

LOVE THE BOOT week

KEEP LOUISIANA BEAUTIFUL

EVENT GUIDEBOOK



Table of Contents

1. About Love the Boot Week
2. Ways to Participate
3. Event Registration
4. Intro to Planning an Event
5. Building a Team
6. Litter Cleanup Logistics
7. Litter Cleanup Supplies
8. Litter Cleanup Safety
9. Waste Removal & Hauling
10. Recycling
11. Beautification: Plantings
12. Beautification
Refurbishing/Improvements
13. Youth Education
14. Adult Education
15. Reporting & Sharing Results
16. Reporting Form
17. Waiver & Photo Authorization



About Love the Boot Week

Love the Boot Week is Louisiana's largest litter removal and beautification effort with events held in all 64 parishes every April in conjunction with Earth Month. Now a statewide movement, Love the Boot Week strives to engage businesses, local and state governments, non-profits, schools, and individual citizens to work together to care for their communities and demonstrate pride in place. Anyone is invited to participate through volunteering or planning a local cleanup or beautification event.

We all want to live, work, and play in a clean Louisiana. Love the Boot Week isn't just about cleaning up. It's a vehicle for bringing awareness to the issue of litter, spurring important dialogue and motivating change that will have a lasting impact.

Our Goals



Litter Removal



Beautification



Education



Recycling

About Keep Louisiana Beautiful

Keep Louisiana Beautiful (KLB) is a state program under the Office of the Lieutenant Governor and the Department of Culture, Recreation, & Tourism promoting personal, corporate, and community responsibility for a clean and beautiful Louisiana. KLB supports local communities through programs and resources for litter education, prevention, removal, enforcement, beautification, recycling, waste reduction, and sustainability initiatives. KLB is affiliated with the national organization, Keep America Beautiful, and works in collaboration with a robust statewide network of Community Affiliates and University Affiliates. Learn more at KeepLouisianaBeautiful.org.

Ways to Participate

There are many ways to participate in Love the Boot Week! All efforts, large and small, make a difference. You can organize an event, volunteer, or help spread the word on social media.

Keep Louisiana Beautiful created this guidebook to help make your Love the Boot experience fun, safe, and impactful. Don't hesitate to reach out to KLB with questions at info@keeplouisianabeautiful.org or (985) 778-0067.

Options for Getting Involved

Organize an Event

- Plan
- Register
- Prepare
- Promote
- Conduct
- Report
- Share your impact

Volunteer

- Visit lovetheboot.org to browse events and select one in your community.
- Contact the event's organizer to sign up.

Spread the Word

- Invite your community to get involved.
- Share photos of how you #LoveTheBoot!
- Challenge others to post as well.



Event Registration

For those organizing an event, registration is quick and easy at LovetheBoot.org. Fill out one registration form for each cleanup or beautification event you organize so your impact can be recognized. This section will help you understand some of the questions on the form.

Registration Form Fields: Explained

Event Type: Select whether your event is Public or Private

Public Event: Event details are visible on the Love the Boot website. Volunteers from the public can sign up to participate in your event.


Private Event: Your event title and group name will be displayed on the website, but not the date, time, or location. You are responsible for inviting volunteers.

Group Type: What category does your group best fit in? If you fall into more than one type, choose the more specific type. Example: KLB Community Affiliates using the Keep ____ Beautiful name should choose the Affiliate category even if you are also local government or nonprofit.

Organization/Group Name: This is used to identify your group. If your group is not a named organization, you can create one here such as “Mid City Neighbors” or “Tom and Friends.”

Event Title: Create a name for your event, such as “Clean Up Crowley.”

Volunteer Information: How should volunteers sign up? If you select a public event type, you will use this section to point prospective volunteers to a signup method of your choice. This can be a simple email address or phone number, or you can put a link to a Facebook event, Eventbrite page, or a page on your organization’s website. Whatever method you choose, keeping up with your volunteer signups and communications is a crucial responsibility of the event organizer. More information on page 5.

 **Editing Your Event Details:** After registering your event, you will receive a confirmation email from Keep Louisiana Beautiful that will contain a link to make edits. Save this email! You can come back to it any time to edit your event. If you cannot find your confirmation email, you may enter the email address used to register your event on LovetheBoot.org, and a new link to edit will be emailed.

Introduction to Planning an Event

Keep Louisiana Beautiful encourages individuals to conduct Love the Boot events in their own communities. Organize a group of family, friends, or neighbors who share a passion for the cause!

Steps to Planning an Event

1. Define the purpose of your event. What project will you tackle?
2. Set a date and register on LoveTheBoot.org.
3. Gather a planning team and recruit volunteers.
4. Develop details of your plan and gather supplies.
5. Safely conduct your project.
6. Celebrate and thank your volunteers.
7. Report your data and share your results.



Determine Your Project

You may want to choose one or a few of these ideas:

- **Litter cleanup**
 - Roadway
 - Waterway
 - Greenspace
- **Beautification**
 - Planting: trees or plants
 - Refurbish or create a garden
 - Clean or paint benches or lamp posts
 - Mural or other public art project
 - Pressure washing or removing graffiti

Note: Logistics on each type of project are included in the following pages.

Determine Logistics

1. The date must be within Love the Boot Week.
2. Consider the availability of your expected volunteers when determining a time.
3. Choose a location that is reasonably safe and accessible. Make sure there is parking and restrooms for volunteers.
4. See page 7 (cleanup) or 12 (beautification) for more location logistics and suggestions.

Building a Team

Who will you Love the Boot with? We accomplish more when we work together. Use these tips to recruit and manage your team of volunteers.

Private Events

- Send a direct invitation to those in your group: coworkers, family, club-members, etc.
- Send at least 2 reminders as the date approaches.
- Send all the details your volunteers need in the days before your event.

Public Events

- **Determine how volunteers from your community should sign up.**
 - Consider using an online event platform such as Facebook or Eventbrite, or post your event on your organization's website. When you register your event on LovetheBoot.org, add the link to the event page you created. Volunteers can sign up and learn more about your event by following the link to your page.
 - If you choose to have volunteers contact you directly to sign up, list your email address on your registration form under "Volunteer Information."
- **Recruit volunteers and promote your event.**
 - Visual invitations and infographics will catch the eyes of prospective volunteers!
 - Use the graphics provided in the Love the Boot digital marketing toolkit.
 - Add your own branding and event details - including how to sign up.
 - Reach out to students in need of service hours, scout troops, neighborhood associations, business associations, and other groups in your community.
 - **Some ways to get the word out:** social media, e-newsletter, direct texts and calls, press release, local radio interview, community calendar of events, print flyers.
- **Manage your signups and communicate with volunteers.**
 - Keep a list of everyone who has signed up with their contact information.
 - Thank them and confirm you've received their signup.
 - If you have a large group, ask a few volunteers to serve as sub-group leaders.
 - Send at least 2 reminders leading up to the event.
 - A few days before, send a final reminder and confirm details such as parking and what to wear.
 - Monitor the weather. Communicate promptly if you need to cancel or reschedule.

Litter Cleanup Logistics

If you've chosen a Litter Cleanup as your event type, reference this section for details on choosing a location, gathering supplies, safety tips, waste removal, and recycling.

General Information

Before the Event

- Choose a safe and accessible location with sidewalks or greenspace off the roadway.
- Visit the area you plan to clean. Take “before” photos. Determine areas to target and avoid. Divide large areas into sections. Consider pre-assigning sections to volunteers.
- If the area is on private property, such as a business parking lot, obtain permission to hold your cleanup. If it is on public property, obtain permission from the city or parish.
- Make a waste hauling plan for the litter you collect. See section below.
- Gather supplies. See section below.

Day of Event

- Arrive early to set up a spot to meet volunteers and disperse supplies.
- Have volunteers sign up and capture their email addresses.
- Conduct a safety training for your group (see section below) and instruct them where to leave their collected litter bags (roadside or back at the meeting spot).
- If you have a large group, break up into smaller groups and assign group leaders.
- One person should stay at the meeting spot to greet late-comers, manage supplies, and answer questions from volunteers as needed.

Locations

Land

Rights-of-way
Parks or playgrounds
Neighborhoods
School yards
Vacant lots
Downtown areas
Walking or bike paths
Illegal dump sites
Roadways (non-interstate)

Waterway

Bayous
Creeks and riverbanks
Ponds and lakes
Beaches
Large ditches
Drainage and detention areas

Topographical maps can be downloaded at
www.usgs/pubprod/



Litter Cleanup Supplies

Groups who register early may receive a free supply box from Keep Louisiana Beautiful. Pay close attention to the registration form and your email for details!

T-Shirts: Each year, KLB designs a Love the Boot Week shirt for volunteers to wear. In supply boxes distributed to the first groups of 10 or more volunteers to sign up, there are 25 t-shirts of various sizes. If you wish to order additional t-shirts, they can be purchased through Artmasters. Please email susan@theartmaster.com. Additional contact information can be found at artmasterspromos.com.

Supplies at Libraries: Through KLB's Get Down & Clean Up program, you can use your library card to check out litter clean-up supplies including grabbers, safety vests, and trash bags. Visit keeplouisianabeautiful.org to view a list of the 140+ participating libraries. Quantities are limited.

Essential Litter Clean-up Supplies

- Trash bags or buckets
- Gloves and/or grabber tools
- Water
- Hand sanitizer
- Sunscreen



Location-Specific Supplies

Land

Safety vests
Safety cones
Rakes and shovels
Trash bag rings
Wheelbarrows

Waterway

Fishing and pool nets
Mesh bags
Floatation devices and life jackets
Small boats and paddles
Waders
Towels

Litter Cleanup Safety

Safety should always be the top priority for cleanup events. Follow these tips for a safe event.

Group Leaders

- Provide a safety orientation to your volunteers before beginning the cleanup.
- Know emergency procedures and location of the nearest emergency facility.
- Have a first aid kit and cell phone on hand.
- Don't schedule cleanups during peak pedestrian or traffic hours.
- Don't conduct cleanups during extremely inclement weather.
- Consider placing signs or cones on roadways being cleaned to alert drivers.
- Provide adult supervision if youth are involved (at least 1 adult to 8 youth volunteers).
- Don't allow small children to participate in cleanups near major traffic corridors.

Volunteers

- Wear gloves, closed-toe shoes, long pants, and long-sleeved shirts.
- Wear safety vests or bright colors.
- Wear sunscreen and bug repellent. Drink plenty of fluids and keep snacks on hand.
- Be aware of your surroundings and potential hazards.
- Use the "buddy system" working in teams of two or three.
- Wash hands with antibacterial soap.
- Don't touch hazardous materials like needles, sharp objects, powerlines, condoms, animal carcasses, or other questionable or oversized items. Report such items to the Team Leader.
- Don't overstuff trash bags.

Waterway Safety

- Small children should not participate in a cleanup where there is a drown risk.
- Life vests should be worn on boats and at the edge of deep water.
- Waders should be worn in shallow water.
- Beware of dangerous wildlife such as snakes and alligators.
- Do not attempt to pull out large or heavy submerged items. Professionals such as divers, rescuers, or military personnel may be invited to join your cleanup if you suspect these items are present.

Waste Removal & Hauling

Event organizers are responsible for coordinating the disposal of litter picked up. Make sure to factor waste removal and hauling into your event planning.

Disposing of Litter

Curbside pickup: If your event is in a residential neighborhood with trash pickup service, you may be able to leave it out for regular pickup. Check with your local sanitation department for limitations and guidelines.

Dumpster: If you are a business or organization with access to a dumpster, you may be able to utilize this. Have your volunteers drop off their bags next to the dumpster if it is nearby, or have leaders with trucks drive the bags to the dumpster. Don't forget to count your bags before throwing them in!

Hauling: If you have a large amount of garbage collected, or if curbside pickup or a dumpster is not appropriate, you should arrange for hauling. Contact your local government offices to inform them of your cleanup plans. Determine if they can assist you with waste hauling or if you will need to partner with a private hauler. Work with your waste hauler to determine the best locations for volunteers to drop off their bags for pick-up.

About Tipping Fees: Landfill operators charge a "tipping fee" to dispose of waste. Occasionally these fees are waived and considered as an in-kind contribution. The fees may be absorbed by the city or waste hauler. You should determine ahead of time the party that will be responsible for incurring this cost.



Recycling

Keep Louisiana Beautiful partners with Osprey Initiative and Coca-Cola to offer recycling of plastic bottles and aluminum cans in select locations during Love the Boot Week. Specific instructions on how to participate will come from Osprey Initiative.

Additional Ways to Recycle

- Is curbside recycling offered in your area? If so, check with your local government to make sure you know what materials are accepted for recycling. Train your volunteers to separate these materials into different containers than the garbage, and put out your collected recycling for pickup on your designated day.
- If curbside recycling is not available, there may be a Materials Recovery Facility in your area that takes drop offs. Again, check what materials they accept.
- Look into other recycling organizations in your area and reach out to them about partnering. Past Love the Boot Week event organizers have partnered with recyclers of glass, Mardi Gras beads, etc.



Beautification: Plantings

Many groups choose to refurbish gardens or plant trees during Love the Boot Week. Beautification is a great way to give back to your community. It's also proven that a site that is well cared for is less likely to be littered.

Planting Supplies

- Shovels
- Plants or trees to be planted
- Soil, compost, mulch
- Gardening gloves
- Tree stakes and ties
- Measuring tape
- Garden hose or watering pail
- First aid kit



Tips for Planting Trees

- Research plants native to your area to determine which you will use for your project. Organizations such as the Louisiana Native Plant Society are good resources.
- Dig your hole slightly bigger than the size of the pot the plant is currently growing in.
- Use a tool (garden fork) to loosen the base of the hole and add additional compost
- Soak the roots of the plant in a bucket of water prior to planting, then invert the pot and gently take the plant out.
- Place the plant in the hole.
- Fill the hole with additional soil, and water the plant to drench the roots.
- Water regularly, as needed.



Beautification: Refurbishing/Improvement

Beautification is much more than planting trees. You can also help beautify your community by painting lamp posts, removing graffiti, or installing benches. Identify ways to help improve your community's appearance.

Project Ideas

- Painting a community mural
- Painting lamp posts, hydrants, park benches
- Cleaning the community welcome sign
- Installing park benches
- Installing trash receptacles
- Graffiti removal
- Pressure washing

Planning

- Meet with officials authorized to grant permission for projects. Obtain any required permits and liability releases.
- Create a mockup of any design elements of your project. If you are painting, determine the appropriate color scheme. Contact your local hardware or paint store(s), home builders and contractors.
- Consider asking business owners to support the project by donating supplies. Be sure to publicize any support you receive.
- Perform any prep work to be ready for volunteers, such as scraping or power washing before painting. Keep track of volunteers and volunteer hours during prep work to include in your report.

Supplies

Equipment will vary depending on the type of project. Some items to consider include:

Tools: paint brushes, rollers, extension poles, paint pans, buckets, cups, drop cloths, rags, sponges, wire brushes, pressure washers, scraper tools, sandpaper, hammers, nails, screws, drills, ladders

Personal Safety Equipment: safety glasses, aprons or smocks, dust masks, heavy duty gloves, first aid kit, soap and water

Locations

Meet with the local government (parks, planning and/or management department(s), downtown organization, schools, and neighborhood associations to determine needs and locations. Investigate proposed site(s).

Incorporating Education

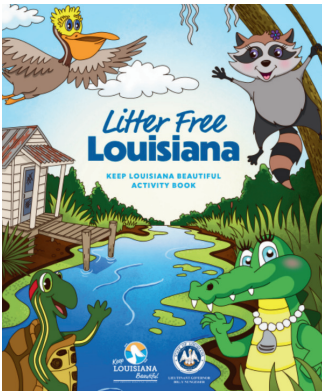
While picking up litter is important, the main goal of Love the Boot Week is litter prevention. The key to a cleaner Louisiana is preventing litter in the first place. Think about ways to incorporate litter prevention education into your Love the Boot event.

Youth

Teach youth the importance of caring for their community and the environment. Talk to them about topics related to your project:

- Where does litter come from? Where will it end up?
- Why is litter a problem (for our environment, animals, and people)?
- What are some ways we can prevent litter?
- Track and count the different types of litter you find. Which items can be recycled?
- What kinds of plants and trees grow in Louisiana?
- How do plants and trees help our community and environment?

Utilize KLB youth education resources, available free at keeplouisianabeautiful.org:



- **Litter Free Louisiana Activity Book:** A colorful 12-page activity book focused on teaching environmental stewardship. For larger orders, contact admin@keeplouisianabeautiful.org.
- **Lesson Plans for K-5:** KLB offers 10 lessons that align with student standards. Topics relate to litter, recycling, and other environmental topics. Each lesson is followed by an activity.
- **Read with Rocksey:** Visit KLB's website to find an environmental focused reading list with books sorted by grade level.



Incorporating Education

Adults

Environmental education doesn't stop with children! We all have opportunities to learn. Consider these ideas:

Litter Cleanup Events

- Print fact sheets from KLB's 2023 Litter Study available at keelouisianabeautiful.org.
- Using the fact sheets, quiz your volunteers. Start a discussion!
- Discuss the litter prevention tips found at letlouisianashine.org. Ask your volunteers how they prevent litter.

Beautification Events

- Check out the Louisiana Native Plant Society or a similar local organization to learn about native plants.
- Talk to your volunteers about the native plants being used in the project.
- Start a discussion about the importance of community appearance.



Report. Celebrate. Share.

Reporting

Collecting and reporting data is a crucial part of Love the Boot Week because it allows us to understand the impact of our collective efforts. Event organizers are asked to collect data during cleanup and beautification events and report final results to KLB online.

Before Your Event

- Determine how you will track data such as number of volunteers, hours, and bags of litter.

During Your Event

- Use the worksheet on the following page of this guide to collect data during your event.
- One hard copy of the worksheet will be included in supply boxes and can be copied.
- For litter cleanups, instruct your volunteers to either report their number of bags to you, or drop off what they pick up in one central location so that you can count it.

After Your Event

- Transfer data from your worksheet to our online form to submit to KLB by the deadline.
- Scan the QR code on the worksheet to easily access the form.
- If you held multiple events, compile all data into one online form.
- Upload your event photos.

Celebrate & Share

At the end of your event, don't forget to thank your volunteers and celebrate a job well done. Take a moment to recognize and appreciate your hard work. If you connected with new volunteers, make sure they know how to stay involved with your group.

Take photos during your event! Before and after photos, actions shots, and groups pictures are all great.

Share your photos on social media! This helps grow the impact of Love the Boot Week by spreading awareness and energy for the cause. Use the caption to share your results and explain why you think it's important to Love the Boot. Don't forget to use the hashtag #LoveTheBoot and tag @KeepLouisianaBeautiful so we can re-share your content.

2025 Love the Boot Week Data Collection

Thank you for participating in Love the Boot Week! Please print this form for your team lead(s) to collect data during your cleanup or beautification event(s), and then submit final data through the provided online form by **April 21**. If your event has multiple times and/or locations, please combine all data collected in one online form. Questions? Contact info@keeplouisianabeautiful.org.

Event Date: _____ Event Title: _____

Group Name: _____ Parish: _____

of Volunteers: _____ Average Number of Hours Worked Per Volunteer: _____

Type of Event: Cleanup or Beautification or Both (Circle One)

Miles Worked: _____
(Enter this info for roadway or waterway cleanups.)

Beautification Event Information:

of Trees Planted: _____ # of Garden Plants Planted: _____

of Gardens Refurbished: _____

Details of Other Beautification Projects:

Cleanup Event Information:

How many bags of litter did you collect? Write the quantity next to the bag size(s) that you used. Include both trash and recycling bags, if applicable. Osprey will collect recycling data separately.

_____ 13 gallon bags _____ 30 gallon bags _____ 42 gallon bags _____ 55 gallon bags

Top 3 Items Most Picked Up: _____
(Example: plastic bottles)

Large Items (Items that don't fit in a bag like a fridge or shopping cart):

Please remember to take photos of your event and share them on social media with #LovetheBoot.

Scan the code to transfer your data to KLB's online form for event reporting:



Event Liability Release & Photo Authorization Form

Event Date: _____ Event Title: _____

The Volunteer understands that he/she is engaging in activities that may expose him/her to dangers both from known risks and unanticipated risks. By signing this form the Volunteer discharges and holds harmless [INSERT COMPANY/ORGANIZATION/AFFILIATE NAME], and its representatives from any and all liability, claims, losses, suits, damages, and demands of whatever kind or nature arising or resulting from property damage, bodily or personal injury and/or death that may be caused by [INSERT COMPANY/ORGANIZATION/AFFILIATE NAME], and its agent's negligence or otherwise.

By signing this form, the Volunteer also understands that [INSERT COMPANY/ORGANIZATION/AFFILIATE NAME], and its partners, and affiliates may use all photographic images, video or audio recordings, video or audio reproductions, films, radio or television broadcasts and any other reproductions of the activities without limitations. Permission is granted for use in any medium now known or hereafter developed, including printed media, video, still photography and the Internet

PRINTED NAME	ADDRESS	EMAIL	SIGNATURE

Contact Us

We are happy to help!

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Disclaimer: this document serves only as a guide. Keep Louisiana Beautiful is not liable or responsible for the results of participating in the activities described.

All forms of participation in any events, volunteer activities, or activities related to Love the Boot Week participation ("Participation") by companies, organizations, individuals and any other entity ("Participants") are strictly voluntary. By engaging in such Participation, Participants agree that they assume the risks of injury inherent in such Participation and that Keep Louisiana Beautiful and its employees, officers, directors, sponsors and agents are discharged from and held harmless from any and all liability, claims, losses, suits, damages, costs and/or demands of whatever kind related to or arising directly or indirectly from their Participation, including those resulting from property damage, bodily or personal injury, and/or death.



LIEUTENANT GOVERNOR
BILLY NUNGESSER

keeplouisianabeautiful.org