketing, at 317.264.7555, ext. 121 or [ahaynes@kibi.org](mailto:ahaynes@kibi.org).

## KIB LOGOS

Download KIB logos and style sheet by visiting: [www.kibi.org/resources/partner-resources](http://www.kibi.org/resources/partner-resources)

primary logo



secondary logo



\*\*\*Please do not use color logo on a colored background—we have grayscale versions available on our website\*\*\*