

#TrashTag Guide

The trashtag challenge is a brilliant way to tidy up your local area whilst also raising some serious cash!

Getting ready for the event

- Promote your event on social media by making a trashtag twitter account or by posting your event on facebook/instagram to generate interest among your friends, family, and the wider community.
- Set a price: for example, propose that for £10/20 donated, an area of your local town will be cleared up - with before and after photos uploaded onto social media after each clean up so that donors can see the impact their donation has had. You can also ask people to nominate a particular area that they would like to see cleared up in order to help boost donations.

What you'll need

- A litter picker
- A good pair of gloves
- A large number of bin bags (preferably recycled plastic)
- A sturdy pair of shoes
- High-vis jacket

Top Tips

- You can 'upsell' by charging £10 to clear any litter-filled area, or if people pay £20 they can choose a particular location that they would like to see cleared up!



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"When you're out there working hard changing lives it's a great feeling"

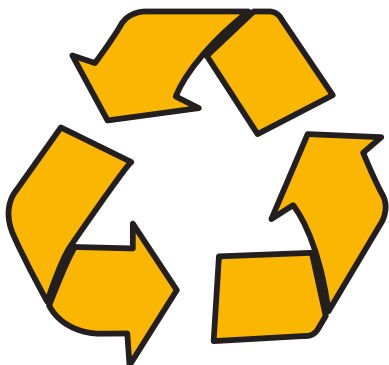
- Henry Gardner-Roberts, Kilimanjaro Trek



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The important bits

- Before doing your litter pick, make sure the area is safe! Make sure its not dangerous regarding traffic, slopes/ditches and avoid disturbing wildlife.
- Avoid work/construction sites, and areas without a public right of way are no-go areas.
- Bring a friend with you! Time will always go much quicker if there's a friend present to help you out.
- Avoid skin contact with any of the litter you are picking up and be mindful of any sharp objects you find.
- Always carry out the litter pick in the day time and always wear your high-vis jacket.
- If you see any items that you are uncomfortable picking up, leave them or report them to the council.



On the day

- Once the £10/20 threshold has been hit, you are ready to carry out the next litter pick.
- Dispose of your collected rubbish by taking them to recycling sites. Alternatively, councils often collect bagged up litter from litter picks free of charge.
- Don't forget to take a photo of the litter site before and after the clean up as proof of your hard work. These photos make excellent fundraising content which will persuade others to donate!

**For more information contact
fundraising@meningitis.org**

"If you make it fun for yourself then it is fairly easy to hit that final target!"

- Sarah Blanchard, Kilimanjaro Trek

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