



WELCOME TO CLEAN UP THE WORLD 2006

Please find below a list of the Membership Kit materials with suggestions on how you can use them to plan and promote your activities. The materials marked with an asterisk (*) can be found online in the Members Area of the Clean Up the World (CUW) Website - simply contact your Project Coordinator to obtain a Username and Password. Please feel free to download and print these materials as required.

Membership Kit	Suggested Usage
Membership certificate*	Show to sponsors and officials to help gain support.
Volunteer/ sponsor certificate template*	Copy and present to volunteers and sponsors to say 'thank you' for their support.
Logo bromide sheet*	Use this to include CUW logos when printing your own materials.
Clean Up Event Guide*	Step-by-step planning advice for clean up events.
Member Handbook*	Activity suggestions, case studies, sponsorship and media advice, and general information.
Media Guide including sample media releases*	Hints and guidelines to help you promote your organisation, and its events and activities.
Sample Sponsorship Approach Letter*	A template letter to assist you in approaching local organisations/businesses for support.
UNEP Fact Sheet*	Background information on the United Nations Environment Programme.
Posters*	Use to promote your activities in the community.
Waste collection bags	Use for Clean Up events - remember they can be emptied and re-used.
T-shirt	Use for site supervisors, for promotional activities, or as samples if you wish to produce similar items.
School Education Kit* (for primary school students)	Teachers' guide and activity sheets.
Environmental Information Sheets*	Background information and tips for taking action on a range of issues.
Promotional video* (5 minute duration)	Show to potential sponsors and community groups to encourage participation.
2006 television commercial - 30 second public service announcement (PSA). This video is produced in Betacam format and cannot be played in standard video cassette recorders (VCRs).	The commercial is designed to promote CUW Weekend (15-17 September 2006) and will be available later in the year. Please advise your Project Coordinator if you are interested in approaching television stations to have it aired.

The Education Kit and Environmental Information Sheets are currently only available in the Members Area of the Clean Up the World website. Please contact your Project Coordinator to make alternative arrangements if you have limited internet access.

Please tell us about your activities and achievements throughout the year using the *Activity Summary Report* form. The form is available on the Clean Up the World website or by request from your Project Coordinator. The information you provide will enable your initiatives to be profiled in the annual Activity Report, on the Clean Up the World website and in media releases.

CONTACT

Project Coordinators

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Please turn over for information and advice on how to make the most of the **Clean Up the World Website**.



CLEAN UP THE WORLD WEBSITE

www.cleanuptheworld.org

The Clean Up the World Website contains up to date campaign information, Member case studies, media releases and a range of resources for Members.

Many of the support materials and information included in the 2006 Membership Kit are also available online in the Members Area of the Website. Members can access this area using a Username and Password available from your Project Coordinator. Please feel free to download and print the materials as you find necessary.

The website is available in three languages - English, Spanish and French. It automatically displays English. To select another language, please click on the appropriate language on the right hand side of our Home Page (under the UNEP logo).

The following table shows where to find the specific information on the Clean Up the World website:

Question	Section of the website
What is Clean Up the World?	<ul style="list-style-type: none"> ▪ What is Clean Up the World? page - <i>Download Annual Activity Report (pdf)</i> - <i>Download A History of CUW (pdf)</i> ▪ Information for Members page - <i>Download Brochure (pdf)</i>
How can I participate in the Campaign?	<ul style="list-style-type: none"> ▪ Participate in the Campaign page
How can I register as a Member?	<ul style="list-style-type: none"> ▪ Participate in the Campaign page - <i>Download Brochure (pdf)</i> - <i>Download Membership Registration Form (Word Document)</i>
What are the benefits of Membership?	<ul style="list-style-type: none"> ▪ Participate in the Campaign page
What are CUW Members saying about the campaign?	<ul style="list-style-type: none"> ▪ Participate in the Campaign page
What is happening this year?	<ul style="list-style-type: none"> ▪ Current Campaign page
How do I access the Membership Kit Materials online?	The Member's Area can be accessed through the Information for Members page (contact CUW to obtain Username and Password).
Which countries have CUW Members?	<ul style="list-style-type: none"> ▪ Current Campaign page
Are there other Clean Up the World Members in my country?	Please contact your Project Coordinator.
What are other Members around the world doing?	<ul style="list-style-type: none"> ▪ Our Members page (access through the Home Page) ▪ Media Releases page
Where can I read CUW past and current media releases?	<ul style="list-style-type: none"> ▪ Media Releases page
Who are Clean Up the World's sponsors and partners?	<ul style="list-style-type: none"> ▪ Sponsors and Partners page
Where can I read about CUW outreach visits?	<ul style="list-style-type: none"> ▪ Information for Members page - see right hand side column.
Where can I find information about funding organisations?	<ul style="list-style-type: none"> ▪ Information for Members page - Member's Area includes a <i>Grants Register</i>
Where can I find information about environmental issues? Where can I download the Environmental Information Sheets? Where can I get ideas for environmental activities?	<ul style="list-style-type: none"> ▪ Information for Members page - <i>Member's Area includes the Environmental Information Sheets and an Internet Resource List.</i> ▪ Our Members page (access through the Home Page) ▪ Current Campaign - see case studies in side column
How do I report my activities to CUW?	<ul style="list-style-type: none"> ▪ Information for Members page - <i>Download Activity Summary Report (Word doc)</i>