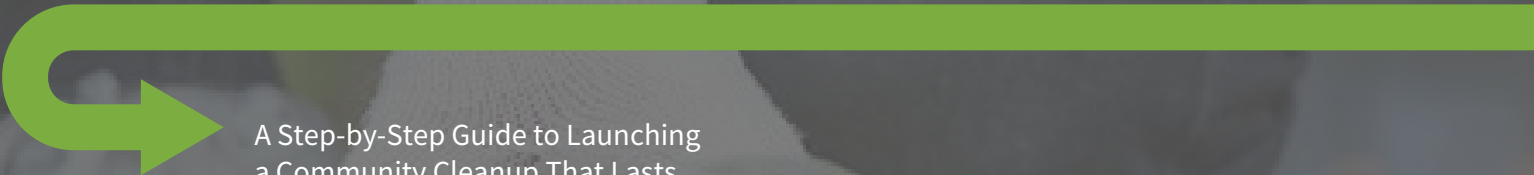


THE ULTIMATE GUIDE • FREE RESOURCE

CREATE YOUR OWN GREEN UP DAY



A Step-by-Step Guide to Launching
a Community Cleanup That Lasts

This guide gives you a simple, proven framework to organize a successful community cleanup event modeled after Vermont's Green Up Day—and turn it into a long-term waste reduction program.

By the end, you will be able to:

- Plan and launch a community-wide cleanup
- Coordinate volunteers and logistics
- Manage waste collection and disposal
- Identify long-term waste solutions
- Build a repeatable annual initiative

THE 11-STEP FRAMEWORK

1 Define Your Goal

Your goal should be:

- Easy to understand
- Action-oriented
- Achievable in one day

Example: “Clean all roads, parks, and public spaces in our community in one day.”

2 Choose Your Date and Scope

Most successful cleanups:

- Take place in spring (after snow melt or seasonal buildup)
- Run for one full day
- Allow flexible participation times

Define your scope:

- Entire town or city
- Specific neighborhoods
- Parks and recreation areas
- Roads and highways

3 Build Your Core Team

You do not need a large team—just the right roles.

Key Roles:

- Program Coordinator (overall lead)
- Volunteer Coordinator
- Logistics Lead (bags, pickup, disposal)
- Community Outreach Lead

TIP

Partner with local schools, businesses, and civic groups early.

4 Secure Supplies

Make participation as easy as possible.

Essential Supplies:

- Trash bags (color-coded if possible)
- Gloves
- Safety vests (for roadside cleanup)

Optional:

- Recycling bags (if separating materials)
- Compost bags (for organic waste)

THE 11-STEP FRAMEWORK

5 Plan Waste Collection and Disposal

This is one of the most critical steps.

Coordinate with:

- Local public works department
- Waste haulers
- Transfer stations

Define:

- Where filled bags should be left
- How they will be collected
- How different waste types will be handled

6 Promote the Event

Most successful cleanups:

Keep messaging simple:

- “Pick a road. Pick up trash. Leave bags for pickup.”

Promotion Channels:

- Social media
- Local news and radio
- Schools and community groups
- Town websites and email lists

7 Execute the Cleanup Day

On the day of the event:

- Ensure supply pickup locations are stocked
- Keep communication open with volunteers
- Monitor key areas for support needs
- Document participation (photos, estimates, stories)

8 Measure Your Impact

After the event, collect basic data:

- Number of volunteers
- Number of bags collected
- Estimated total weight of waste
- Types of waste found

This data is critical for:

- Future funding
 - Community engagement
 - Long-term planning
-

THE 11-STEP FRAMEWORK

9

Identify Waste Patterns

Review what was collected.

Look for:

- Common litter items (bottles, cans, packaging)
- Hotspot locations
- Missed recycling opportunities

This is where your cleanup becomes a strategy.

10

Turn Cleanup Into Prevention

The most successful programs go beyond one day.

Next Steps:

- Install recycling bins in parks and public spaces
- Add waste stations in high-traffic areas
- Improve signage and education
- Introduce composting where relevant

GOAL

Reduce the need for cleanup next year.

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Make It Annual

Consistency builds momentum.

- Set the same time each year
- Keep branding consistent
- Share results publicly
- Recognize volunteers

Over time, your event becomes part of your community identity.

Quick Checklist

Use this to plan your event

How To Build Your Green Up Day

- Define your goal
- Set a date and scope
- Build a small leadership team
- Secure supplies
- Coordinate disposal logistics
- Promote simply and widely
- Execute the event
- Measure results
- Identify patterns
- Implement long-term solutions



Pro Tips for Success

- Keep it simple—complex programs reduce participation
- Focus on visibility—seeing impact drives engagement
- Make it local—people care more about places they know
- Plan for what happens after the cleanup

Final Thought

A successful Green Up-style event does more than remove waste.

It builds awareness

It creates community ownership

It reveals opportunities for long-term improvement

The real impact comes when cleanup becomes prevention.

Want to Go Further?

Recycle Away helps communities design long-term waste and recycling systems that reduce litter, improve diversion, and support sustainability goals year-round.