

Role of EMA in clean up campaigns.

Once you've selected an appropriate site for the Clean up, EMA urges you to register your event.

Police clearance

This process is crucial for notifying the responsible authorities. The organizing institution should notify the nearest Police station, through writing by stating the purpose of the cleanup , venue, expected number of people, starting time and end time.

Registering an event

To register an event, visit any nearest EMA offices or use their telephone number or email through registry@ema.co.zw

Why does EMA need my contact information?

You will be asked to provide your contact information so that EMA will be able to get in touch with you and direct potential volunteers to your event.

What will I need to know in order to fill out the registration form?

For publicity purposes, you will be asked for the names of all the organizations participating in the cleanup. You will also be asked for the name and location of your clean up and the date(s) and times of your cleanup. If you are requesting free souvenir Clean up equipment we will need an estimate of the number of volunteers you expect to participate

What will happen when I fill out a registration form?

By filling out a registration form your cleanup will become a part of our statewide program. Information about your event will be placed on our website and database, providing instant publicity. You will receive Posters, a sponsorship request letter template, and opportunity to have your clean up publicized through our sponsored pages and paid up radio and or Tv programmes. Finally, you will be placed on the EMA contact list and will be notified as further information and resources become available.

Support and supplies

Community campaigns require supplies and may cost money, so line up ample support early.

What type of supplies will I need?

Depending on location and size, you will need to have these supplies on hand:

- Gloves
- Water/Food
- Additional Trash bags
- First Aid kit(s)
- Vehicle(s) to haul the waste away (usually from the local authority)

- Hand sanitizer/cleanser
- Safety vests

At a minimum, you need gloves, trash bags, and water for participants. Consider having hand cleanser/sanitizer available. Depending on your location, first aid kits readily available is a good idea and you may want to offer volunteers safety vests.

What will EMA provide in regards to supplies?

Depending on availability EMA can provide the above mentioned supplies.

What about promotional materials?

Get a rough estimate early of what you'll need in the way of promotional materials, rental or purchase of special equipment and supplies, and prizes for participants. Prizes may range from certificates to bandanas, EMA T-shirts, and trophies.

What are ways I can obtain the supplies when I don't have the financial means? Can I have an example of a sponsorship request letter?

Contact business people, club leaders and government officials. Ask them to give what they can: cash, equipment, supplies or services. When approaching potential donors, use the EMA template sponsorship request letter that can be obtained from our offices as a guideline.

What are some things people or organizations might donate?

Trash bags are a must and can often be obtained as "in-kind" donations from grocery or supply companies. Trucks to haul the waste to the landfill and recycling center will be needed. Often times the RDC or municipal authorities will offer a local waste hauler to help remove debris. Food and drinks for the volunteers are essential and can usually be obtained through donations from restaurants and/or local grocery stores. The local fire department, Red Cross or other emergency medical personnel may be willing to donate first aid kits and supplies, or they may even be interested in volunteering to serve as trained first aid administrators during the cleanup. Your local Department of Transportation may be able to provide orange vests for volunteers to wear. In addition to direct appeals, groups can stage fund-raising activities like bake sales, raffles, flea markets, and auctions.

Arranging for trash disposal and recycling

It is important to discard or recycle the litter collected and not leave it for the community or others to handle. To successfully conclude the event, coordinate a litter pickup.

Who do I contact to coordinate litter pickups?

Contact appropriate government officials to arrange litter pickups by sanitation trucks. Special approval is often required if private vehicles are used to transport trash. Get necessary approval to use municipal or county waste disposal facilities. If there's a dumping fee, seek a waiver. If the sanitation department can't work in a particular area, plan alternative assistance.

Should I recycle items? If so, how and where?

Recycling will decrease the amount of waste going to the landfill and may help defray the expenses of the cleanup. Select an area near the cleanup site for separating recyclable items, such as glass, aluminum, plastics and tin. Be familiar with what recyclable materials your local recycling center or drop-off sites will accept and how they want the materials prepared. For example, will they accept broken glass? Do caps need to be removed from plastic containers? Will they accept aluminum cans that are filled with mud? Some recyclers prefer clean items, while others don't have requirements. The event coordinator needs to make arrangements for transporting recyclable materials to the nearest available recycler if your community or county does not have a recycling center or drop-off site. Money raised through recycling can help cover cleanup costs, be donated to local charities or schools, or used as "seed" money for future cleanups. For more information on how to recycling, please see "What to Recycle; How to Recycle; How to Prepare it" in the appendix

. Publicize the event

Good publicity is the best way to attract volunteers and reinforce the idea that everyone can do something to help. Just remember, communication is key.

What are some ways to spark community pride and spirit?

Choosing a theme or slogan for your event can evoke community pride and spirit while providing focus. Because cleanup events are usually repeated annually, a continuing theme provides long-term name recognition.

What are some ways to publicize the event?

Work with your local newspaper, television and radio stations to help get your message out. Urge residents to get in the spirit of things and clean up their own property and/or businesses even if they're not volunteering for community cleanup assignments. Also utilize newsletters, church bulletins, schools and speakers' bureaus. Many civic organizations have newsletters and welcome speakers at their meetings. Displaying posters and other printed materials in busy locations is also a good way to reach and inform the public.

What should I include in the announcement?

If people are going to help, they have to know what's going on and what they're expected to do. As the cleanup event approaches, publicize the times and locations. When you publicize the event, provide a phone number people can call for information and tell participants what to wear and what to bring (reviewed

in next section, 'Recruit Volunteers'). Have a backup plan in case the weather doesn't cooperate on the day of the cleanup, such as a backup date (rain date) and include it in your promotional materials.

Recruit volunteers

Volunteers will assist with a variety of tasks and will make the event go smoother and a success!

What can I do to recruit volunteers outside of advertising?

Recruitment can take many forms. Personal phone calls, talks to civic clubs, discussions with elected officials and appeals at public meetings can all be effective. Tailor your message to fit your audience. For instance, the local fire and police associations could be recruited to handle safety and parking.

What type of volunteers can I focus on recruiting?

Volunteers that will be assisting with running the event should be recruited in the same way as committee members: with careful consideration of various skills and interests. In addition to general advertising, you may wish to focus special attention on service clubs.

What should volunteers bring?

Heavy-duty work gloves are a must and it is recommended volunteers bring a water bottle with them to drink, especially if it is warm outside. Sunscreen should be applied to prevent overexposure to harmful UV rays, and insect repellent should be applied before going into the field during certain times of the year. Also, we suggest your volunteers have emergency contact(s) information on hand.

Some simple tools can make a volunteer's job safer and easier. A trash poker can be made at home and used to pick up paper and aluminum cans, which can alleviate the need to bend over to pick up trash and reduces the amount of handling. One can be made by partially inserting a nail into the end of a wooden dowel or broomstick handle and then cutting off the head of the nail with wire cutters. Instruct volunteers to be careful when using the poker and always hold the sharp end towards the ground. Also, be careful not to puncture aerosol cans with the poker, as they may explode or emit harmful chemicals. Another useful tool is a pair of long tongs, such as barbecue tongs, which can be used for picking up pieces of broken glass and other objects.

What should I tell volunteers to wear?

Long pants are a must, and a long sleeved shirt is appropriate for extra protection. Covered shoes are advisable, and high-topped work boots with non-skid soles will help prevent slips and falls. NO TENNIS SHOES! A hat or scarf for sun protection would also be helpful. The coordinator should have several pairs of heavy-duty work gloves available for volunteers who do not bring their own and during hunting season, brightly colored clothing should be worn. If public announcements are used for recruiting volunteers, information concerning proper attire should be included.

Coordinate your volunteers

Coordinating the volunteers will ensure a smoother day and a fun event!

Should I break up the volunteer responsibilities between individuals and groups? What type of administrative tasks can the volunteers assist with?

Consider making volunteer assignments so that one person doesn't have to do everything on the day of the event. You may wish to consider recruiting volunteers for the following jobs:

-Sign In: Designate volunteers to sign participants in and distribute T-shirts.

-Refreshments: Have someone that can keep the refreshment table in order.

-Transportation: Volunteers may be needed to transport other volunteers.

Spell out arrangements for crew transportation so volunteers can be moved efficiently from site to site as needed.

-Equipment Distribution: Assign a volunteer to distribute equipment and maps. Supply each crew with plenty of bin liners / trash bags. See that volunteers wear heavy gloves and are adequately supplied with rakes and shovels to handle compacted trash. To weigh trash onsite, make sure each location is provided with a fish or bathroom scale and instructions on how to weigh the trash. Prepare maps of the specific zone to be cleaned to pass out to volunteers at registration.

-Recycling: Recycling takes extra coordination. Special coded bags can help volunteers sort items as they collect them, or trash can be sorted after the cleanup. Experienced cleanup organizers highly recommend that specific individuals be designated to collect only recyclable materials, while other individuals should collect only litter and debris during the cleanup for proper disposal. Using reusable mesh bags to collect recyclables can help with post cleanup sorting because sorters can see the contents more easily. Have a place at your event where volunteers are to leave the bags for pickup after they're filled, and make sure it's clear to volunteers where it is located.

-Safety: Make sure you have a first aid kit available and easy access to a phone or emergency personnel for your site.