

BUSINESSES & ORGANIZATIONS

Why should businesses participate in Love the Boot Week?

Love the Boot Week is a way for people all over Louisiana to show they care about our great state through active participation in community clean-up events. It also provides businesses with visibility and promotion. Businesses that participate join other community leaders to support and care for the communities in which they operate and do business.

How can businesses get involved and make a difference?

Organize a cleanup around your business or in an area in your city such as downtown, an overpass or a park during Love the Book Week. Promote your event to encourage employees, clients and customers to participate by using print and digital tools in the Love the Boot toolkit at lovetheboot.org. Make sure to register your event at lovetheboot.org and post your outcomes for statewide recognition.

Organize a cleanup

- Prior to Love the Boot Week, go to lovetheboot.org to register your event.
- Organize a cleanup for employees at your company or around your community to take place anytime during April 20 to 26, 2020. Create a friendly challenge among employees through team clean-up events, or partner with the city and other businesses to clean up downtown, an overpass, a community park or waterway. Download a Litter Cleanup How-To Kit at lovetheboot.org.
- Use the tools in the Love the Booth Promotional Toolkit to promote the event on your website, newsletter, and in your place of business. There are logos, digital ads, posters and banners available for your use. Download the Promotional Toolkit at lovetheboot.org.
- Promote Love the Boot Week with social media posts showing what your business did with the hashtag #LovetheBoot.
- After your event return to lovetheboot.org to post your outcomes for statewide recognition.

Benefits of participation

- Recognition as a participant on lovetheboot.org for one year.
- Social media posts highlighting your company's activities.
- Official Love the Boot signage for your business.
- A clean, healthy, inviting business for your employees and customers/clients.
- Opportunity to set a good example for employees and community-at-large.
- Reduction of waste and litter.

How can businesses #LoveTheBoot all year long?

- Organize quarterly clean-ups for employees around your grounds and parking lots.
- Promote clean-up events via advertising, social media posts, website, posters and newsletters.
- Give employees time off to volunteer at clean-up events.
- If your office doesn't recycle, start today.
- Install trash and ash receptacles at all transition points and in your parking lot.
- Adopt green practices, including eliminating plastic water bottles, Styrofoam cups and straws.
- Encourage employees to become a Friend of Keep Louisiana Beautiful by donating online.
- Become a certified Keep Louisiana Beautiful organization at keeplouisianabeautiful.org.

REGISTER YOUR BUSINESS AT LOVETHEBOOT.ORG.