



HOW TO RUN A COMMUNITY-WIDE PITCH-IN CANADA WEEK CAMPAIGN

The following information is meant to assist individuals who are going to be involved in organizing a PITCH-IN CANADA Week campaign. The final decision as to what will be best for your community is up to each Coordinator as all PITCH-IN projects are organized locally to best meet local needs.

The key to a successful community-wide PITCH-IN CANADA Week campaign is to get all of your community stakeholders on board at the initial stages of planning your campaign.

Gather together a list of the major stakeholders in your community, such groups may include:

- Chamber of Commerce
- Business Improvement Association
- Emergency Services (*firefighters, paramedics, police*)
- School Board
- Municipal (*waste management, engineering, parks, Councillors, and Mayor's office*)
- Religious leaders
- Local businesses (*large holdings or industry*)
- University/college
- Tourism centre
- Media
- Youth Groups
- Outdoor/Environmental Groups

Hold regular meetings to determine

- ◆ The activities to be undertaken
- ◆ The responsibilities of each group represented before, during, and after the "Week"

Use the many resources which each group can bring to the table to promote and encourage participation during the Week. Businesses and retail outlets are great centres for promotions, incentive products, and for distributing materials.

Hopefully, it will not take any convincing to get community members on board. A clean community benefits all stakeholders and improves the health and wealth of the community. But, be clear about what you are asking of each community player before, during, and after the campaign. Some groups may only be required to provide the participants, while others will be expected to carry out other responsibilities.

For further assistance in planning PITCH-IN WEEK, detailed guides, including the PITCH-IN Week **PREPARATION PLAN**, the PITCH-IN Week **ACTION PLAN** including the **20 Minute Makeover**", the PITCH-IN Week **COMMUNICATIONS PLAN** and other PITCH-IN WEEK support materials which are available to our Municipal Patrons. See the final section of this Guide for more information.

Registering your PITCH-IN CANADA Week Participants

Now that you have all your stakeholders on board you need to set-up a registration system for participants. This can be done two ways.

1. Use PITCH-IN CANADA'S free online registration system:

- Call 1-877-4 PITCH-IN and alert PITCH-IN CANADA staff that you are going to be using the online registration system for your community program. ****Be sure to tell them what geographical area you will be coordinating and which groups you can coordinate**

Example: all registrations from Lethbridge, AB are to be attributed to you

Example: only schools from Nanaimo, BC, are to be attributed to you

- Advise local groups to register online at www.pitch-in.ca
- PITCH-IN CANADA staff will process the registrations. When registrations match your criteria we will send you an email with the registrant's contact information and send the registrant an email with your contact information
- Registration shuts down on March 31st, all garbage bags and other free materials will be shipped to your address. It is then your responsibility to distribute the materials to the registered groups

2. Design your own registration system

- Register online with PITCH-IN CANADA and approximate the number of participants (*so you are shipped the proper quantities of materials for your campaign*)
- Design your personal registration system:
 - Choose which kind of contact information you will require from participants (*name, organization, telephone, email, mailing address, number of participants*)
 - How to store the registrations (*eg. Electronic database such as Excel spreadsheet, paper forms*)

- You may wish to designate certain areas for groups to clean-up. Use a map, or area sign up sheet with specific times and dates for when those registered clean-ups will take place (*ie: all registrants signed up for Crescent Park will meet at the park on Saturday April 29th at 9 am.*)
- Determine where registration will take place and whether or not it will be ongoing or time restricted.
- Publicize the PITCH-IN Week activities, how to participate and register.
- Once your campaign is completed, be sure to contact PITCH-IN CANADA staff again to inform them of your final number of participants and names of participating *groups* (*this information is vital to PITCH-IN CANADA for securing funding to provide you with free materials for future PITCH-IN Week Programs!*) Don't forget to pass along your great stories and pictures!

Suggested PITCH-IN Week Planning Timeline

Register with PITCH-IN CANADA, www.pitch-in.ca by February 1st.

Date	Activity
December – January	Plan your PIW activities
January	Meet with your community stakeholders and register with PITCH-IN CANADA at www.pitch-in.ca
February	Gather sponsorship and all materials necessary for the activities
February-March	Open registration to the public and start your PIW promotional campaign
April	Receive materials from PITCH-IN CANADA
Last week of April	PITCH-IN CANADA Week
May	Contact PITCH-IN CANADA staff with your thank you letters, pictures, and an update on participation numbers and group names

Tips for a successful campaign:

- ◆ Allow or arrange for free dumping during PITCH-IN Week at the local landfill
 - ◆ Organize collection of the full garbage bags from PIW activities by waste management services. You could publicize a contact name and number, set up a toll free line during the week, or establish a central collection site.
 - ◆ Place large dumpster bins throughout your community for free disposal of large household items.
 - ◆ Coordinate a community e-waste recycling day. Be sure to have a designated drop off point, and predetermine which local recycler will process the e-waste.
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BENEFITS TO OUR MUNICIPAL PATRONS

As part of the benefits offered to our Municipal Patrons, in appreciation for their financial support, we offer

- ◆ A detailed “PITCH-IN CANADA WEEK Preparation Plan”
- ◆ A detailed “PITCH-IN CANADA WEEK Action Plan” including the **20-Minute Makeover**
- ◆ A detailed “PITCH-IN CANADA WEEK Communications Plan”
- ◆ Annual Permission to use the following trademarked logos:
 - PITCH-IN
 - 20-Minute Makeover
 - Operation: *Clean-Sweep*
- ◆ Priority and guaranteed access to PITCH-IN CANADA garbage/recycling bags for action projects during PITCH-IN CANADA Week and to PITCH-IN CANADA staff
- ◆ The PITCH-IN CANADA WEEK flag, at cost, available only to our Municipal Patrons
- ◆ The Civic Pride Program, a comprehensive, year-round, litter control and waste management program (manual, workshop materials, DVD, use of logo, etc...)
- ◆ a 10% reduction on materials – PITCH-IN decals for litter containers, etc...
- ◆ free DVD to promote PITCH-IN CANADA Week
- ◆ a listing as a Patron on PITCH-IN CANADA's very popular **website** with a link to your municipal site
- ◆ reduced registration fees at PITCH-IN CANADA professional development and sharing sessions for PITCH-IN Coordinators
- ◆ And other Benefits

For more information on how your community can become a Patron go to www.pitch-in.ca, click on “Municipal”