



#RiverkeeperSweep 2021 Promotional Toolkit

This spring we are celebrating Riverkeeper's 10th annual day of service for the Hudson River on Saturday, May 1st, 2021. We have 120+ safe and socially distant service projects planned across New York City and the Hudson Valley. We welcome you to use the guide below to spread the word about this year's events.

When: May 1st, 2021

Where: Locations throughout NYC and Hudson River Valley

How to register: riverkeeper.org/sweep (Starting on April 1)

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 [2020 Sweep Flickr album](#)
 - Download graphics for social media:
 - [Square](#)
 - [Banner #1](#)
 - [Banner #2](#)
 - Link to the Sweep 2021 Promotional Video:
<https://www.youtube.com/watch?v=eOdLnlnhhnE>
 - 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 #Riverkeeper and #trashtag #HudsonRiver (or the name of your tributary!)
- 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 10th Annual #RiverkeeperSweep and give back to your local waterway. This year be a part of 100+ 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 120+ of service projects at the Riverkeeper Sweep on May 1. Find a project near you: riverkeeper.org/sweep

Sample Tweets and Instagram captions:

Please tag @Riverkeeper and hashtag: #RiverkeeperSweep #Riverkeeper and/or the location of your project.

Join @Riverkeeper for the May 1st #RiverkeeperSweep! 100+ 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, May 1st at one of 100+ of cleanup projects in #NYC & #HudsonValley. Find a cleanup near you: riverkeeper.org/sweep

Give time, make a difference: register for the May 1 #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 May 1. riverkeeper.org/sweep

In 2020 the #RiverkeeperSweep removed more than 16.6 tons of trash from local waterways. Help us make an even bigger impact this year on May 1st and register for one of 100+ projects throughout NYC and the Hudson Valley. Find your local project here: riverkeeper.org/sweep

The 2021 Riverkeeper Sweep is sponsored by:

