

## Inviting a business to participate or donate

### Goal: Long term advocacy with immediate support

1. Ask to speak to a manager or owner
  2. Use a welcoming tone and inviting language. Let the business representative know you are planning a litter cleanup near or around their business and ask them to join in the effort as a way of building community, contributing to the neighborhood and as a way to promote their business.
  3. Identify the benefits to the business if there is less litter in the area (consider the bottom line and capacity of the business to chip in).
  4. Ask the business to participate and list a number of ways they can do so, here are a few:
    - a. Join the litter cleanup as a volunteer.
    - b. Publicize the litter cleanup.
    - c. Offer the litter cleanup group trash bins/cans to dispose of litter.
    - d. Offer a financial donation to the litter cleanup group to buy snack and beverages for volunteers.
    - e. Donate in-kind items such as food, drinks, gift certificates or items that will support the litter cleanup.
    - f. Share the litter cleanup recruitment of volunteers on the business' social media page, enews or website.
  5. Be certain to thank businesses who contribute in any way, often and loudly. If you have a kick off or a closing announcement, offer thanks. Follow up with a thank you note after the event and list the ways in which the business' participation made a positive difference in your litter cleanup event (and the community).
  6. Keep the business in the loop for future litter cleanups and other opportunities for community engagement.
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### *Script*

Dear **Name of Contact**,

My name is **NAME** and I am coordinating **EVENT NAME** on **DATE**. This event will pick up litter throughout **LOCATION**.

At this event, community members will gather to pick up and dispose of litter on our neighborhood streets. Litter cleanups help enhance the neighborhood, improve the health of our natural environment and provide an opportunity for neighbors to work together to improve our community.

Please consider contributing to this event to help make it a success. Our event is currently seeking **VOLUNTEERS, DISPOSAL LOCATIONS, REFRESHMENTS, ETC.** Your assistance would be much appreciated and would be acknowledged on **EVENT PROMOTIONS, NEWS RELEASES, ON EVENT BANNER, ETC.**

Please contact me if you have any questions.

Thank you for your consideration.

Sincerely,

**NAME**

**CONTACT INFORMATION**