

Trash Your Trash

VIRTUAL "GET INVOLVED" TOOLKIT

SACRAMENTO STORMWATER QUALITY PARTNERSHIP 2023



SACRAMENTO
STORMWATER
QUALITY
PARTNERSHIP

Trash Your Trash

VIRTUAL “GET INVOLVED” TOOLKIT

Welcome to the Sacramento Stormwater Quality Partnership Trash Your Trash virtual toolkit to help anyone and everyone get more involved in their surroundings. We created this virtual kit to help anyone in our community looking to make a difference do just that. Debris and trash littered across our area eventually make their way through storm drains and into our rivers, untreated. To help keep our rivers clean, The Sacramento Stormwater Quality Partnership needs your help to keep our community spaces beautiful.

There are many high-trash areas that are impacting our community. As residents, business owners and community leaders, you are the key to cleaner streets and neighborhoods! Organized clean-up events or even just quick clean-up moments will go towards a happier, healthier Sacramento. You'd be surprised by the impact you can make when you Trash Your Trash. This is a great opportunity to become a steward of your community by showing that you're committed to keeping Sacramento clean!

This Community Toolkit includes the following resources to get involved:

- + How to get involved
- + Superstar Features
- + A 30-second campaign video
- + How to host a cleanup
- + Printable campaign chalk art stencil
- + Coloring Pages



HOW TO GET INVOLVED

Getting involved is easy! Start by using your social media channels and share any of the social media messages on [page 6](#) with your followers. Encourage others to trash their trash around their neighborhoods and favorite local haunts. Next, use the tools found on [pages 8-12](#) to plan your own small-group clean up and use the chalk art stencil (page 13) around your office or business. Start encouraging those moving through your space to clean up. You'd be surprised with how many start to join in! As a bonus, we've included a color page for the little ones that you can share online or print out on [page 14](#)!



CAMPAIGN SOCIAL MEDIA LINKS

Please use the following information when posting about the campaign on social media to help us stay consistent. Make sure to tag your posts with our hashtag!

CAMPAIGN HASHTAG
[#TrashYourTrash](#)

CAMPAIGN URL
BeRiverFriendly.net

CAMPAIGN FACEBOOK
Facebook.com/SacramentoStormwaterQualityPartnership

CAMPAIGN INSTAGRAM
[@BeRiverFriendly](https://www.instagram.com/BeRiverFriendly)



WANT TO BE FEATURED?

If you've taken your clean-up efforts to the next level, we want to hear all about it! Send us an email, a direct message, or even tag us in your posts and we'll sing your praises on our social media channels. Don't be shy, we love photos and videos, send them our way! We'll be featuring a Superstar each month and it could be you!

Send in your Superstar entry to email SSQPinfo@cityofsacramento.org.



SOCIAL MEDIA CONTENT

Encourage others to trash their trash by sharing these posts on your social media channels.

Download these Social Media Graphics [Here](#).

Facebook and Twitter



Lead by example, show them how to keep their play zones trash-free. #TrashYourTrash



Have you ever thought about where your litter goes? Stop the cycle and #TrashYourTrash



Teach our kids the way to clean-up with a trash pick-up day! #TrashYourTrash



It's up to us to take the first step! Pledging and spreading the word via social shares is step #1. Together we can make a difference #TrashYourTrash

CAMPAIGN VIDEO

The following video is about litter found in Sacramento's street, storm drains, and rivers. Share this with your followers on social media or in an email blast!

BeRiverFriendly.net/Trash



HOW TO HOST A CLEAN-UP

Hosting a clean-up is a great way to protect our rivers!
Follow the next steps to get yours planned and executed.

STEPS TO HOSTING A CLEAN-UP

1. Planning ([page 9](#))
2. Choose a location ([page 10](#))
3. Last minute tips ([page 11](#))
4. Promote your clean-up ([page 12](#))



HOW TO HOST A CLEAN-UP

Planning

First, decide if the clean-up will be virtual or in-person.

VIRTUAL CLEAN-UP

As a community member, you can have a large impact in your very own neighborhood! Using the resources available to you, you can promote a virtual clean-up to your social media followers and neighbors. Even virtually, you can build your community's commitment to cleaner streets. You can encourage your followers and neighbors to organize a group of people to go out near their homes and clean-up their streets! After your clean up is over, let each other know how many bags each individual group collected. Report your total on our website.

BeRiverFriendly.net/Trash

IN-PERSON

Pick your favorite social media app, and create a post letting people know that you are hosting a in-person clean-up! Choose a date(s), announce a goal, create your own hashtag and encourage people to get involved!



HOW TO HOST A CLEAN-UP

Choose A Location

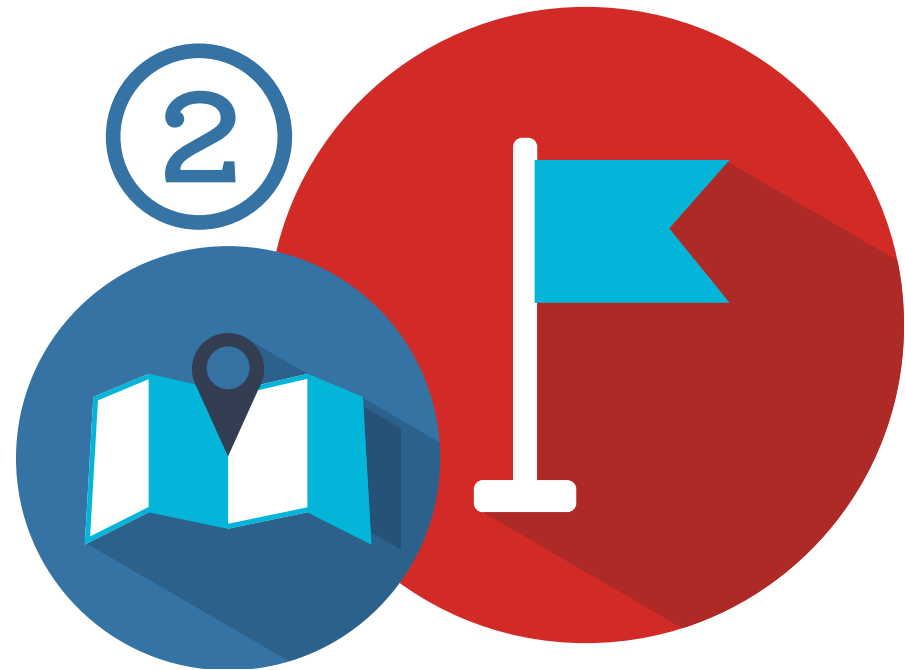
When looking for a location, make sure you choose a high-trash area. Parking lots, sidewalks, and parks are a great place to start. The goal of your clean-up is to stop trash from going into the storm drains, so do your best to pick a place that likely gathers a lot of trash.

WE NOW OFFER PICK UP KITS

Go to [BeRiverFriendly.net/Trash](https://www.beRiverFriendly.net/Trash) to request your very own!

IN THE KIT, WE PROVIDE:

- + Buckets
- + Grabbers
- + Trash Bags
- + Gloves
- + Tote Bag



HOW TO HOST A CLEAN-UP

Last Minute Tips

- + If you encounter sharp objects (like needles) do NOT pick them up, report them by calling 3-1-1.
- + If you head into nature, look out for poison oak.
- + Share your clean up on social media! Use the hashtag #TrashYourTrash and encourage others to get involved.
- + Avoid encampments.
- + Be aware of traffic and do not attempt to pick up litter in roadways.
- + In parks, creeks/natural areas, follow all posted signage and limit activities to areas open to the public.
- + If you clean up a local waterway, be mindful of the conditions and be careful near the water's edge.
- + Keep a safe distance from all wildlife!
- + Leave nature as-is! Do not pick up or disturb natural objects, such as leaves or branches.



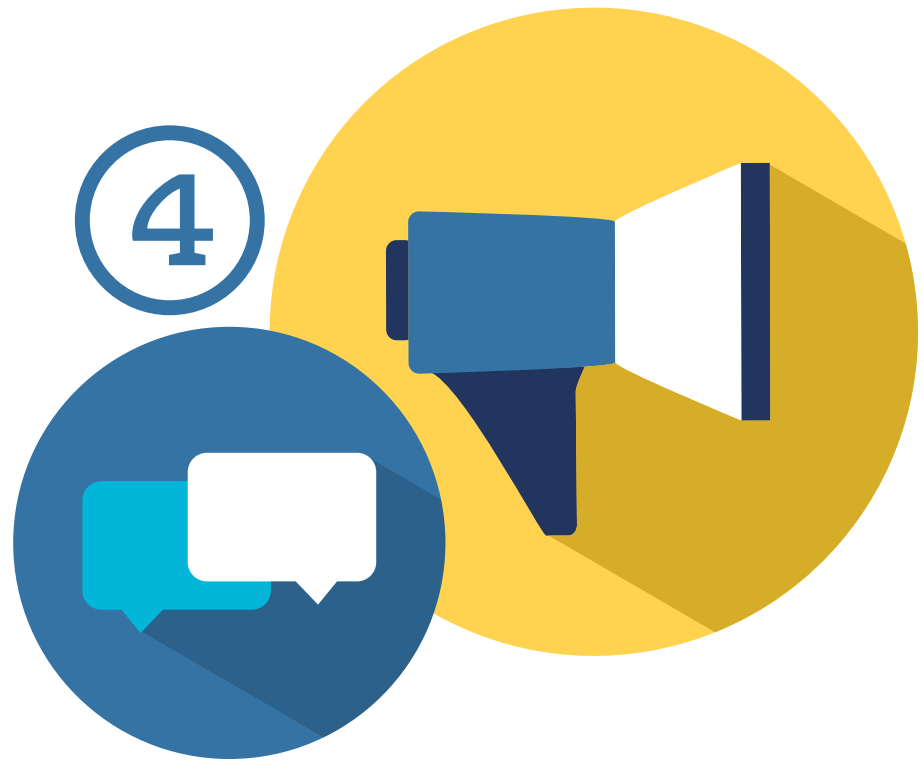
HOW TO HOST A CLEAN-UP

Promote Your Clean-Up

To promote your clean-up on social media, we recommend you create a Facebook event.

To create an event on Facebook, simply go to your:

- + “Newsfeed” and click Events
- + Click “Create New Event”
- + Follow the steps as it guides you



PRINTABLE CHALK STENCIL

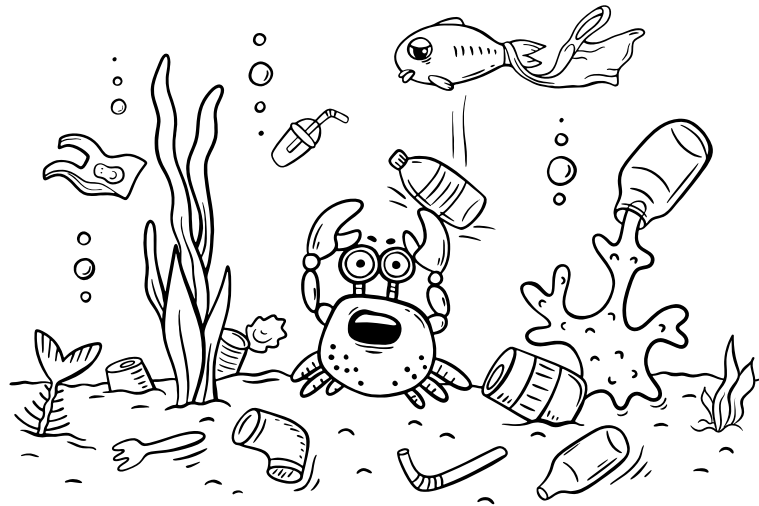
Using this printable chalk stencil, you can promote the #TrashYourTrash campaign where trash is typically found: on the ground. Encourage anyone walking around to take the extra step and throw their trash away properly. Download this Stencil [Here](#).



COLORING BOOK PAGE

Print this coloring page out for your kids or for some adult relaxation! Download these Coloring Pages [Here](#).

Trash Your Trash



Trash Your Trash





Trash Your Trash

VIRTUAL "GET INVOLVED" TOOLKIT

SACRAMENTO STORMWATER QUALITY PARTNERSHIP 2023



SACRAMENTO
STORMWATER
QUALITY
PARTNERSHIP