

GOVERNMENT AGENCIES

Why should government agencies participate in Love the Boot Week?

Local and state government agencies currently spend over \$40 million a year in Louisiana on litter removal, abatement and enforcement. Those expenses can be reduced or even eliminated if we all care and love Louisiana more. If we expect citizens to behave responsibly, then our leaders need to lead the way by setting an example for them to follow.

How can government agencies get involved and make a difference?

Organize a cleanup around your agency or in an area in your city such as downtown, an overpass or a park during Love the Boot Week. Promote your event to encourage employees and citizens 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 and community members to take place anytime during April 20 to 26, 2020. Create a friendly challenge among departments or districts. You can decide if you want your cleanup to be closed or open to the public. Download a Litter Cleanup How-To Kit and promotional tools at lovetheboot.org.
- Use the tools in the Love the Boot Promotional Toolkit to promote the event on your website, newsletter, utility statement stuffers and at community events. 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 group 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 office's activities.
- Official Love the Boot signage for your office.
- A clean, healthy, inviting community for your employees and the community at-large.
- Opportunity to set a good example for employees and community at-large.
- Reduction of waste and litter.

How can government agencies #LoveTheBoot all year long?

- Organize quarterly clean-ups in your community.
- Promote clean-up events via social media posts, website, posters and newsletters.
- Offer recycling services or programs in your community.
- Install trash and ash receptacles at all transition points, in parking lots and in public spaces.
- Adopt green practices, including eliminating plastic water bottles, Styrofoam cups and straws.
- Encourage citizens to become a Friend of Keep Louisiana Beautiful by donating online at keeplouisianabeautiful.org
- Become a certified Keep Louisiana Beautiful organization at keeplouisianabeautiful.org.

REGISTER YOUR AGENCY AT LOVETHEBOOT.ORG.