



Adopt-A-River

WWW.MILWAUKEERIVERKEEPER.ORG/ADOPT

Adopt-a-River Communications Toolkit

GRAPHICS - The following are *templates* that can be personalized to your cleanup using [Canva](#):

Option to include personal photo of group or past cleanups:

- [Facebook/Linkedin Post](#)
- [Facebook Event Cover](#)
- [Instagram Post](#)
- [Instagram Story](#)
- [Twitter Post](#)
- [Flyer](#)

Standard option with no photos:

- [Facebook/Linkedin Post](#)
- [Facebook Event Cover](#)
- [Instagram Post](#)
- [Instagram Story](#)
- [Twitter Post](#)
- [Flyer](#)

Graphic Notes:

- There is a “Logo Spot” option for Businesses and Organizations to include their logo if desired - you can adjust this as needed.
- Please contact the [Adopt-a-River Coordinator](#) if you do not have access to designing your own graphic.

SAMPLE EMAIL LANGUAGE:

Dear Friends,

We are looking forward to a great year of clean-ups and are excited to continue making a difference with you all. On that note: We would like to invite you to come and clean up [Lincoln Creek] with us on [September 17th] from [9-12pm]!

As always, we'll bring the supplies, you bring the hands, and together everyone has a fun day outside working towards cleaner, healthier rivers in our city.

Advanced registration is required. Register: [link/embed registration link]

We hope to see you there!

SOCIAL MEDIA LANGUAGE:

Sample Post #1

[This/Next] [SATURDAY]!

Help us clean up the [#MilwaukeeRiver] from [2-4 PM].

We'll bring the supplies, you bring the energy, and together everyone has a fun day restoring Milwaukee's waterways!

Register: [link registration form]

Sample Post #2

[This/Next] [WEDNESDAY]!

We're hosting a cleanup at [#LincolnCreek] and are inviting YOU to join us! We'll bring the supplies, and you bring the energy while everyone has a fun day outdoors restoring our local rivers. Register: [link registration form]

Sample Post #3

The weather for this [Saturday] is supposed to be nice and SUNNY!

What better way to spend a beautiful day than to help clean up the [#MilwaukeeRiver]?

Join the fun in a short, two-hour cleanup at [#EstabrookPark]. Register: [link registration form]

Sample Post #4

Help us restore a section of the [#MenomoneeRiver] on [Saturday, March 10th] from [11-1 PM]! We'll bring the supplies, you bring your friends, and together we'll improve our waterways! Register: [link to registration form]

Sample Post Notes:

- In the areas where there are [], you can slot in the different locations and dates depending on your cleanup.
- You can also add or change anything as you see fit!
- Feel free to add in some fun emojis too: 🌊 💧 ☀️ 🎉 ✨
- Tag us in your post @mkeriverkeeper ([Twitter](#) and [Instagram](#)) or Milwaukee Riverkeeper ([Facebook](#) and [Linkedin](#))

Sample Promotional Timeline:

- 8 weeks out:** Book your cleanup date with Milwaukee Riverkeeper to secure your supplies
- 7 weeks out:** Request food/beverage donations for volunteers from local businesses (*suggested: Starbucks, Kroger, Kwik Trip*)
- 6 weeks out:** First email invite, launch social promotions (create Facebook event)
- 5 weeks out:** Second email invite, add new information (if any), post to community calendars
- 3-4 weeks out:** Add a sense of urgency to emails / postings, enlist help from partners if needed
- 1-2 weeks out:** "last call email"
- Day before event:** Reminder sent by Milwaukee Riverkeeper (include things to bring - sunscreen, water bottle, etc.)