

DRAFT

Standard Operating Procedures for Beach Clean-up Publicity

About weeks prior to a clean-up we (Beach Committee or Committee member coordinating cleanups)

- 1) Finalize flyer with date/time/sponsor and send that to Sponsor. This also serves as a reminder (sometimes they forget);
- 2) Once Sponsor has approved flyer, we (City & Committee) will add that flyer to the **Love Your Beach Marco Facebook**; Usually Sponsor will also blast it out to their city contact; And if they are members of the Chamber of Commerce, they will ask Chamber to blast it out; In the past, Chamber has also blasted the flyer for us, as a professional courtesy.
- 3) Staff will make sure all Beach Clean-ups are on the **City's calendar of Events**;
- 4) It is recommended that the Committee send the Beach Clean-up schedule to the local papers to add to their "calendar of events." (Usually one week before)

At the Clean-up

1. On the morning of the clean-up - a group photo is taken - this also serves as a record of the number of attendees and sponsors who like to get recognized when a write-up of the clean-up is written in the local paper.
2. Photos are taken during the actual clean-up, along with a sample of what was collected and the approximate weight collected.
3. Photos are shared through the Love Your Beach FB page with a brief summary.
 - Select a member to do this task.
4. Write a monthly post clean-up article. A brief narrative with photos.
 - Select a member to do this task and submit to Coastal Breeze.