

Creativity in Your Neighborhood Clean-Up



Change is inevitable and also a necessary factor to prevent boredom and lack of enthusiasm that can occur if the Clean-Up is viewed as the “same old thing.” Below are some ideas to reinvigorate the clean-up or start a new event that your neighbors will love!

- Use your clean-up as a fundraiser
- Combine your bulky waste event with a community service event
- Use a litter clean-up as part of a street fair
- Hold an environmental education talk in conjunction with the clean-up
- Provide educational resources
- Combine your neighborhood clean-up with another neighborhood beautification project such as a mural
- Hold contests at litter clean-ups to reward those who collect the most trash, or find the most interesting item
- Provide Resources to other Neighborhood Events
- Work with Local Businesses/ Non-Profits/Civic Groups to adopt a section of the sidewalk to keep clean
- Earmark Profits towards something in your community that has support behind it (you will gain new supporters for your efforts in those who support that effort).

Publicity

Once you've selected your date and site it's time for the fun to begin. Advertising is one of the best ways to ensure a successful event. Remember when advertising to put Metro and OSD logos on all advertisements!

There are many *free* advertising sources available for neighbors within the NWNW coalition. The following are available:

The Activist This neighborhood coalition monthly newsletter is published in The Northwest Examiner: Each neighborhood in the coalition can publish stories and events at no-cost. Space is limited, so the most timely articles are published first. NWNW staff edits stories for grammar and length. Submissions are due the Monday prior to the first Saturday of each month. For more information call (503) 823-4288.

The Northwest Examiner: There is usually space for announcements about community events in the main body of the Examiner as well. For more information call (503) 241-2353.

Discussion Groups: Advertise the clean up on your neighborhood discussion group or website.

School and Church newsletters: Many area schools and churches have newsletters that are distributed weekly, monthly or bi-monthly. Ask local churches and schools if they have a newsletter, these organizations are usually willing to advertise local events.

Press Releases: Consider sending press releases or letters to the editor about community events to local newspapers, television stations, and radio stations they may have community event calendars too.

Print Media: The Oregonian, The Willamette Week, The Portland Mercury, The Asian Reporter, The Portland Tribune

Television: KGW, KOIN, KPDX, KPTV, KPXG, KOPB, KATU, KNMT

Radio: KXL, KEX, KOAC, KOPB, KPAM (News Stations)

Online: There are many online calendars and sites that are specific to Portland, and willing to post events.

Not Free But Worth It:

Flyers (Advertise in local businesses, at apartment complexes, anyplace there is a critical mass of people)

Street Signs (at the location of the event, as well as any major intersections)

