



National
Wildlife
Federation



JOHNSON
OUTDOORS

Help National Wildlife Federation Collect *One Million Pieces of Trash*



Agenda

- What is the Clean Earth Challenge
- Benefits of participation
- Steps to participate
- Measure and report your impact
- Resources available to support your cleanup
- Questions?
- Contact information



Benefits



- Remove trash from the environment (healthier habitat for humans and wildlife).
- Host an event for Earth Month or Earth Day.
- Engage students, faculty and staff (networking, team building).
- Use the Litterati app.
- Help NWF reach our goal!



Step 1: Sign Up



www.CleanEarthChallenge.com



Step 2: Choose a Location



- Inquire and secure permission or permits if applicable (for example, school/campus grounds, a local park, business area, etc.).
- Make sure the area you are cleaning up is safe and accessible. It should be easy to walk through to collect trash and debris. Avoid any unsafe circumstances or obstacles.



Step 3: Plan for Special Disposal Items

Before your clean-up, consult school or campus facilities services or local city services for special handling and drop-off instructions for special items like batteries, paint, or any hazardous items that cannot be thrown in the trash.



Step 6: Measure and Report Your Impact

There are 3 options to use in order to report your impact and litter collection total:

- Online Collection Form
- Download and printable pdf Collection form
- Download the easy-to-use, **Litterati app**, free, in the Apple Store and Google Play Store.



LITTER COLLECTION FORM

Let's Do This!

Clean-Up Steps:

1. Check Out How to Safely Collect Trash at www.cleanearthchallenge.com
2. Keep Track of What You Collect
3. Tally the Items You Pick Up
4. Weigh Trash (Optional)
5. Recycle What You Can
6. Submit Your Form to cleanearthchallenge@nwf.org

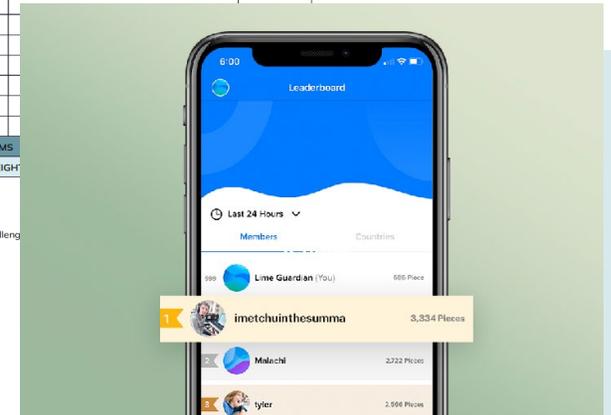
Thank you for participating – every piece you collect counts!

Team Name (if Applicable): _____
Clean-Up Location (Beach, Park, Other...): _____
First Name: _____ Last Name: _____
City: _____ State: _____
Email Address: _____

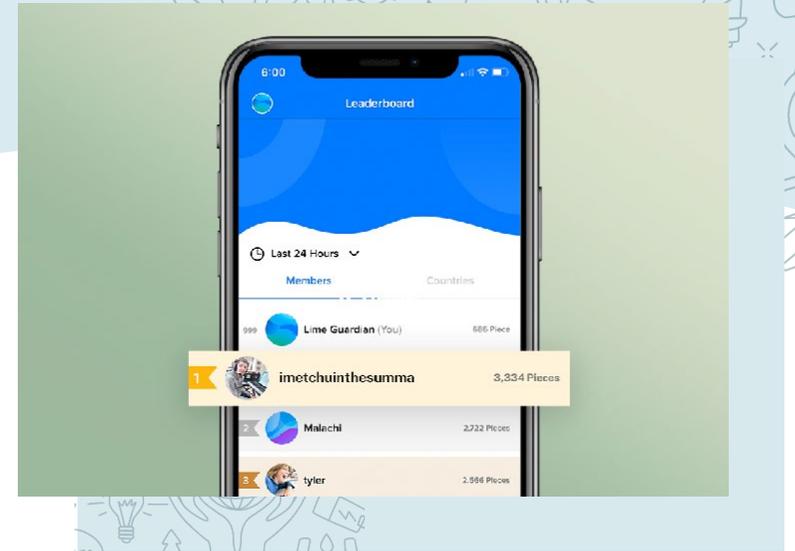
Litter Collected:

ITEM	TALLY	TOTAL
COMMON ITEMS		
Bottle		
Beverage Can		
Bottle Cap		
Cigarette Butts		
GRAND TOTAL ITEMS		
GRAND TOTAL WEIGHT		

www.cleanearthchallenge.com



Litterati App



Download the easy-to-use, *Litterati app*, free, in the Apple Store and Google Play Store.

- Join as an individual with the code CLEANEARTH
- Join as a school with your customized “Join Code” provided by NWF
- *Litterati* Quick Guide and Full Guide available
- *Litterati* New User Getting Started Tutorials on YouTube



Litterati Quick Tips



Tip: Download at home before the cleanup. Once you've downloaded the app and set up your personal profile, sign up for the challenge with the code "CLEANEARTH". If you are registering as a school, you will then use the custom code provided to you by NWF to join the Clean Earth Challenge. The cool thing about the Litterati app is that you take a photo of each item you collect, and the app categorizes and keeps track of your collection pieces.

Tip: When you are out on your collection journey, pair up as a tag team and have one person use the app and take photos and one person collect the trash. Then switch! It makes the process faster and more efficient!

LITTERATI & CLEAN EARTH CHALLENGE Quick Start Guide

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- 1** Download the app and claim your account
- 2** Set your phone's GPS location settings are ON. Sign up for the challenge with join code: **CLEANEARTH**
- 3** Clean up & take photos! Be safe, wear a mask, be aware of your surroundings. Check that your GPS location settings are ON. Protip - Make sure to take clear, well lit photos!
- 4** Upload your photos **connect to Wi-Fi** when you're done. After doing a long clean up session, this would be a good time to charge your phone as well.
- 5** Tag your photos in the gallery after uploading. Go into gallery and add object, material or brand tags to your photos. It's important to tag your photos to help add good data to your photos and our database.

Bonus! Share on social media! #CleanEarthChallenge #ComeCleanForEarth

For more information, visit our [FAQ page](#)



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Contact Us

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