

A black bear is lying on the ground in a forest, looking directly at the camera. The bear has thick black fur and a light-colored patch on its chest. The background is a lush green forest with a tree trunk visible behind the bear.

YOUR GUIDE TO...

ANIMALS ASIA'S

THE BIG BEAR CLEAN UP

MAY | 2020

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INTRODUCTION

Greetings Moon Bear Hero! Thank you for expressing an interest in joining us for our first ever **Big Bear Clean Up!**

This handbook will give you all the information you'll need to make your sponsored community litter-pick a roaring success!

With climate & the environment fresh at the forefront of everyone's minds, there's no better time to get your neighbours, friends, family & colleagues all together to get cleaning up your local neigh-bear-hood!

Not only does your local community benefit, but it's also the perfect opportunity to raise the profile of Animals Asia in your local area and hopefully get some new supporters on board.

Whether you host a free litter-pick with supporters making a donation to take part, set up a giving page to get sponsored, or even a host litter pick that ends with a pub quiz or afternoon tea, you can tailor your event to work for you!

Working in collaboration with



★ ★ ★ ★ ★
UNBEARABLE
-CHALLENGE-

ORGANISING YOUR BIG BEAR CLEAN UP

STEP 1:

Have a look and see if there is a **local litter-picking group** in your area. Get in touch to see if they might like to help you organise your event - it will make the following steps much easier as they may be willing to do some of the legwork!

STEP 2:

Decide on where you'd like to hold your litter pick. Have a think of areas that you see often accumulating rubbish and focus there.

Contact landowners to make sure you have legal access to this area.

Landowners could be the town, district or county council, farmers, or local estate owners.

STEP 3:

Carry out a full **risk assessment** of the area. We have provided one for you to fill in.

Map out the route so that you can describe it to people interested in joining.

Make sure you identify locations for first aids, toilets, public phones, useful amenities, break areas and such.

STEP 4:

Decide on a **date** for your Big Bear Clean Up event. Preferably organise it for sometime during the month of May!

ORGANISING YOUR BIG BEAR CLEAN UP

STEP 5:

Decide on how you will present your litter-pick to your volunteers.

Would you like people to get sponsored to take part? Or make a donation? Or perhaps attending is free but there is an event at the end that has a fundraising for Animals Asia element e.g. a raffle, a talk, or a coffee morning.

STEP 6:

Contact your local Recycling Officer to see if they can loan you equipment such as gloves, high-vis, litter pickers, etc. You can also discuss arrangement for waste disposal after the Clean Up.

STEP 7:

PROMOTE PROMOTE PROMOTE your Clean Up! Put up posters, make an event on Facebook, speak to your local newspaper to get as many local people involved as possible. Share your team fundraising page too!

STEP 8:

Make sure to brief any volunteers prior to the event - so they know where to meet, what to wear and what to bring.

MAKING THE MOST OUT OF YOUR BIG



BEAR CLEAN UP



Now, once you've sorted the logistics of your litter-pick next comes the fun part where you can think about ways to make your Big Bear Clean Up a BIG success for the bears.

We suggest two ways to really make your litter-pick stand out from the rest: **SPONSORED** or **FUNDRAISING** - you could even merge the two!

SPONSORED

Ask participants to get sponsored for taking part in the litter-pick - you can even create a team fundraising page & set a target!



Ask attendees to make a donation to take part and/or organise a post clean up fundraising activity.

FUNDRAISING

Find a local post clean up venue where you can host a fundraiser, sell merchandise, run a raffle and use the opportunity to talk to everyone about the work of Animals Asia.

MAKING THE MOST OUT OF YOUR BIG

BEAR CLEAN UP

RAFFLE

Why not approach local businesses for prizes & host a draw at the end of the Clean Up! If each attendee buys a ticket or strip, it really adds up! We can provide you with a template request letter.

TEA OR A QUIZ?

Host an afternoon tea with cake to warm up your attendees afterward! Or maybe a little pub quiz? This gives you the chance to do more fundraising activities or speak to the crowd about Animals Asia's work.

MERCH STALL

Set up a merch stall at a suitable venue where you're ending your Clean Up - encourage your attendees to get an Animals Asia momento to show their support!

PRIZES FOR BEST FUNDRAISER/LITTER PICKER

Could you offer a prize to the litter-picker who fundraises the most? Tell people when they sign up & it'll really get a competition going! Or perhaps a small, low-key prize to give to whoever picks up the most litter!

SPONSORED WALK/HIKE

You can combine your Clean Up with a sponsored walk around your local woodland - this will increase the likelihood of people raising sponsorship if it's a long distance.

ANIMALS ASIA TALK

Try & find a time where you can say a few words about the charity - the more inspired people feel taking part, the more generous they will be!

TOP TIPS & THINGS TO REMEMBER

- Safety is PARAMOUNT so ensure you fill out a risk assessment as soon as you have decided the area you'd like to clean up.
 - When choosing a date, bear in mind that more people are likely to be free at weekends to come along.
- Once you have a date & location, let us know! We'll add it to our interactive map at www.animalsasia.org/CleanUp that we'll be sharing with our supporters.
- Speak to your local litter-picking group (if you have one) for advice, they may even want to join in or help promote your Big Bear Clean Up!
- Set up a team fundraising page on Virgin Money Giving - it can be one link that all members participating in the clean-up can share with friends & family.
 - Let your local community know you're cleaning up! A previous supporter did a flyer drop in her local area to inform her neighbours & quoted her Giving page. She raised over £1,000 in sponsorship!
 - She also contacted her local MP who was happy to help support the campaign & raise it's profile.
 - Contact your local press/community magazines as they would likely love to do a story & help promote the event itself.
 - Bring Animals Asia materials with you so you can have discussions with passers-by if their interest is piqued!

AFTER YOUR BIG BEAR CLEAN UP

There are some important things to ensure you do once your Clean-Up is complete:

Take photos! Get a team photo with all your litter-pickers to show what a difference you've made! Try and get some Animals Asia branding in there too - this is an awesome way to raise additional awareness & share on social media!



Ensure you have arranged a rubbish pick-up with the local council or contact who you reserved permission from to hold the clean up. Also make sure you separate all your rubbish appropriately (recycling, etc)



Return any equipment that your local recycling officer or official lent you for the pick.



Share your achievements & photos on social media about how much litter you all picked up & how much money you raised for Asia's animals.

Maybe you'll inspire someone to hold their own Big Bear Clean Up?

THANK YOU FOR
HOLDING A BIG BEAR
CLEAN UP FOR US!

