**Easy things you can do NOW to call attention to your event:**

* Register your event on the statewide Vermont River Cleanup website at [www.watershedsunitedvt.org/vtrivercleanup/register](http://www.watershedsunitedvt.org/vtrivercleanup/register).

**Easy things you can do to call attention to your event – about two weeks to a month prior:**

* Write a post on your Facebook page. Please include the hashtag #vtrivercleanup in your social media posts to promote River Cleanup Month!
* Post an announcement or blog on your website, list on your calendar if you have one.
* Post on Front Porch Forum for all surrounding towns.
* Send a Press Release to local newspapers and an Announcement to local radio stations (see press list and templates provided). Ask papers to include a listing in their calendar.

**If you have some extra time – about two weeks to a month prior:**

* Include an announcement in local school newsletters.
* Contact local colleges to see if their work study program or service learning programs might send volunteers.
* Contact your local Chamber of Commerce to see if they might encourage employee service days for local businesses.
* Contact your local radio station and arrange an interview.
* Contact an individual journalist at your local paper and/or radio station and invite him/her to attend and take photos or record audio.
* Contact your local public access TV station and invite them to attend to film the festivities (<http://vermontaccess.net/>).
* Invite local select boards and state legislators to attend, and be sure media know they will be there.

**To do a week before the event:**

* Additional Facebook and Front Porch Forum posts to remind volunteers

**Getting attention on event day and after-the-fact:**

* As part of all post-event publicity, remember to thank volunteers and sponsors.
* Send a press release to local newspapers, including photos (see template provided) and a tally of the amount of trash collected. Include information about the state-wide event.
* Post photos and videos on your Facebook page (include hashtag #vtrivercleanup so we can include them in the state-wide feed).
* Write a blog on your website, with photos.
* Encourage volunteers to post event photos on Instagram or facebook with the #vtrivercleanup.
* Keep track of media coverage and report to WUV if possible – this will help us publicize next year’s River Cleanup Month.