



Be Part of the Largest Florida Realtors® Water Clean Up Project EVER

Ask tourists or future residents why they're attracted to Florida, and the answers usually are: white sand beaches, lakes for boating, rivers for kayaking and our natural springs. Yet, many of our waterways are littered with bottles, cans and other debris. The good news: **Trash is a people problem, which means we are also the solution.**

On **July 11, 2020**, join thousands of Florida Realtors® to clean up of our lakes, rivers, streams, retention ponds, bays, Intracoastal Waterway, Gulf and Ocean. Every effort will make a difference, whether you join a small group to pick up trash along a lake or arrange for local boat owners to ferry Realtors® for ocean clean-up.

HOW DO I GET INVOLVED? Contact your District Vice President (DVP), local association and local YPN Network for details about their cleanup effort.

DVPs, local Boards/Associations and local YPN Networks:

You are the heart of this clean-up program. Your efforts can be large-scale or uncomplicated depending on your resources (time and money). The goal is to have fun and make a difference!

WHERE TO BEGIN:

1. Determine a waterway that's high profile, easy to access and/or could benefit from a trash pickup event.
2. Recruit volunteers.
3. Partner with an environmental organization: Coastal Conservation Association (CCA): <https://ccaflorida.org/>; CCA Chapters: <https://ccaflorida.org/chapters>
State WaterKeeper Organizations: <http://waterkeepersflorida.org/members.html>;
Keep Florida Beautiful: <https://www.keepfloridabeautiful.org>; Captains for Clean Water: <https://captainsforcleanwater.org/>

4. Order T-shirts from Florida Realtors® for the event (see below).
Share event link in emails, newsletters and on social media. Also, share this video on your website, social media channels and email signature:

floridarealtors.org/watercleanupvideo

5. Consider shooting your own promotional video featuring the waterway you've chosen to clean up.
6. Once members commit, tell them to update their Facebook profile photo to add our special waterways cleanup Facebook frame. Just search for frames by Florida Realtors.
7. Use the hashtag **#CleanUpFloridaWaters** in all promotions.

Sponsorship dollars can turn your cleanup initiative into an EVENT

Identify movers and shakers within your local Realtor® community to secure sponsorships from local merchants who depend on the waterways for their livelihoods: marinas, water tour companies, sports shops, fishing expedition companies, etc. Use these monies for food, drinks and snacks during the event, or an After Party. Many times, local merchants will donate swag — always appreciated by volunteers! Also welcome in-kind donations from organizations that wish to sponsor swag bags, hydration stations, event tents and supplies related to the clean-up effort.

[Smart Growth](#) and [Placemaking Grants](#) are also available from the National Association of Realtors®.

HOW DO WE RECORD OUR PROGRESS?

There's an app for that. The Clean Swell app — available from the Apple Store and Google Play — records clean-up history tracking, time spent, distance covered and pounds of trash cleaned up. Check it out here:

<https://oceanconservancy.org/trash-free-seas/international-coastal-cleanup/cleanswell>

ABOUT THE T-SHIRTS:

Florida Realtors® will provide quality T-shirts from Life Is Good® with the Florida Realtors® logo. Click [here](#) to order your T-shirts (minimum order, 10; maximum order, 50).

GOT QUESTIONS?

We've got answers...or at least we know who to contact. Please direct your questions to Mindy Wilson, mindyw@floridarealtors.org. She'll get you to the right person.

floridarealtors.org/cleanwater2020

