

CLEANUP BOZEMAN

You supply the people. We supply the support.

CITY OF BOZEMAN
SOLID WASTE DIVISION

COMMUNICATIONS GUIDE

Marketing your Cleanup Bozeman event in print is as easy as cut and paste. Simply download our customizable word document that you can print or drop into emails (find it at www.bozemansolidwaste.com). If you already have existing event graphics or want to create your own, download the Cleanup Bozeman logo to use as a sponsor logo and roll with it.

Step 1: Email Your List

If your group uses email communications, you can use the Word document as an attachment. Make sure to include details about when and where your group is meeting.

Step 2: Print Flyers

If your group has a bulletin board area or you're raising community-wide support for your Cleanup Bozeman event, use the provided Word doc to whip up a flyer. All you have to do is add your event's time and place (and group name or logo if not obvious). You can also pass out flyers as reminders to your group that they can put on their home bulletin boards or fridge.

Step 3: Hop on Facebook

Market your event effectively by using social media in addition to meeting announcements, emails, and flyers.

- Form a Facebook Event Page and invite your group members
- Sample event copy: [Our group] is joining with the City of Bozeman to clean up trash in [area]! We need your help. Please meet us at [place] at [time] on [date] for an easy, fun, informal pick up. We'll have gloves and vests on hand, so just bring a snack, sunscreen and dress appropriately for the weather.
- Share and post about your event on your organization or group's page.

