



#RiverkeeperSweep 2020 Promotional Toolkit

Riverkeeper's 9th annual day of service for the Hudson River is back, and rescheduled for October 17, 2020. We hope to have a number of safe and socially distant service projects across New York City and the Hudson Valley. Join Riverkeeper, our partners, Sweep Leaders, and other volunteers on Saturday, October 17, 2020, at an event in your community.

When: October 17, 2020

Where: Locations throughout NYC and Hudson River Valley

How to register: riverkeeper.org/sweep (Starting on September 17!)

Ways to promote your Sweep project:

- **Put up posters** throughout the community. Some key locations are: post offices, libraries, community centers, grocery stores, etc.
 - [Download the poster.](#)
- **Use social media** (Sample text below for Twitter, Facebook, Instagram)
 - Don't forget to tag @Riverkeeper, and include the registration link
 - Use photos from the [2019 Sweep Flickr album](#)
 - Contact local media: newspapers, blogs, radio, and TV stations
- **Reach out** to local business or non-profit partners to see if they are willing to help promote on social media or by displaying printed posters

Follow and tag @Riverkeeper on Twitter and Instagram!

- **Hashtags to use:** #RiverkeeperSweep and #trashtag
- More ideas: Encourage all volunteers to post in advance and during Sweep. We love before/after photos and time-lapse videos!

Sample Facebook Posts:

- Please tag Riverkeeper in Facebook posts @HudsonRiverkeeper

Join Riverkeeper for the rescheduled 9th Annual #RiverkeeperSweep and give back to your local waterway. This year be a part of dozens of projects around NYC and the Hudson Valley by finding a cleanup near you: riverkeeper.org/sweep

Give back to the Hudson River and its tributaries this spring at one of dozens of service projects at the Riverkeeper Sweep on October 17. Find a project near you: riverkeeper.org/sweep

Sample Tweets and Instagram captions:

- Please tag @Riverkeeper and hashtag: #RiverkeeperSweep #trashtag

Join @Riverkeeper for the October 17 #RiverkeeperSweep! Dozens of locations from #Brooklyn to the #Adirondacks. Find a service project near you:
www.riverkeeper.org/sweep

Give back to the #HudsonRiver with @Riverkeeper on Saturday, Oct 17 at one of dozens of cleanup projects in #NYC & #HudsonValley. Find a cleanup near you:
riverkeeper.org/sweep

Give time, make a difference: register for the October 17 #RiverkeeperSweep! Dozens of locations in NYC/Hudson Valley: riverkeeper.org/sweep

The #HudsonRiver needs your help! Volunteer for the #RiverkeeperSweep & protect your local waterways on October 17. riverkeeper.org/sweep

In 2019 the #RiverkeeperSweep removed more than 31 tons of trash from local waterways. Help us make an even bigger impact this year on Oct 17 and register for one of 100+ projects throughout NYC and the Hudson Valley. Find your local project here:
riverkeeper.org/sweep

The 2020 Riverkeeper Sweep is sponsored by:

