

CLEAN UP THE BLOCK PARTY (COMMUNITY)

Keep America Beautiful by organizing a group of volunteers to help clean up a neighborhood. Picking up litter and planting trees and flowers are just a few ways you can make a difference in the appearance of a community while emphasizing the importance of behavior change. Show your leadership and invite people in your area to join in the effort by volunteering for a one-day event to create a cleaner, greener, more beautiful place to live. To get started, pick a date and identify a neighborhood you want to help. Get the word out and start recruiting volunteers by sending a flyer to your sphere, posting on social media, and working with area businesses, schools, and churches to encourage participation. Take the initiative to organize this event and your reputation will be one of caring for the community and its people.

WHO TO INVITE

You can never have enough volunteers to help clean up a community. Put it out there to everyone in your sphere to participate in this worthwhile event. Also encourage younger children, teens, and residents in the area to take part. This is an amazing way for people of all ages and backgrounds to come together and show their support.

TIMING

During the months of March, April, and May, volunteers from across the country participate in events to improve their local communities. We recommend scheduling your volunteer day in March when it's Keep America Beautiful Month.

VENUE

Look around your local community and identify a neighborhood that needs a little love. As a real estate agent, this should be easy for you to do. If there's an HOA, contact them to help coordinate the effort and get the word out to all residents.

AGENDA

On the day of your event, have a plan to keep everything running smoothly.

1. Check-In
2. Icebreaker
3. Assign Volunteer Tasks and Teams
4. Work Time
5. Thank You

WHAT YOU NEED

Supplies

There are a number of projects you can tackle to help beautify a community. These may include picking up litter, painting, or planting. Depending on what you decide, the following are some supplies you may need.

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| <input type="checkbox"/> Trash bags | <input type="checkbox"/> Paint brushes |
| <input type="checkbox"/> Gloves | <input type="checkbox"/> Buckets |
| <input type="checkbox"/> Shovels | <input type="checkbox"/> Masking tape |
| <input type="checkbox"/> Rakes | <input type="checkbox"/> Ladder |
| <input type="checkbox"/> Paint | <input type="checkbox"/> Plants |
| | <input type="checkbox"/> Soil |
| | <input type="checkbox"/> Fertilizer |
| | <input type="checkbox"/> Volunteer goodie bags (fill with sunscreen, hair tie, hand wipes, candy) |
| | <input type="checkbox"/> Portable speaker |
| | <input type="checkbox"/> Camera or phone for taking pictures |

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Food & Drink

Your volunteers will be working hard all day. Keep them nourished and well-hydrated by providing box lunches and drinks. Consider partnering with a local grocer or restaurant to provide lunches in exchange for advertising. Box lunches may include:

- ☐ Sandwich
- ☐ Chips
- ☐ Pasta salad
- ☐ Fresh fruit
- ☐ Cookie
- ☐ Bottled water

GOOD VIBES ONLY

Icebreaker

Help your volunteers get to know each other with a quick icebreaker. Ask everyone to line up in alphabetical order before you assign teams and tasks. This will be a great way for people to learn each other's names.

Music

Listening to music can not only improve your mood, but it can make you more productive. Keep your volunteers whistling while they work by creating a playlist of songs like "Ain't No Mountain High Enough" by Tammi Terrel and Marvin Gaye or "Whatever it Takes" by Imagine Dragons.

HELPFUL TIPS

Get the Word Out

We recommend advertising your event with the following:

- ☐ Personal phone calls
- ☐ Flyer
- ☐ Community newsletter
- ☐ Community bulletin board posters
- ☐ Social media

Collateral

Further promote your personal brand with the following:

- ☐ Water bottle labels
- ☐ Volunteer T. shirts
- ☐ Goodie bag stickers or tags
- ☐ Box lunch stickers or tags
- ☐ Thank You cards
- ☐ Social media (post pictures of event and give shout outs)

Also be sure to check out our [Party Planning Checklist](#) to make sure you have all your bases covered.