



## How to Plan a Neighborhood Great Indy Cleanup

A successful Great Indy Cleanup involves getting dedicated volunteers together on a designated Saturday to pick up trash in a specified area. Neighbors may decide to focus on schoolyards, vacant lots, alleyways or any public spaces. Here are some suggestions on how to organize a clean-up in your neighborhood.

### 1. Meet with neighborhood residents.

- A. Determine your preferred dates. Make three choices and consider a rain date. Cleanups must be cancelled 4 days in advance (by the Tuesday before the Saturday of the cleanup) so if you think that the weather is going to be a deterrent, please be prepared to re-schedule.
- B. Appoint residents in your neighborhood to serve as:
  - *Cleanup Coordinator* to help recruit the rest of the residents.
  - *Publicity Coordinator* to promote your cleanup to neighbors and volunteers. See below for details about promoting your cleanup. You may want to also approach your local merchants for donations of beverages, coffee/food, giveaways for volunteers, etc.
  - *Cleanup Day Coordinator* to help the morning of the cleanup to direct volunteers, cleanup area, supplies, etc.
- C. Develop a plan for the Neighborhood Cleanup:
  - Estimate the number of volunteers expected.
  - Determine the boundaries, meeting place and time.
  - Choose sites to be cleaned - vacant lots, parks, alleys, etc.
  - Determine any special equipment needed.
    - Health and Hospital has a tool loan program. They will bring the tools to you and pick them up following the cleanup. Call 317-339-5112 to schedule your tools.

### 2. Schedule your cleanup with Keep Indianapolis Beautiful, Inc.

- A. Visit the KIB's website [www.greatindycleanup.com](http://www.greatindycleanup.com) to submit a Cleanup Request form or call Gerardo Ruiz Tovar at 317-264-7555 x130 to have one mailed to you. Cleanups are

scheduled on a first-come, first-served basis and resources are limited, so please provide alternate dates and submit as early as possible!

### 3. Recruiting volunteers and promoting your cleanup

- A. Community Workers may be available to help out with your cleanup. Crews usually consist of 10-15 workers and work from 8am - 2pm. If you are having lunch, it is nice to include them. Call Staci Wilson, Community Service Work Coordinator, at 317-327-8258 or email at [staci.wilson@indy.gov](mailto:staci.wilson@indy.gov) to schedule
- B. KIB can help you promote your event and recruit volunteers. Start by visiting [www.kibi.org/resources](http://www.kibi.org/resources) for media resources and additional community resources.
  - a. KIB's logo is included in the media resources.
  - b. Mention KIB or include KIB's logo in any materials you create.
    - i. "Neighborhood Name Great Indy Cleanup in partnership with Keep Indianapolis Beautiful" or "Supplies provided by Keep Indianapolis Beautiful's Great Indy Cleanup."
- C. Recommended places to promote your cleanup: social media (Facebook, Twitter, Instagram – we will promote your post!), newspaper event listings, community calendars like IndyHub, Yelp, Downtown Indy, neighborhood newsletter, press release to media outlets (IndyStar, Urban Times, Speedway Talk, neighborhood paper), flyers in neighborhood centers or churches, local businesses (coffee shops, markets)
  - a. Sample and editable flyers are included on KIB's media resource website page.
  - b. If you write a blog/short article about your cleanup, KIB may share it on the KIB blog, social media, or newsletter. Use this as a chance to tell your story! Why are you hosting a cleanup? What's special about your neighborhood or group coming together? Make it personal. Send your blog to Allie Kast at [akast@kibi.org](mailto:akast@kibi.org).

### 4. Pick up your supplies.

- A. Keep Indianapolis Beautiful provides trash bags, up to 24 pair of gloves, and any other incentives that have been donated. Each year there are two 'supplies distribution' days in March. You can pick up your supplies that day, or any Friday before your cleanup at the KIB offices.

### 5. Day of Cleanup

- A. Your dumpster will be delivered up to two days before your cleanup and will be picked up within two days after your event. Please **DO NOT** overfill the dumpster! *If the amount of debris extends over the top, it cannot legally be moved, and you will be responsible for leveling the dumpster and removing the overflow. Please plan ahead and don't overfill!*

- B. You may wish to plan a celebration afterward. Contact your local merchants who may be willing to donate refreshments for your hardworking volunteers. Many are willing if you share information about your cleanup.
- C. Take before and after pictures ... and then share them online!
- D. Smiling volunteers and clean streets are a great way to motivate your neighbors to want to 'do it again next year.' Show the difference they made and the! Share your photos with Gerardo ([gruiztovar@kibi.org](mailto:gruiztovar@kibi.org)) and we may use them on our website!

## 6. After your Cleanup

- A. Send out thank-you notes to any donors and special helpers.
  - a. Send a follow note to any media you reached out to, alerting them of your impact.
- B. Help to educate your neighbors on ways that you can all help to keep your neighborhood clean after your event.
  - a. Heavy Trash Day – every resident of Indianapolis has at least one day per month when the City will collect two items per household at no charge. You can find your Heavy Trash Day by visiting: <http://imaps.indygov.org/govntprofile/> or calling the Mayor's Action Center at 317-327-4622.
  - b. The City also offers the **Citizen's Saturday Transfer Station**, 2700 S Belmont Ave., where residents can dispose of a carload of household trash for \$2 or a truckload for \$5 every Saturday from 8 am until 4 pm. Help your neighbors take advantage of these FREE City resources!

If you have any questions at all, please contact Gerardo Ruiz Tovar, KIB Adopt-A-Block & Great Indy Cleanup Program Coordinator at [gruiztovar@kibi.org](mailto:gruiztovar@kibi.org) or 317-264-7555 x130

We sincerely appreciate your involvement in your community and thank you for your efforts!