



Adopt-A-River

A PROGRAM OF MILWAUKEE RIVERKEEPER

Adopt-A-River Co-Branding Agreement

Thank you for becoming a Milwaukee Riverkeeper Adopt-A-River Program Member! Milwaukee Riverkeeper launched its Adopt-A-River Program in 2017 with the support of Milwaukee Metropolitan Sewerage District. As a Program Member, you are committing to hosting two projects days per year for two years.

To support you as a Program Member, Milwaukee Riverkeeper will commit to the following:

- add your adopted river section and name to a basin-wide map;
- list your organization/group/individual name on Milwaukee Riverkeeper's Adopt-A-River webpage and link to your website (if applicable);
- help promote your group's public project days on Milwaukee Riverkeeper's Adopt-A-River webpage;
- help promote public project days on social media, when possible;
- help recruit volunteers and supporters to work with you, when possible;
- provide an optional supplies starter kit for cleanup project days; and
- provide each Program Member with an Adopt-A-River Window Cling.

All of this takes hundreds of hours of work by Milwaukee Riverkeeper, but a clean river is a healthy river and an active implementation of this program is critical to its success. Given the scale and size of the program, we rely on dedicated volunteers and partners, like you, to make it a community-wide success.

In addition, all of these cleanups added together have a more significant impact to the watershed and measuring that collectively, as well as individually, is a goal of ours. Our Adopt-a-River participants, partners and volunteers, as well as the larger community should be aware of this collective impact.

It is essential for the continued success and growth of the program that it is branded consistently across watersheds, Program Members and volunteers so that each Adopt-A-River location benefits from the significance and scale of the program. We need your help to do this and we request your acknowledgment of the same through this Co-Branding Agreement.

Please sign below to acknowledge your agreement with the above and to agree that as part of your efforts to coordinate and promote your participation as a Program Member, you will co-brand your efforts as part of our Adopt-A-River Program (see Branding Guidelines for details). In so doing, you agree that you and any of your affiliated organizations will work with Milwaukee Riverkeeper to promote and brand any project days as part of the Adopt-A-River Program.

This is a read-only copy of the Adopt-A-River contract. If you would like to join Adopt-A-River and sign the contract, please email adoptariver@milwaukeekeeper.org. We would be more than happy to have you join our Adopt-A-River Program!



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Adopt-A-River Branding Guidelines

Milwaukee Riverkeeper would highly appreciate it if Adopt-A-River Members promoted the Adopt-A-River Program whenever possible! Garnering community support fosters river stewardship and leads to healthy rivers. Creating fellow advocates by sharing experiences and encouraging others to get involved is the most effective promotion. However, in order to build a consistent brand for the program, please adhere to the following guidelines **as a minimum**. If you have any questions, please send the Adopt-A-River Coordinator an email at adoptariver@milwaukeekeeper.org.

*****Referencing Milwaukee Riverkeeper*****

Do not preface Milwaukee Riverkeeper with articles, in any plural form, or Riverkeeper as a standalone word.

- *Do's*
 - Milwaukee Riverkeeper
- *Dont's*
 - THE Milwaukee Riverkeeper
 - Milwaukee Riverkeepers
 - Riverkeeper
 - Riverkeepers

Creating Copy for Your Participation in Adopt-A-River

- Include “**Adopt-A-River is a program of Milwaukee Riverkeeper.**” in any description of the programming.

**Applies to web, social media, print, and blog posts.*

Creating Copy for Your Project Days

- Include “**Adopt-A-River**” in the title of your project day
- Include “**Adopt-A-River is a program of Milwaukee Riverkeeper.**” in any description of the project day
- Groups may **not** preface “Adopt-A-River” with the name of their organization or group
 - *Do's*

**Applies to web, social media, print, and blog posts.*

- Adopt-A-River Cleanup at Lincoln Creek
- Adopt-A-River Cleanup with Johnson Creek Elementary
- *Don't's*
 - **Group Name's** Adopt-A-River Cleanup at Lincoln Creek

Include Adopt-A-River Program Information on Your Website

- Link to Milwaukee Riverkeeper's Adopt-A-River webpage
 - www.milwaukeekeeper.org/adopt-a-river

Registration for events

- If using your own event registration system
 - Include “**Adopt-A-River is a program of Milwaukee Riverkeeper.**” In any description of the project day
 - Link to Milwaukee Riverkeeper's Adopt-A-River webpage
 - www.milwaukeekeeper.org/adopt-a-river
- (Optional) Milwaukee Riverkeeper Registration
 - Milwaukee Riverkeeper will work with groups to set up digital registration for project days through our database.

Creating Facebook Events/Posts

- Include “**Adopt-A-River is a program of Milwaukee Riverkeeper.**” in any description of the project day in Facebook Events
- Include “**Adopt-A-River is a program of Milwaukee Riverkeeper.**” in any description of the project day in Facebook, LinkedIn, Instagram posts
 - You do not have to include this copy in Twitter Posts
- Tag Milwaukee Riverkeeper or @mkeriverkeeper in Facebook, LinkedIn, Instagram, Twitter posts

Logo

- In any Adopt-A-River promotional material where an organization/group/company's own logo is used, also include the Adopt-A-River Member badge

Press

- (Optional) We are happy to work with groups on a case-by-case basis in sending press releases or media advisories for project days or general announcements about participation in the program.