

# YES! SHOW ME HOW TO JOIN THE MILLION DOLLAR “IT’S IN THE BAG” CLEANUP

Keep America Beautiful estimates that litter cleanup costs in the US are \$11,500,000,000 each year. Keep Britain Tidy calculated they spend £1,000,000,000 on keeping streets, parks, roadways and public lands clean of trash because 62% of the people continue to drop litter! More than ever your commitment to join the “It’s in the Bag” Community Cleanup Campaign is essential to keeping our community and waterways clean!

Did you know that 80 percent of the trash in the ocean has come from our lands and waters? Yes it’s that trash you see in parking lots and on the roadside. We want people to join us in picking up the trash that we’ve been stepping over. And we see two ways to pick up trash - happily taking care of our community or angrily being dumped on by litter bugs. Let’s take the first option. Let’s join other communities and the tens of millions of people around the world who know that picking up trash is the fun, easy and popular thing to do.

No it won’t cost a million dollars to join the campaign, but we will make a million dollars’ worth of difference. This is how the cleanup campaign works: (1) people who pick up trash are less likely to litter, (2) people who see people picking up trash are less likely to litter, and (3) given a chance to join in - enough people will do it to make a difference for future generations and the ocean.

There are three easy steps to join us:

## STEP ONE: JOIN THE CAMPAIGN AND CREATE YOUR CLEANUP TEAM

Most of us are aggravated with the trash on the streets, in the rivers, and on the beaches. Many still step over the trash or avoid the places where it collects. But a growing number of us know that picking up just a few pieces of trash during our day or week, can make a difference! We know that no matter where we are whether it is in the mall parking lot, walking in the neighborhood or hanging out at the beach, just bending down to pick up a few pieces of trash really is the way to create a trash free community and a trash free ocean. And now you are joining with others in fun, easy and popular activities. Because we know that it really is all that!

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*17 billion pounds of plastic pollution flow into our ocean every year.*

*We can make a difference!*

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Just ask David Sedaris, best-selling author, Grammy-nominated humorist, prolific radio contributor, US chat show regular and internationally celebrated figure whose books (seven million of which are in print) have been translated into 25 languages; who also picks up trash along the roads of his neighborhood of Sussex England.

Or ask Tony Waldrop, the president of the University of South Alabama who walks the Dauphin Island, Alabama beach with his wife picking up trash. He gushes about how the people who pass them say thank you. And when they walk the beach the next day some of these people have their own bags and are picking up trash!

So who else in your network worries about trash? Who gets hot when they see the beaches littered with trash or plastic bags drifting in the wind? We are looking for funders and volunteers to create unique and local cleanup campaigns.

## STEP TWO: DESIGN OUR OWN UNIQUE CLEANUP PROGRAM

What does an It's in the Bag cleanup campaign look like? How many people have to participate? How often do we cleanup our territory? That will be different for everyone and every territory. But basically you're asking your friends to pick up a small amount of trash each week and tell us about their experiences. This is the fun and popular part. You can use your choice of social media or send us the info via email. If you find other ways to show or tell us about your progress, we are all eyes and ears.

But how do people know that you are taking part in this great act of ocean beautification? This is easy because with your campaign donation you will get some beautiful bags that connect you to this growing community of people who are keeping our lands and waterways clean of trash. And we will add their name and commitment to our website right alongside yours. Here is an example of just how easy it is:



1. Share the bags with your neighbors. Hank Caddell, Thiry and Caddell LLP, plans to give them to his walking neighbors. This way when folks are walking the neighborhood, they can pick up the odd water bottle or soda can. Hank says that it's like adding a Pilates routine to his walk.
2. Share the bags with a youth group. Hendrik Snow, Snow Law Firm, has committed to donate his bags to his son's Boy Scout troop and help them with a few park and neighborhood cleanups. This way, the scouts take litter cleanup to areas beyond where they camp, learn how litter impacts wildlife, and see how much litter is a resource wasted. So much of litter is material that is recyclable.
3. Share them with your beach buddies. BJ Smith, Shorecombers LLC, is going to the beach and while she's carrying out her own trash, she can pick up a few pieces that someone else left behind or that washed up on the shore.
4. Share them with local cleanup organizations. Sara Boccardo plans to encourage firms to donate their bags to local cleanup, education and nonprofit organizations. Here there is a magnifying effect. The businesses have the opportunity to have their employees volunteer alongside others who are picking up litter.

These are a few ideas off the tops of our heads. What ideas can you think of? Where does litter bother you the most? Would you share your bags with your neighbors, family, coworkers, schools, church, or youth groups? Who else?

## STEP THREE: PICK UP LITTER! AND TELL US ABOUT IT! #ITSINTHEBAG

We'll be tracking and celebrating our progress. So while you are picking up litter whether on your own or in a group, we want to know what you are finding and where you are finding it. We want to hear your stories about the weirdest trash and the wildest location. Tell us how you talk to people about picking up trash and how many people you are converting. Take photos of your catch and photos of yourself and your team. Post them to your favorite social media with #itsinthebag. Or you can email them to us to be posted on our social media.

Even if you only use the bag for shopping, instead of getting a plastic or paper shopping bag, we know you are making a difference. Remember there is no amount too small because truly every piece makes a difference.



JOIN US NOW, LET US HELP YOU DESIGN YOUR PERSONAL CAMPAIGN

Level	Donation	Volunteers Supported
Super	\$ 5,000	625
Grande	\$ 3,600	360
Medium	\$ 2,880	240
Small	\$ 1,620	116
Micro	\$ 180	12
Every Piece Counts	\$ 20	1

**CIVIC ORGANIZATION!! CHURCH,  
YOUTH OR SPORT GROUP!!**

Do you get together regularly? Add a short cleanup to your gatherings. Have the bags at hand to keep the nearby land and waters beautiful!

**AN OFFICE CLEANUP!!**

Are you tired of walking over the trash on the way to the office? Get everyone involved and spread your cleanup territory a little wider than your own parking lot and grounds.

**YOU AND FRIENDS!!**

Start at the \$180 level and give the bags to friends and family. Show them how you pick up trash with one and use the other for shopping to reduce the number of single use plastic bags.

**NEIGHBORHOOD CLEANUP!!**

How big is your neighborhood and how many people will join you in keeping it clean? Do you have many neighbors who walk, run or bike the neighborhood!

**CITY/COUNTY DISTRICT CLEANUPS!**

Set an example at the district level by working together with your constituents to create regular cleanup teams. We can help you identify teams in your territory.

**EASY DONATION OPTIONS ONLINE OR BY MAIL**

It's easy to join the campaign. Complete this form by marking your donation level above. Then send your payment (check, money order, or credit card info) via mail to Alabama Coastal Heritage Trust at 1911 Government St., Mobile, AL USA 36606. Or complete your order online at <https://www.shorecombers.org/join-the-campaign.html>

Name	Address	Phone Number
<input type="text"/>	<input type="text"/>	<input type="text"/>
Card Number	Expiration	Code on back
<input type="text"/>	<input type="text"/>	<input type="text"/>

**Questions?** Contact us for more information: BJ Smith. (251)455-1859. [shorecombers@bellsouth.net](mailto:shorecombers@bellsouth.net)